

## CBLC Logo colour usage

### Quick Selection Guide

Background	Logo to Use
White / light backgrounds	Navy logo
CBLC blue background	White and teal logo
Dark / brighter colour background	White logo
Black & white printing	Black logo

### Navy Logo

#### Preferred option on white or light backgrounds

The navy logo provides the strongest contrast on white or light backgrounds and should generally be used in these situations.

#### Best used on

- White backgrounds
- Light neutral backgrounds
- Reports and document templates
- Letterheads and formal communications
- Clean or minimal layouts

### White and Teal Logo

#### For CBLC blue backgrounds

The white and teal logo is designed specifically for use on the **CBLC blue background colour** (CMYK: 94 / 82 / 22 / 8 - RGB: 47 / 69 / 127 - HEX: 2f457f). It may also occasionally be used on very soft photographic backgrounds, where the logo remains clearly legible.

#### Best used on

- Solid CBLC blue backgrounds (e.g. social media graphic, banner, leaflet, signage)

### White Logo

#### For use on dark and bright coloured backgrounds

The white logo is designed for use on darker backgrounds.

#### Best used on:

- Dark or darker coloured backgrounds **that are not CBLC blue** (e.g., black, deep colours)
- Photographic or textured backgrounds where a strong contrast is needed

- Dark/brighter coloured sections of websites, banners, social graphics, or presentations

## Black Logo

### Monochrome use only

The black logo should be used only when colour reproduction is not possible.

### Best used for

- Black-and-white printing
- Documents where colour printing is unavailable