



# Brand Resources and Guidelines

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JUNE 2023

# PRIMARY LOGO

## Colour

The full colour logos are the preferred logo versions and should be used in all situations where possible.



[Download horizontal full colour white logo](#)



[Download horizontal full colour black logo](#)

## Monochrome

Use the monochrome version of the logo when a color version is not possible.



[Download horizontal monochrome white logo](#)



[Download horizontal monochrome black logo](#)

# SECONDARY LOGO

## Colour

The full colour logos are the preferred logo versions and should be used in all situations where possible.



[Download vertical full colour white logo](#)



[Download vertical full colour black logo](#)

## Monochrome

Use the monochrome version of the logo when a color version is not possible.



[Download vertical monochrome white logo](#)



[Download vertical monochrome black logo](#)

# FOR USERS OF OUR API

## Powered By CCData Colour Logo

If you are a developer and using our API on a plan requesting you to credit CCData, please add one of our Powered By CCData Logos.

POWERED BY  CCData

[Download powered by full colour white logo](#)

POWERED BY  CCData

[Download powered by full colour black logo](#)

## Powered By CCData Monochrome Logo

Use the monochrome version of the logo when a color version is not possible.

POWERED BY  CCData

[Download powered by monochrome white logo](#)

POWERED BY  CCData

[Download powered by monochrome black logo](#)

# HOW TO USE OUR LOGOS

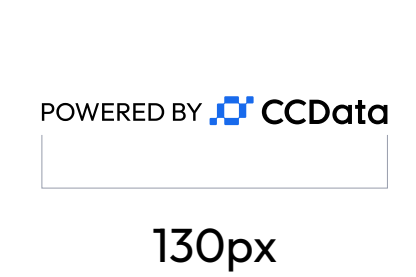
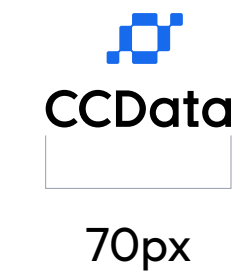
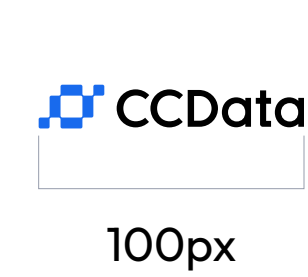
## Clear Space

The logos require a minimum clear space on all sides that is equal to the height of the letter “a” in CCData (see below).



## Minimum Size

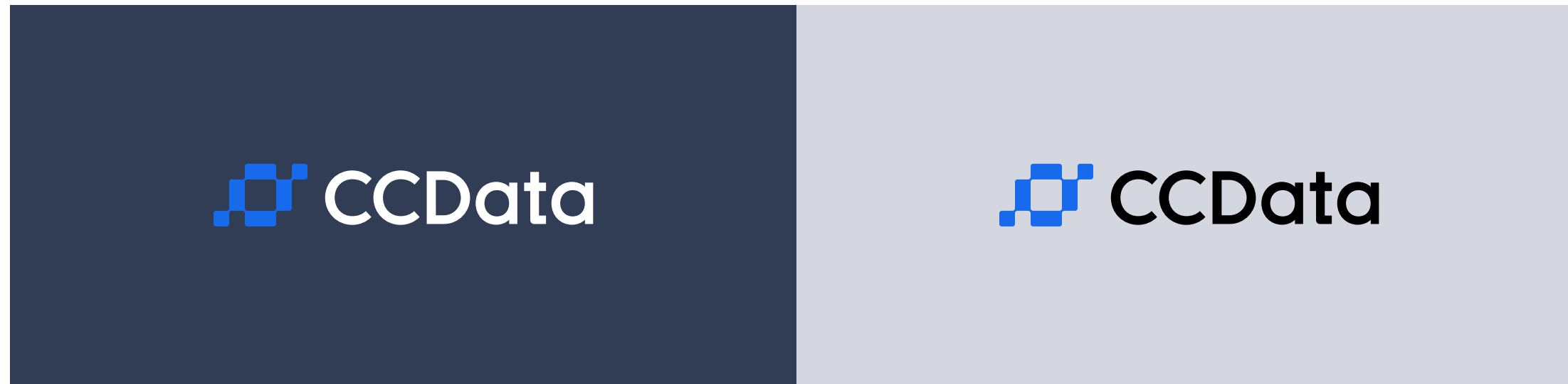
Minimum sizes of the our logos are needed to maintain legibility and keep the integrity of our brand.



# HOW TO USE OUR LOGOS

## Backgrounds

Choose a logo version with sufficient contrast for your background. For backgrounds either lighter (below left), or darker (below right), use the monochrome versions of the logo.



For busy backgrounds, consider placing an overlay over the background and use a monochrome version of the logo.



## Please

- Don't change the colour of any part of the logo.
- Don't outline the logo.
- Don't recreate the logo using a different typface.
- Don't separate the logotype and the logomark.
- Don't add any visual effect such as a drop shadow.
- Don't change the shape of the logo or in any other way distort the logo.
- Don't change the spacing between the logotype and logo mark or between letters.

# COLOUR PALETTE

## Primary Colours



**CCDark**  
#0C1B37  
RGB. 12. 27. 55.

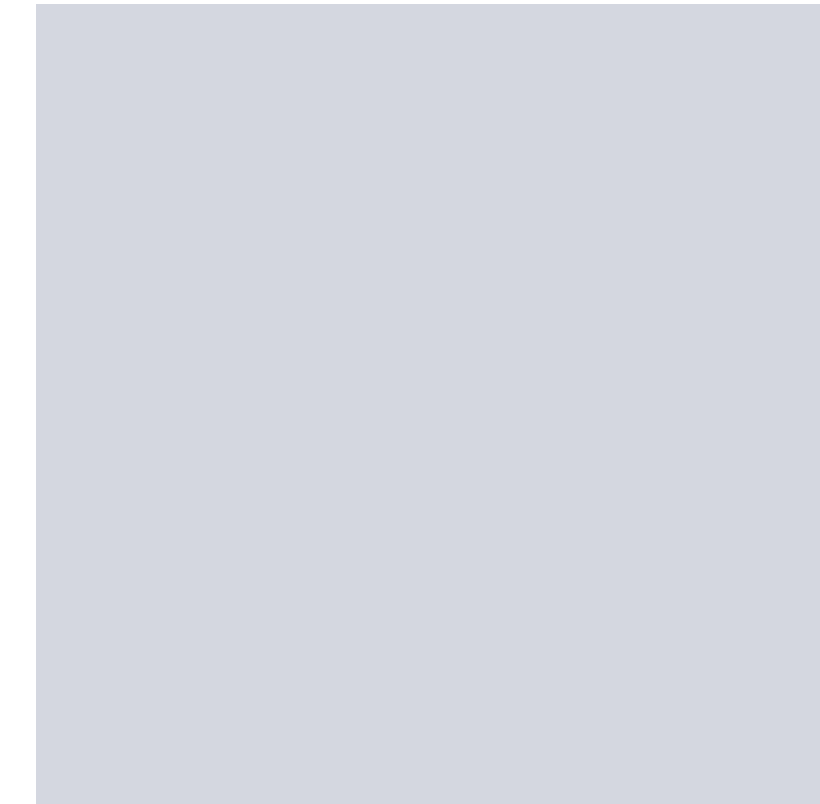


**CCBlue**  
#186AED  
RGB. 24. 106. 237.

## Secondary Colours



**CCTeal**  
#00D8C7  
RGB. 0. 216. 199.



**CCGrey**  
#D4D7E0  
RGB. 212. 215. 224.