# Logo usage

# Logos

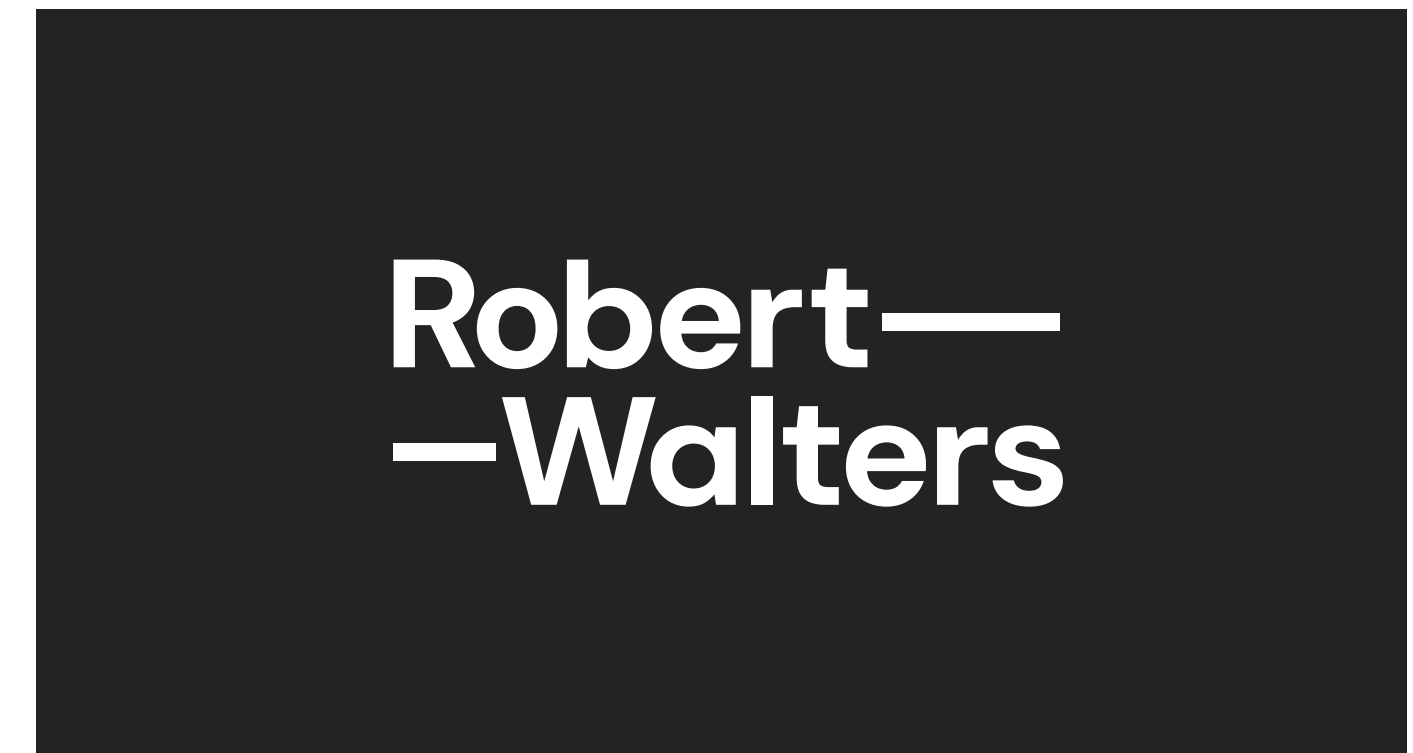Our primary logo has been redesigned to accommodate a digital first environment.

Our social favicons have been developed for use on our social channels.

Our logo with descriptor lock-up is limited to video intro/outro applications only.

**Primary logo**

# Robert— —Walters

**Primary logo reversed**

# Robert— —Walters

**Social favicons**

**RW**    **RW**

**Video intro/outro logo with external descriptor**

# Robert— —Walters

Global Talent Solutions

# Logo: placement

The placement of our primary logo is defined by the height of the logo (shown as **X** on right) at any given size. This will determine the size of the margin on the application.

There are some exceptions where space is limited e.g digital advertising. In these instances, a minimum of half X should try to be achieved.

The logo can appear in any of the four corners of your application.

It always appears as either a dark grey logo on a white background or as a white logo on a dark grey background.

**Placement proportions**

X

Robert—
—Walters
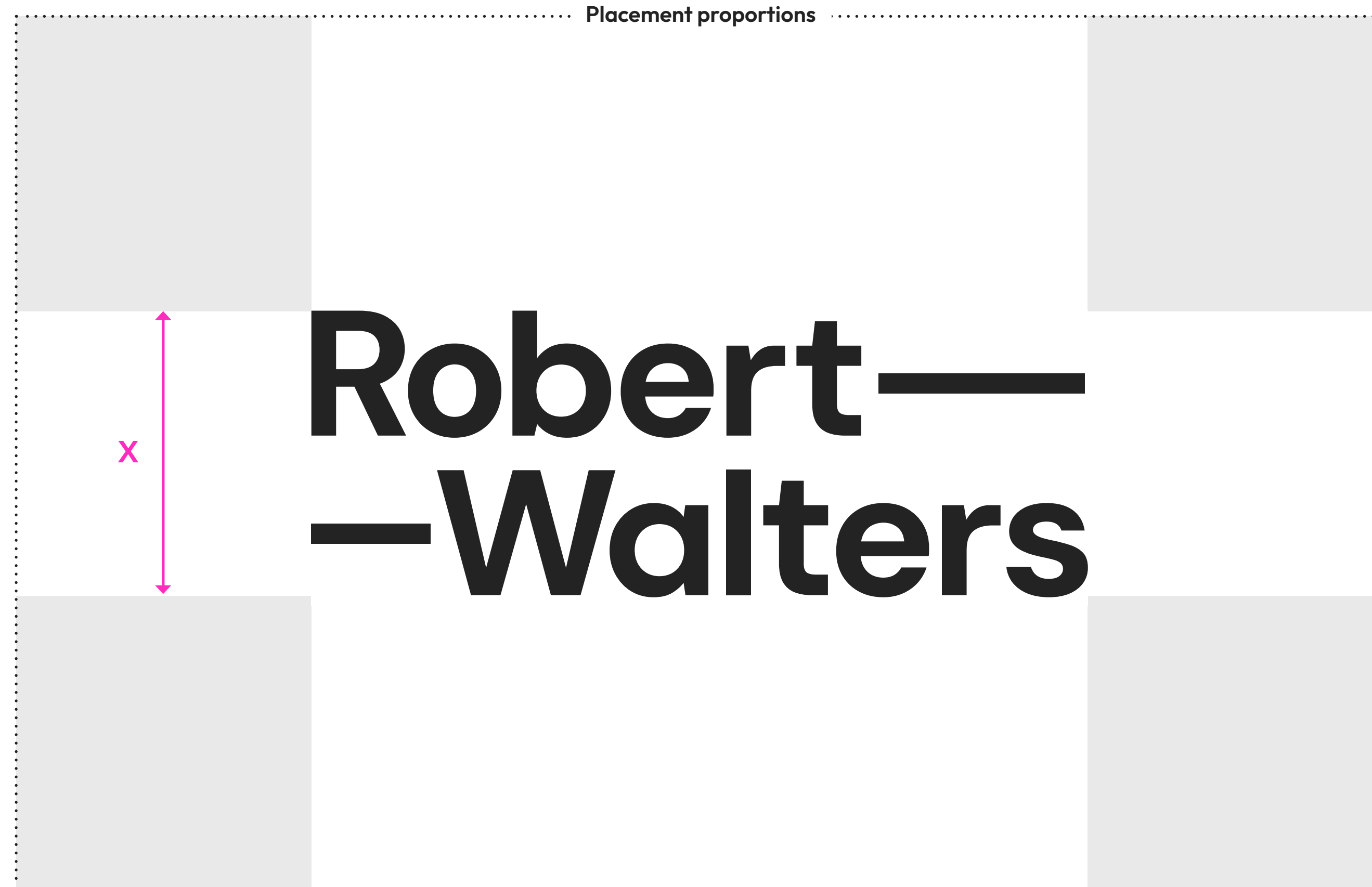
# Logo: placement cont.

Please use the following measurements for key document sizes. If you need to scale-up or down, do it proportionately using these sizes as your foundation:
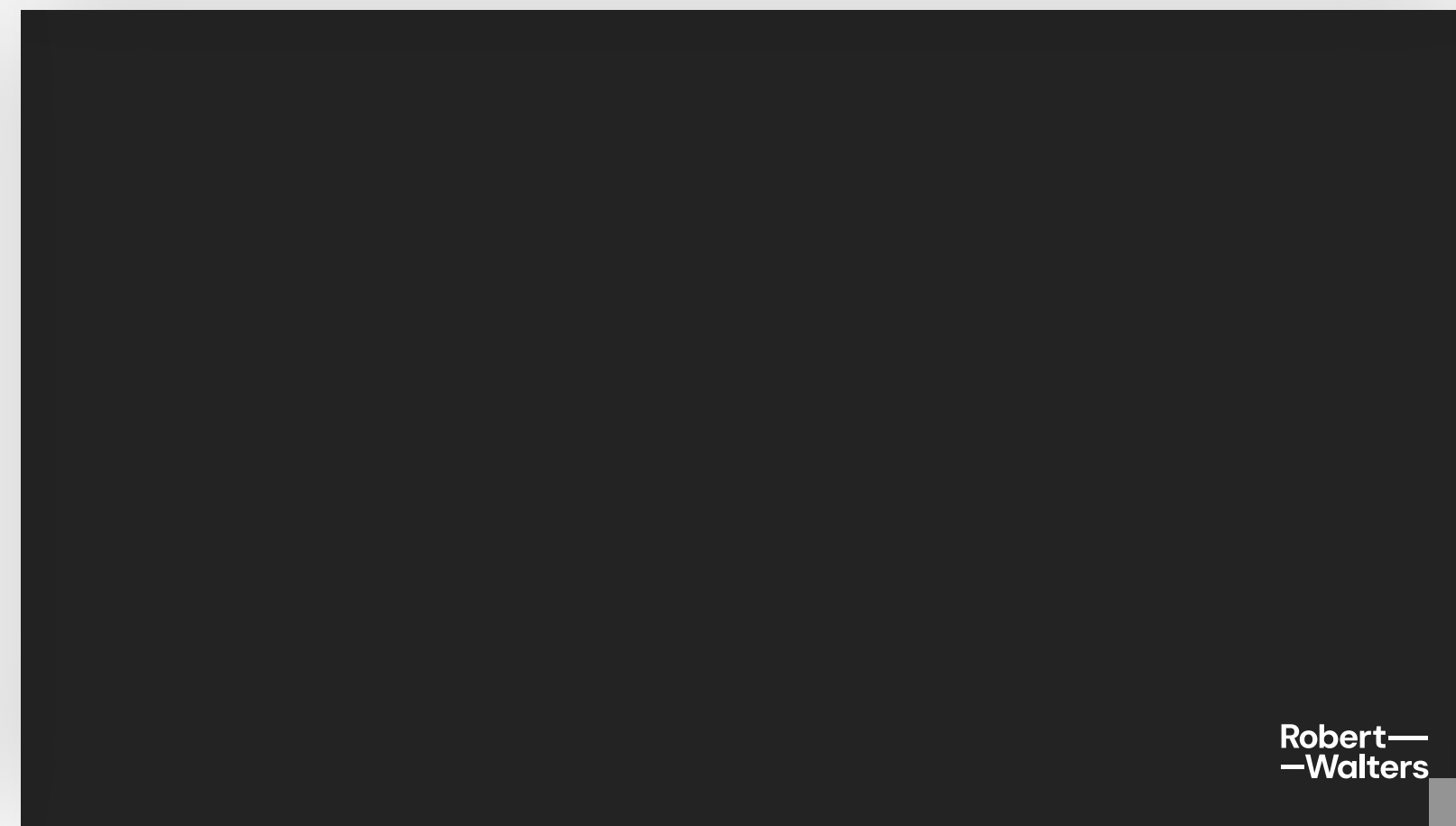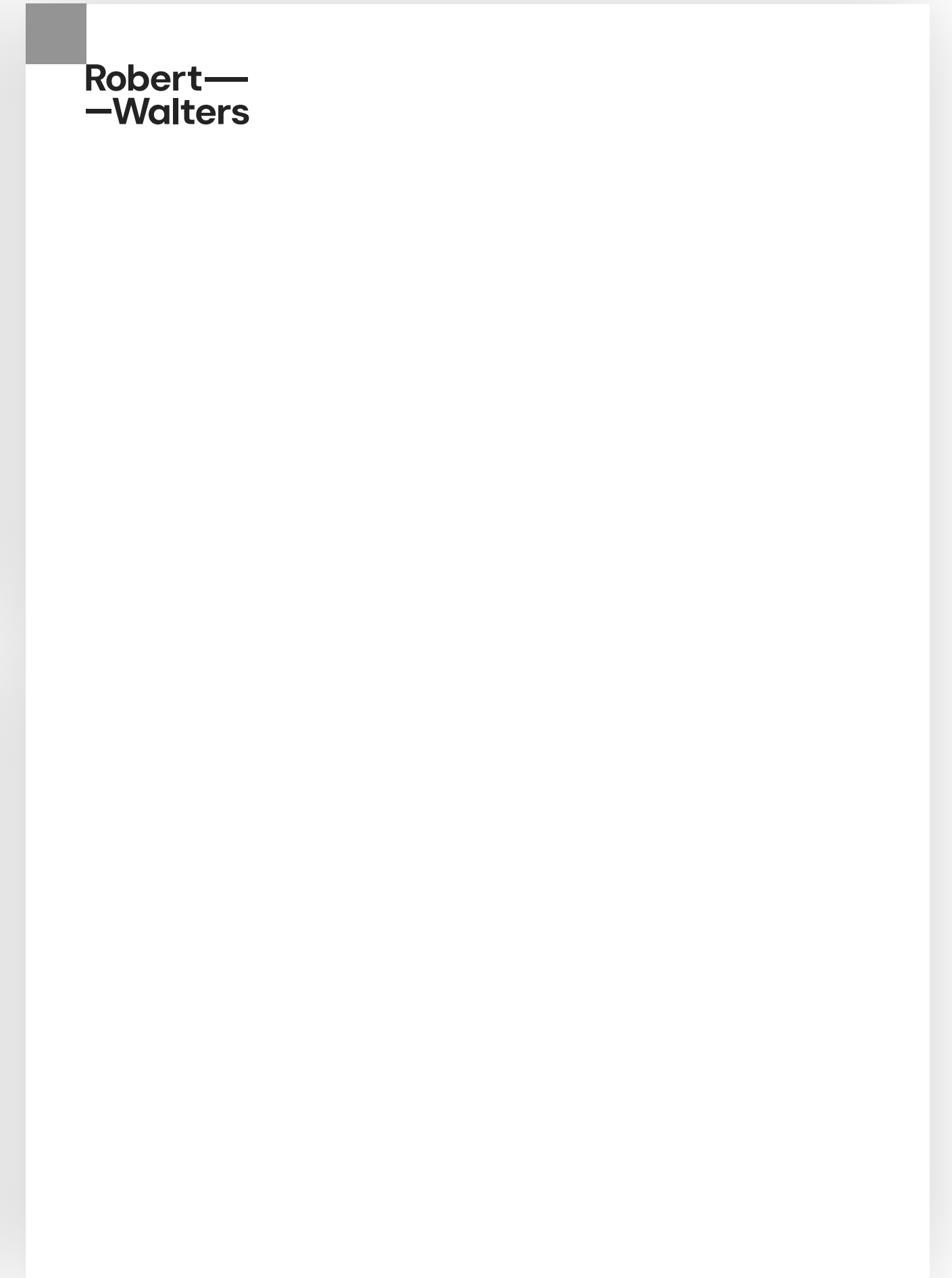
**1920 x 1080:** 72px logo height
**A3:** 20mm logo height
**A4:** 14mm logo height
**A5:** 10mm logo height

**Bespoke formats:**
Apply visually, and in proportion to these examples

Robert—
—Walters

Robert—
—Walters

Robert—
—Walters

Robert—
—Walters

**Dark Grey background**

**White background**

# Logo: exclusion zone

Our primary logo should always have clear-space around it – ensuring no other graphic element interferes with it.

The clear space is determined by a measurement half the height of the logo at any given size as shown here as **X**

**Exclusion area**

**0.5X**

**X**

# Robert——Walters