

Suma

CO-OPERATIVE SINCE 1977

OUR LOGO

We are the sum of our parts, and our logo is the combination of those elements. Clean but organic, elegant but not fussy. We use the individual shapes throughout our designs.



SUMA LOGO GUIDELINES

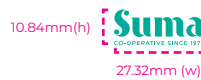
OFF PACK



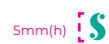
ON PACK



MINIMUM SIZE LOGO



MINIMUM SIZE ICON



LOGO COLOUR

Please use the teal version wherever possible. Black or white versions may be used when needed.

LOGO USAGE DON'TS

Please avoid the following...



Don't put the logo on an angle.



Don't distort the logo.



Don't use different colours for the elements.



Don't put imagery into the logo.



Don't change the proportions of the logo.



Don't remove the tagline.