

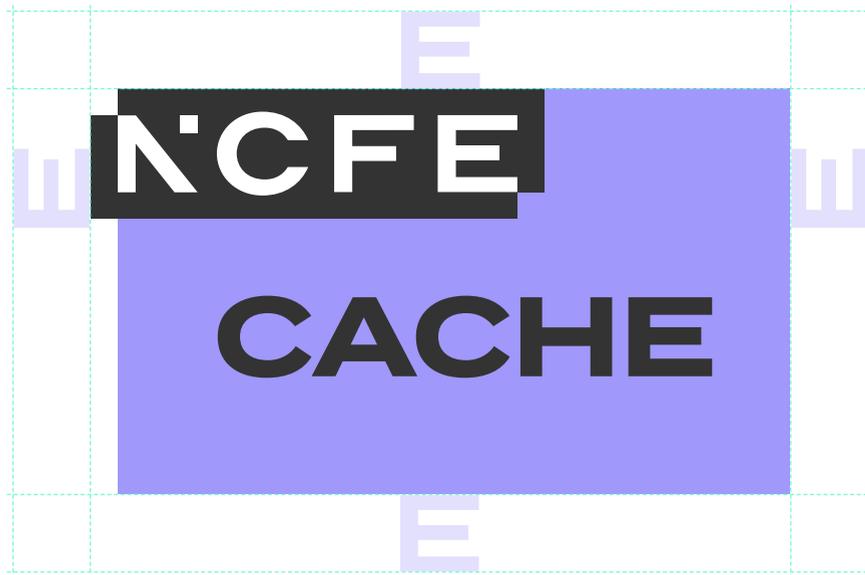
**GUIDELINES**  
ON USE OF  
**CACHE LOGO**

CACHE logo



**Exclusion zone**

The exclusion zone is the height of the 'E' all the way around the logo



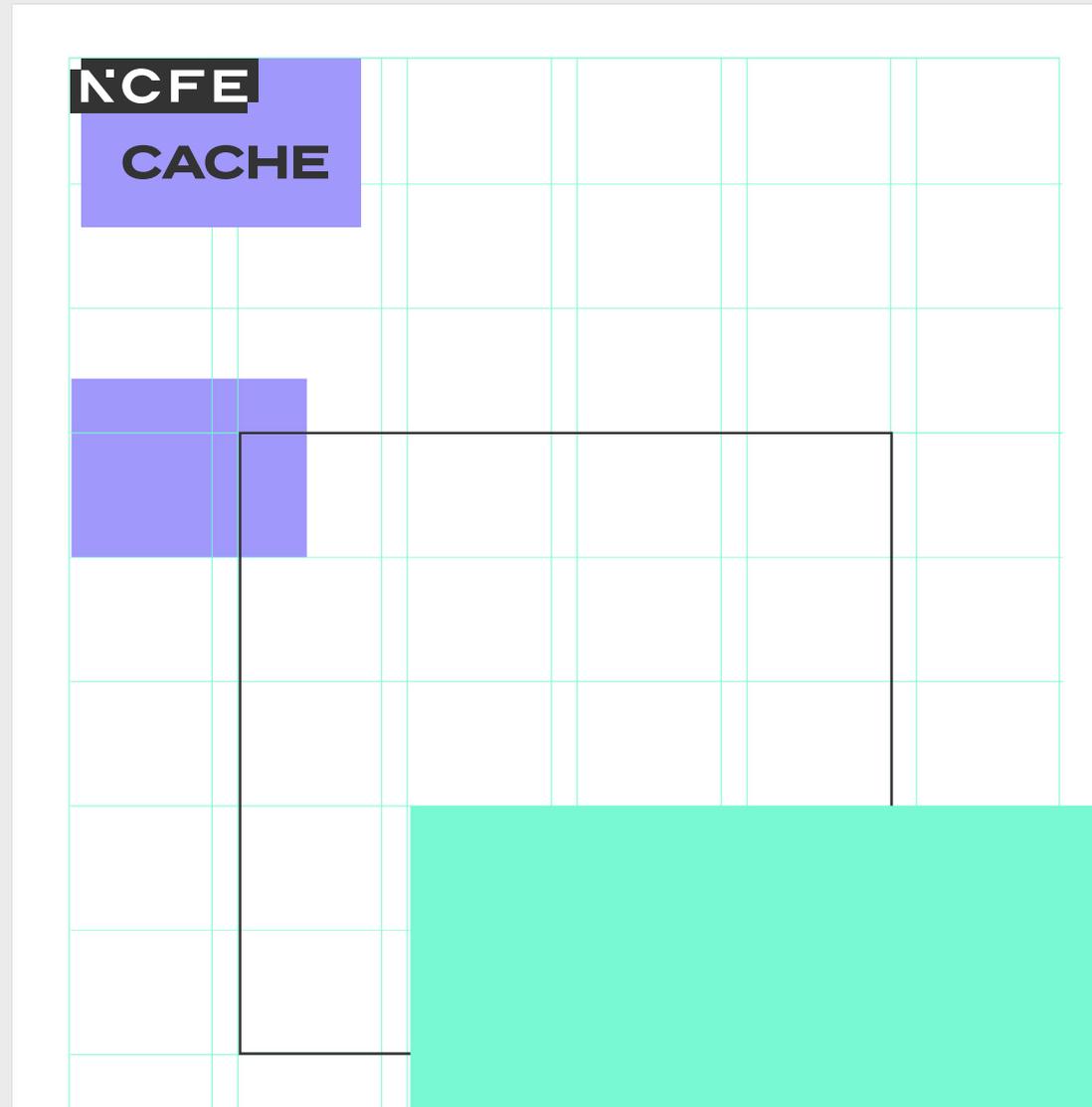
**Minimum size**

Do not use the logo at sizes smaller than those listed.

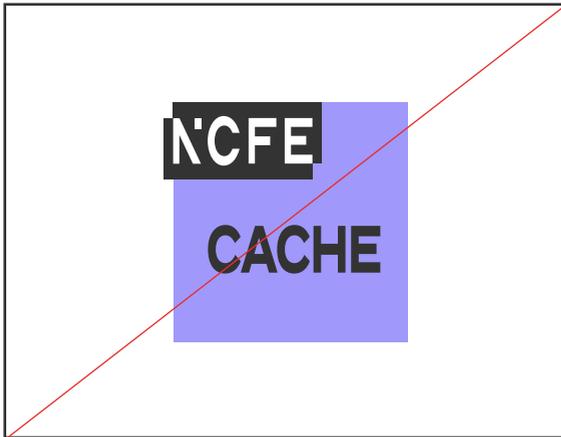


# Using the logo

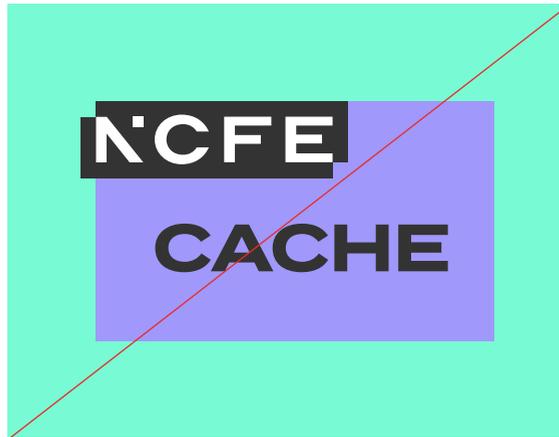
- The logo is always placed in the top left hand corner not in connection with the lilac shape
- The logo is grey on a white background



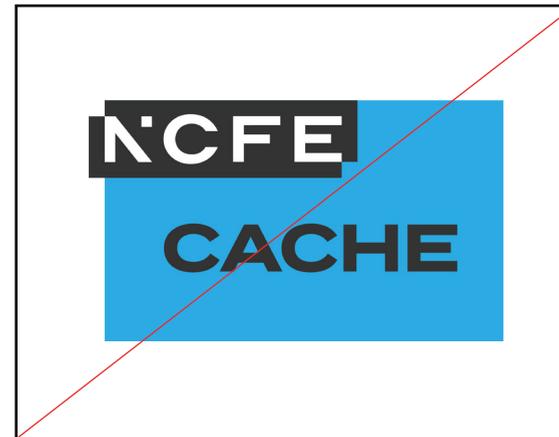
## Do not:



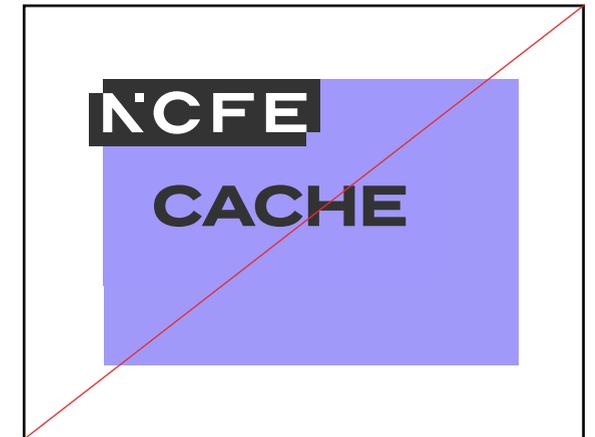
Do not stretch the logo, always use the official artwork



Do not use the logo on any colour background



Do not change the colour of the logo



Do not extend or manipulate the logo in any way