

LOGO USE

There are three versions of the logo from a colour perspective:



GREY AND BLUE LOGO
Used on all light backgrounds.



WHITE AND BLUE LOGO
Used on all dark backgrounds and photography.



WHITE LOGO
Used on takealot blue and on photography where necessary.

There are two versions of the logo that include all of the brand logos:



FULL LOGO LOCK-UP
Should be used in print or when this is the only visual representation of the group.



ICON LOCK-UP
Used on digital communication or when there is a visual representation of the different brands, e.g. visuals of delivery people or boxes.



The logo should always be surrounded by a clearance of white space. The height of the “t” creates a square to delineate the clearance space. For the logo with group logos, 1/3 of the height of the logo separates the group logo from the other logos.



The logo should not appear overlapping a pattern or on excessively busy backgrounds.