

5.13 Partner, user group & solutions providers branding

— ‘Ready’ endorsement logo

The ‘Ready Application’ and ‘Ready Services’ logo’s have been specially and carefully designed. The master artwork supplied should always be used without any alterations and new formats of the logo should never be created.

Colour use

Whenever possible the partner logo should be printed in Pantone colours. However for four colour printing references are shown below.

Clear space

To ensure the consistency and stand out of the partner logo, it is important to position it within an adequate area of clear space. The recommended minimum clear space is shown here by the dotted magenta lines, and is equal to 50% of the SWIFT logo. Nothing should intrude into this area.

Minimum size

For legibility and accurate reproduction do not reproduce these logos smaller than 7.5mm in height.

‘Ready’ logo colour references

SWIFT Grey: Pantone Warm Gray 10

CMYK: c0 m15 y20 k60

RGB: r118 g106 b98

SWIFT Blue: Pantone 293

CMYK: c100 m50 y0 k35

RGB: r0 g52 b120

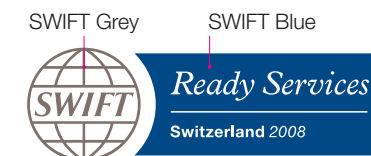
Ready Application logo



Ready Services logo



Colours and elements



Clear space



Minimum size

