For visual integrity, a minimum clear space of ‘X’ needs to be maintained around the logo.

The ‘X’ is the height of a sub-element in the icon as indicated. The clear space must be observed in preventing clutter around the logo.
For Print Usage

Minimum size permissible for the logo is 40 mm width-wise.

For application of the icon (without the brand name), the minimum size allowable is 20 mm width-wise.

---

For Digital Usage

Minimum size permissible for the logo is 160 px width-wise.

For application of the icon (without the brand name), the minimum size allowable is 100 px width-wise.
<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>0C 100M 100Y 0K</td>
<td>237R 28G 36B</td>
<td>#ED1C24</td>
<td>Pantone 032C</td>
</tr>
<tr>
<td>Black</td>
<td>0C 0M 0Y 100K</td>
<td>35R 31G 32B</td>
<td>#231F20</td>
<td></td>
</tr>
<tr>
<td>Light Red</td>
<td>0C 65M 65Y 0K</td>
<td>244R 122G 92B</td>
<td>#F47A5C</td>
<td>Pantone 7416C</td>
</tr>
<tr>
<td>Dark Red</td>
<td>25C 48M 100Y 22K</td>
<td>156R 29G 32B</td>
<td>#9C1D20</td>
<td>Pantone 7628C</td>
</tr>
</tbody>
</table>
The preferred typeface for SWITCH literature/document/write-up is the Acumin family.

Headline: **Acumin Pro Extra Condensed SemiBold**

Subhead: **Futura BOLD**

Body copy: **Futura REGULAR**

In cases where the preferred font is not available, similar typefaces can be used.

---

**Acumin Pro Extra Condensed SemiBold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ & *

**Futura BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ & *

**Futura REGULAR**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ $ % ^ & *