

# OUR BRAND GUIDELINES

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# The logo

Our logo is our most recognisable brand asset so we must make sure we apply it across all our communication material in a consistent and considered way.

It's worth noting that across the vast majority of our communication material we encourage you to use the logo + strapline (see page 6), however we understand this won't always be possible, so the rules around our stand-alone logo remain as important.

We have both a centred and horizontal version of our logo, for use in black and white only.

The centred logo should always sit centre aligned, and the horizontal logo should always sit left aligned. The only exception to this rule is when the logo is being applied to a particularly slim piece of communication (e.g. packaging, digital banners).

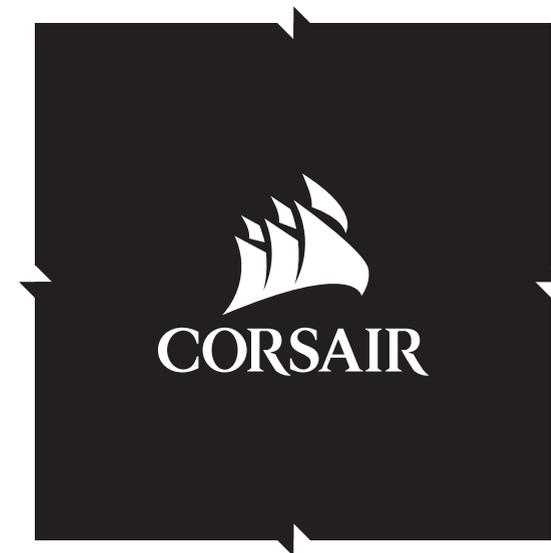
For further guidance on placing the logo into a layout see page 7.

**All files are supplied as part of the brand toolkit and should not be reproduced in any other way.**

Centred logo, black



Centred logo, white



Horizontal logo, black



Horizontal logo, white



# Using the logo

Both versions of the logo should have a clearspace of at least 1x CORSAIR C around each side.

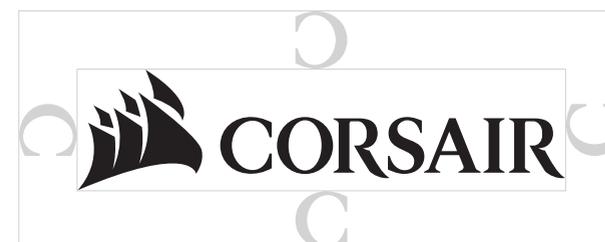
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## Centred logo



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## Horizontal logo



# Using the logo

It's important that we treat our logo with respect and ensure no matter where it is, it's always recognisable.

The examples on this page, which apply to all versions of the logo, give you an idea of how not to treat the logo.

1. Distort the logo.



2. Rotate the logo.



3. Change the relationship between the wordmark and the symbol.



4. Use the logo in any other color except black and white.



5. Overlay the wordmark and symbol.



6. Use the CORSAIR wordmark alone.



7. Place a gradient into the logo.



8. Use any special effects on the logo.



9. Place the logo into any holding device.



# Minimum Sizes

## The logo – Minimum sizes: Print

It's important our logo is always recognisable, so we've worked out the absolute minimum sizes we can use so we don't compromise legibility.

So when you need to apply a logo to a small space across printed communications, double check it's always at least as big as these examples here, measured in millimetres.

Centred logo: 13mm (w)



Horizontal logo: 18mm (w)



Centred logo + strapline: 35mm (w)



Horizontal logo + strapline: 46mm (w)



Flag logo: 7mm (w) – For product use only



## The logo – Minimum sizes: Digital

And when you need to apply a logo to a small space across digital applications, double check it's always at least as big as these examples here, measured in pixels.

Centred logo: 121px (w)



Horizontal logo: 125px (w)



Centred logo + strapline: 150px (w)



Horizontal logo + strapline: 198px (w)



Flag logo: 35px (w) – For mobile website use only



Flag logo for favicon use: 16px x 16px



# Colors

Yellow, Black and White are our primary brand colors and are used consistently across our brand.

However, we have the flexibility in our Secondary Color Palette to add complimentary color where appropriate.

**NOTE:** These secondary colors should be used sparingly and the primary colors used whenever you are unsure.

The color breakdown of our values for both print and digital are shown opposite.

## Primary Colors

<p><b>CORSAIR Yellow</b>            Pantone – 116C, 108U    CMYK – 0 12 100 0    RGB – 254 203 0</p>	100%	80%	60%	40%	20%
<p><b>Black</b>            Pantone – Black 6 C, Black 6 U    CMYK – 0 0 0 100    RGB – 0 0 0</p> <p><b>Rich Black</b>    CMYK – 20 20 20 100</p>	100%	80%	60%	40%	20%
<p><b>White</b>            CMYK – 0 0 0 0    RGB – 255 255 255</p>					

## Secondary Colors

<p><b>CORSAIR Red</b>            Pantone – 7416C, 7417U    CMYK – 0 85 69 0    RGB – 243 76 67</p>	100%	80%	60%	40%	20%
<p><b>CORSAIR Green</b>            Pantone – 347C, 7481U    CMYK – 80 0 88 0    RGB – 0 166 82</p>	100%	80%	60%	40%	20%
<p><b>CORSAIR Blue</b>            Pantone – 7683C, 2144U    CMYK – 88 48 0 0    RGB – 55 113 213</p>	100%	80%	60%	40%	20%
<p><b>CORSAIR Dark Grey</b>            Pantone – Cool Grey 8 C, Cool Grey 8 U    CMYK – 0 0 0 50    RGB – 157 157 157</p>	100%	80%	60%	40%	20%
<p><b>CORSAIR Light Grey</b>            Pantone – Cool Grey 1 C, Cool Grey 1 U    CMYK – 0 0 0 8    RGB – 240 240 240</p>					