# STANDARD LOGO: SD, HD AND ON DEMAND



**SHOW CASE**

**SHOW CASE** *HD*

**SHOW CASE** ▶ON DEMAND

**LOGO COLOUR >>**
The Showcase logo should only appear in POS (BLACK) or NEG (WHITE). The brand mark will never appear in boxes or bars. The black background knockout version is for illustrative purposes only. **Under no circumstances should the logo be used in an alternate colour, filled with a pattern or scaled disproportionately (squashed or stretched).**

**SHOW CASE**

POSITIVE (BLACK)

**SHOW CASE**

NEGATIVE/KNOCKOUT (WHITE)



**SHOW CASE**

E

Min. Clearance around logo.

**<< LOGO CLEARANCE**
The Clearance area should be equal to the width of the E in CASE. The logo should be locked up in the bottom right corner. The distance from right side and the bottom of the logo should always be optically the same. The distance of the logo from any safety area should be equal or greater than the minimum clearance measurement.

- **Logo should never be altered in its dimensions**
- **Constrain proportions equally when scaling**
- **Negative/Knockout version of the Showcase logo should always be used on Dark backgrounds**
- **Logos should not appear within boxes or bars (ie. no frames)**
- **Minimum clearance guidelines should be adheared to at all times**
- **The Minimum size the Showcase logo should be reproduced at is 10mm or 28px**