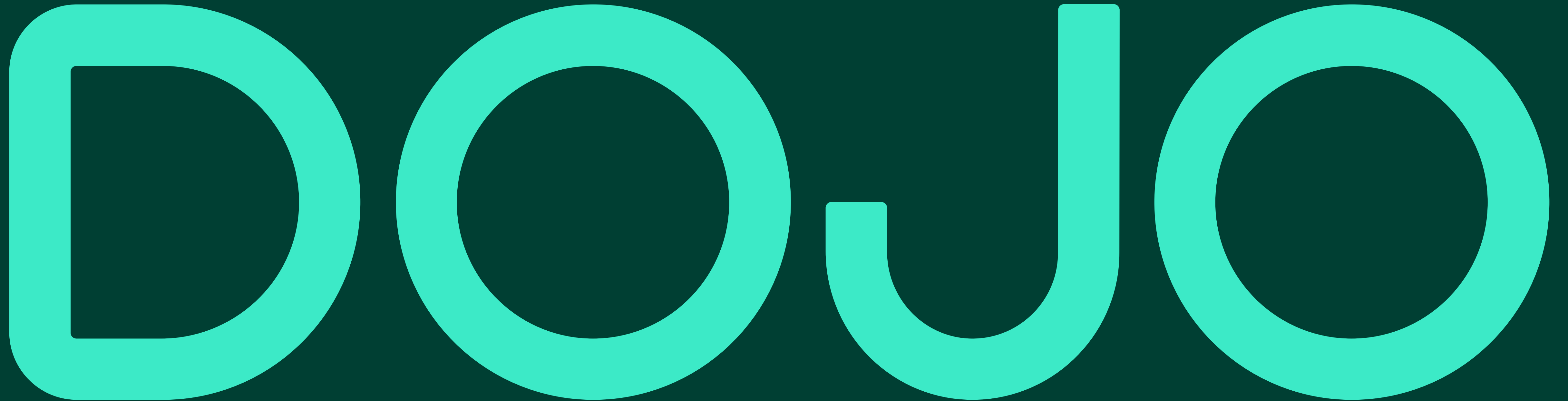


# Logo usage guidelines

October 2024

The image displays the word "DOJO" in a large, bold, light blue font. The letters are thick and have a rounded, sans-serif style. The 'D' has a rounded top-left corner, the 'O's are perfectly circular, the 'J' has a curved bottom, and the final 'O' is also perfectly circular. The text is centered horizontally and occupies the lower half of the page.

## Logo

### Usage

#### Colour

Use the Dojo logo in Confident Black on light backgrounds, and Calm White on dark backgrounds.

Ensure there is sufficient contrast between the Dojo logo and the background.

#### Using the Dojo name in text

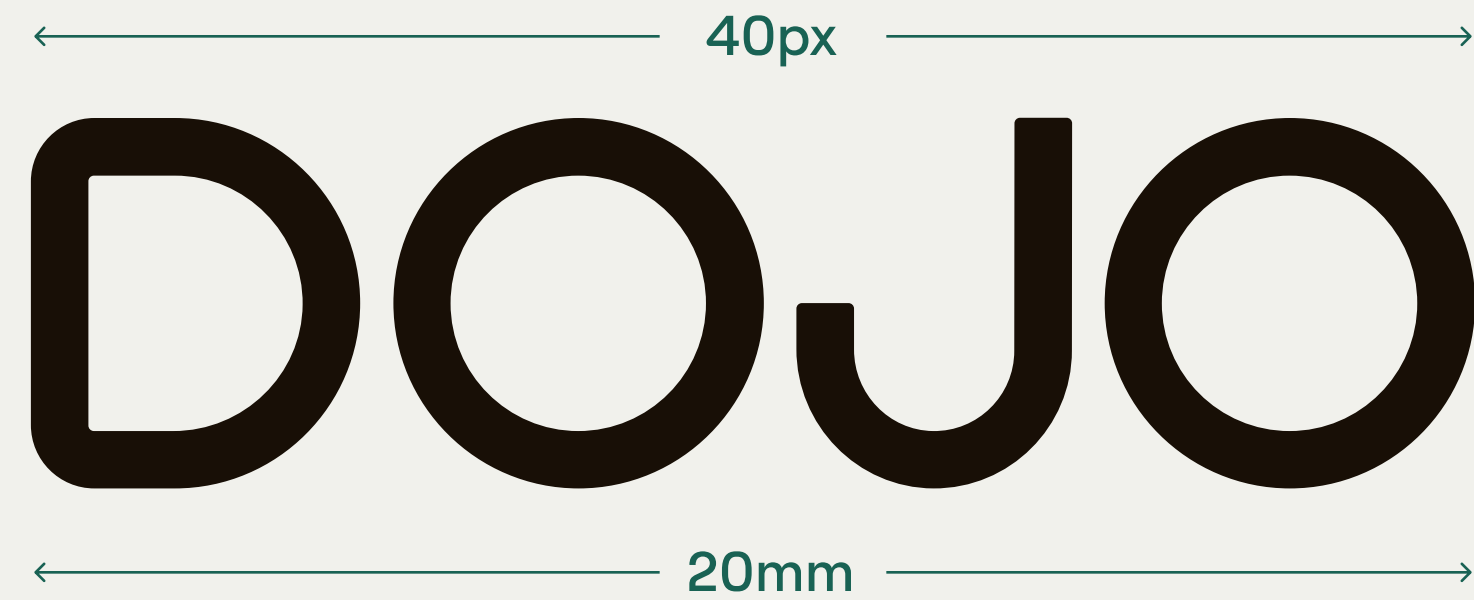
When referencing Dojo in text, use an uppercase “D”, with the rest of the word in lowercase. Do not style the Dojo name fully in uppercase as ‘DOJO’, or in lowercase as “dojo”.

When the word Dojo is used in text, it must be set in the same typeface as the surrounding text.

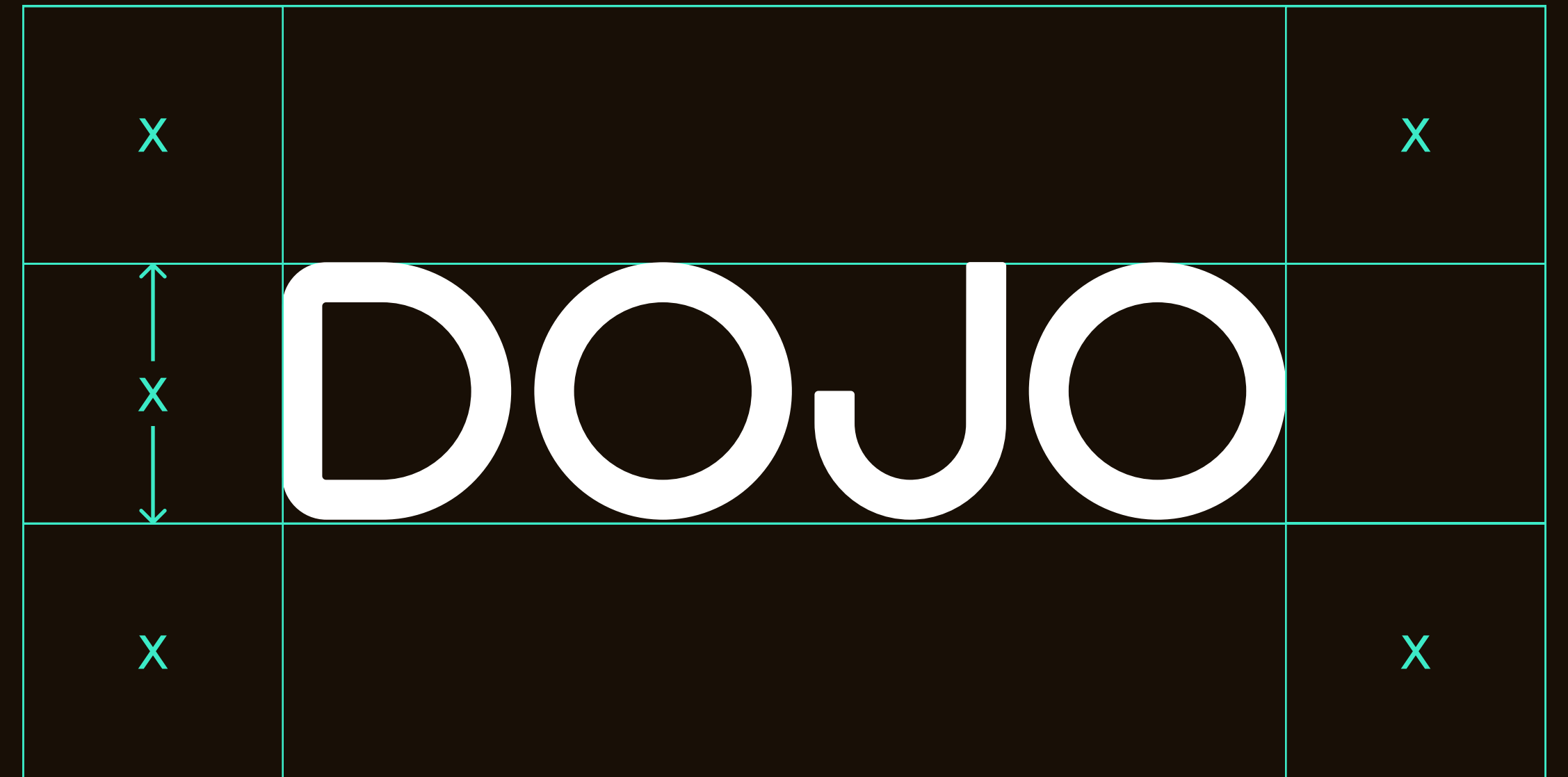
The word "DOJO" is displayed in a white, rounded, sans-serif typeface against a solid black background. The letters are thick and have a clean, modern feel.The word "DOJO" is displayed in a black, rounded, sans-serif typeface against a light grey background. The letters are thick and match the style shown in the previous image.

## Logo Restrictions

The minimum size reproduction for our logo is 20mm wide in print and 40px wide in digital formats.

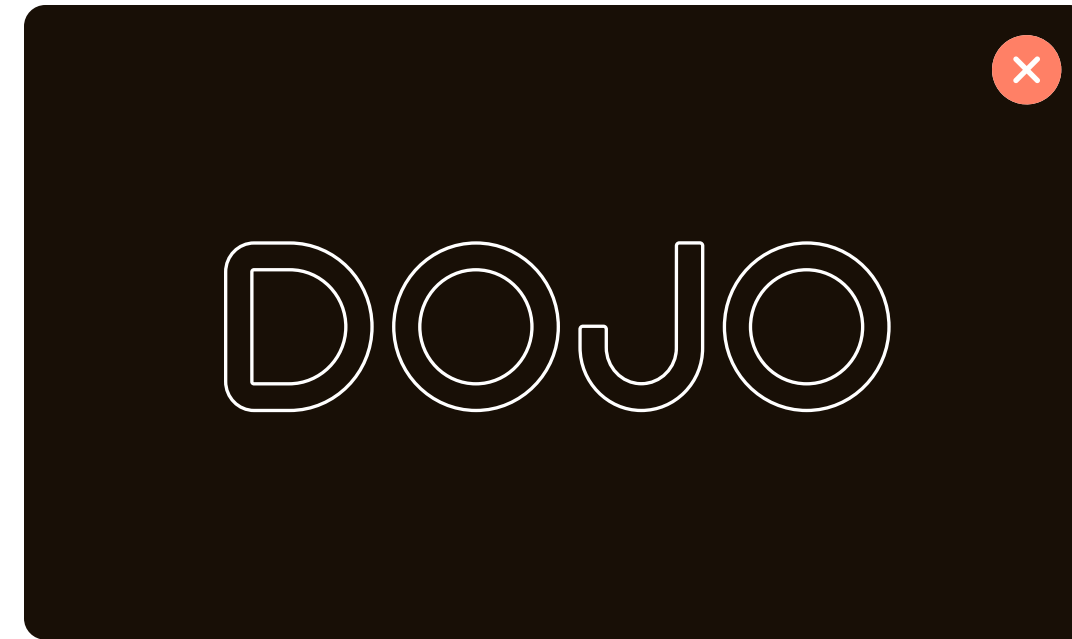


Always give the Dojo logo room to breathe using the clear space guidance.

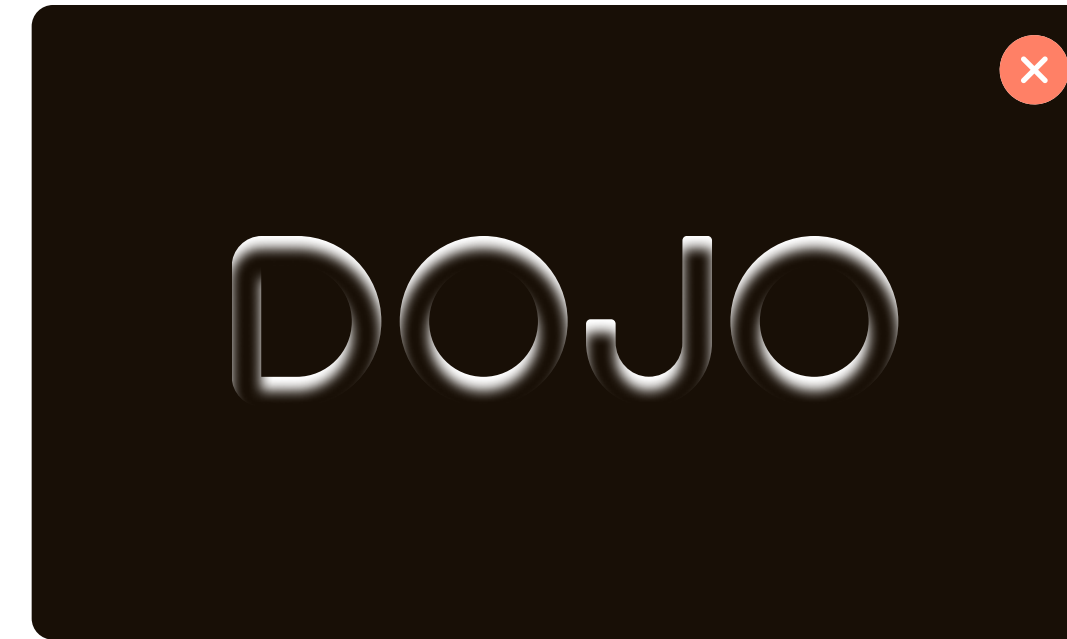


## Logo

Things to avoid



Don't use any fonts not specified in these guidelines



Don't stretch, distort, or apply effects



Don't stretch, rotate, or alter our logo



Don't create sub-brands or logos



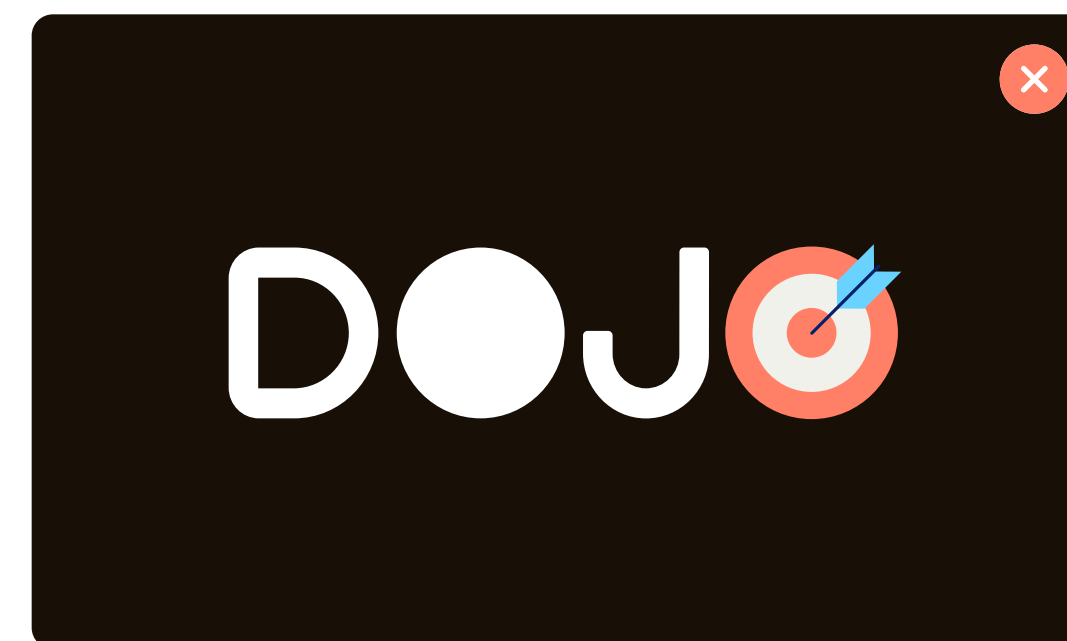
Don't alter the spacing in our logo



Don't use any colors other than those specified in these guidelines



Don't substitute our logo with type



Don't use the logo to hold content



Don't use our logo on a busy background where its visibility is reduced