

## LOGO VARIATIONS



The Mining Transformed logo, pictured top left, is our primary logo colourway, and it should only be used with a white background.

**Please note:** The Mining Transformed logo should primarily be used on a white background, for any other background you should use the secondary logo with white text:

- The white logo should be used on any coloured, grey or black backgrounds

Disclaimer: The Mining Transformed logo should not be edited/changed in any way. Please do not edit colours, add dropshadows, bevels or any distortion to the logo.



## EXCLUSION ZONE



The logo's exclusion zone is equal to the combined height of the words "Transformed" and "Powered by NORCAT" within the logo (as shown in the above diagram). When placing the logo, ensure that any other content (i.e. images, text etc.) are placed outside the exclusion zone. When placing logo close to an edge, ensure to include the width of the exclusion zone to that edge.

## MINIMUM SIZE REQUIREMENTS

Minimum size for screen



Minimum size for print



The logo's minimum size requirements are 55 mm for any digital screen or document and 44 mm for any print document (as shown in the diagram above).

**Please note:** At the smallest acceptable sizes (55 mm for digital screens or documents and 44 mm for print documents) the words "Powered by NORCAT" are removed for visual clarity. When the Mining Transformed logo is larger than 55 mm either on screen or in print the words "Powered by NORCAT" will still be included. \*The Exclusion Zone rules still apply to the logo with or without the words "Powered by NORCAT".

For additional Mining Transformed logo usage, please contact: [btibble@norcat.org](mailto:btibble@norcat.org)