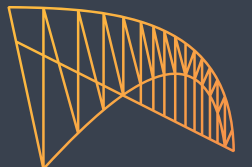


LOGO USE

BRIDGECLIMB SYDNEY

BRIDGECLIMB
SYDNEY



LOGO // PRIMARY

WIREFRAME // PREFERRED



The wireframe graphic is the preferred logo. It features two components: the dynamic bridge graphic, the 'BRIDGECLIMB SYDNEY' wordmark. Never alter or amend the angle, distance or relationship between the elements in any way.

The logo can appear in any colour or gradient combination available in the brand guidelines, however please choose appropriately for the design format. When using a gradient fill, the wordmark should always appear in the solid colour reflected by the closest anchor point of the bridge graphic. The wordmark should always be one colour only (not gradient).

WIREFRAME



The logo will be used across a range of collateral including (but not limited to) social media, print, outdoor and digital marketing, merchandise such as clothing and souvenirs, as well as signage and uniforms.

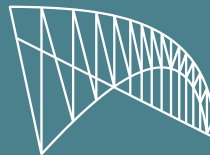
A solid version of the bridge graphic is available for use when contrast and legibility is a problem (ie, a textured background or complex image).

All logo rules still apply.

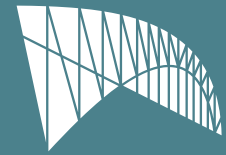
LOGO // REVERSED



BRIDGECLIMB
SYDNEY



BRIDGECLIMB
SYDNEY



All logos are able to be reversed out in white, however should only be used when the background colour is strong and dark enough to maintain legibility.

When reversed out in white, do not apply a gradient of any kind.

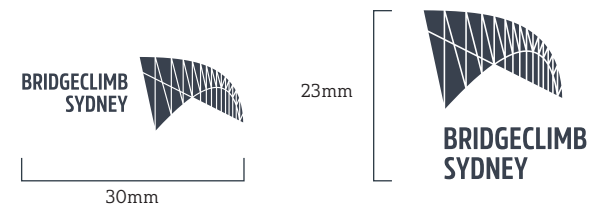
All previously stated logo rules apply.

LOGO // EXCLUSION AREA



The minimum clear space around the logo is equivalent to double the 'cap height' of the wordmark.

The minimum size for the logo in print is 30mm wide (landscape), 23mm high (stacked). On-screen digital 350px wide (landscape) and 300px high (stacked).



LOGO // USE



Do not rotate the logo



Always ensure a high contrast background



Do not place a drop shadow on the logo



Always ensure clear space between the BridgeClimb logo and other logos. If possible, do not place them side-by-side.

