

Our Logo

The Contega logo is built around a simple idea: protection through partnership. The icon brings together the familiar form of a shield with a distinctive ‘C’ for Contega. Its individual parts unite to create a single, resolved mark - representing protection, security and the strength of working together.

2.1	Primary Logo	/07
2.2	Logo System	/08
2.3	Logo Colour	/09
2.4	Icon	/10

2.0



Primary Logo
The primary logo combines the Contega icon and wordmark and is the preferred brand signature. Always maintain the established proportions, spacing and alignment.

Icon Clay
HEX #C89578
CMYK 8 / 29 32 / 13
Pantone 480C

Wordmark Clay
HEX #C89578
CMYK 8 / 29 32 / 13
Pantone 480C

Clear Space = X
Maintain a minimum clear space of X around the logo, based on the size of the shield icon. Keep this area free from text and graphics.

Logo Concept

'C' SHIELD
The mark represents insurance, security and unity.

A SHIELD
protection, security, resilience.



A DISTINCTIVE 'C'
The parts form the shape of the 'C'



COMING TOGETHER
parts coming together to form a unified mark





Primary Logo (Clay on Coffee)

The Clay logo on Coffee is the preferred brand expression when the logo needs to be contained.
→ Clay #C89578 + Coffee #46453F

Primary Logo (Clay)

The one-colour Clay logo is the preferred logo on light and dark backgrounds, where contrast can be maintained

Icon

The Contega icon is a flexible secondary asset, used for small applications or enlarged as a distinctive graphic device.

Risk Advisory Logo

The Risk Advisory Logo is a secondary brand signature used where additional context is required. It should only be used at sizes where the descriptor remains clearly legible.
→ One Colour Logo: Clay #C89578
→ Two Colour Logo + Grayscale: Clay #C89578 + Blue Grey #9DA7B8

Logo Colour

The Clay logo is the preferred expression and should be used wherever possible. For variety, and to help guide background colour choices across other brand materials, the approved combinations below can also be used.

- #1 Clay #C89578 on Coffee #46453F
- #2 Clay #C89578 on Brick #803A14
- #3 Warm Charcoal #30312F on Clay #C89578
- #4 Warm Charcoal #30312F on Blue Grey #9DA7B8
- #5 Clay #C89578 on Steel #4B5F6C
- #6 Clay #C89578 on Olive #686B61
- #7 Clay #C89578 on Warm Charcoal #30312F
- #8 Brick #803A14 on Stone #BCB9B0



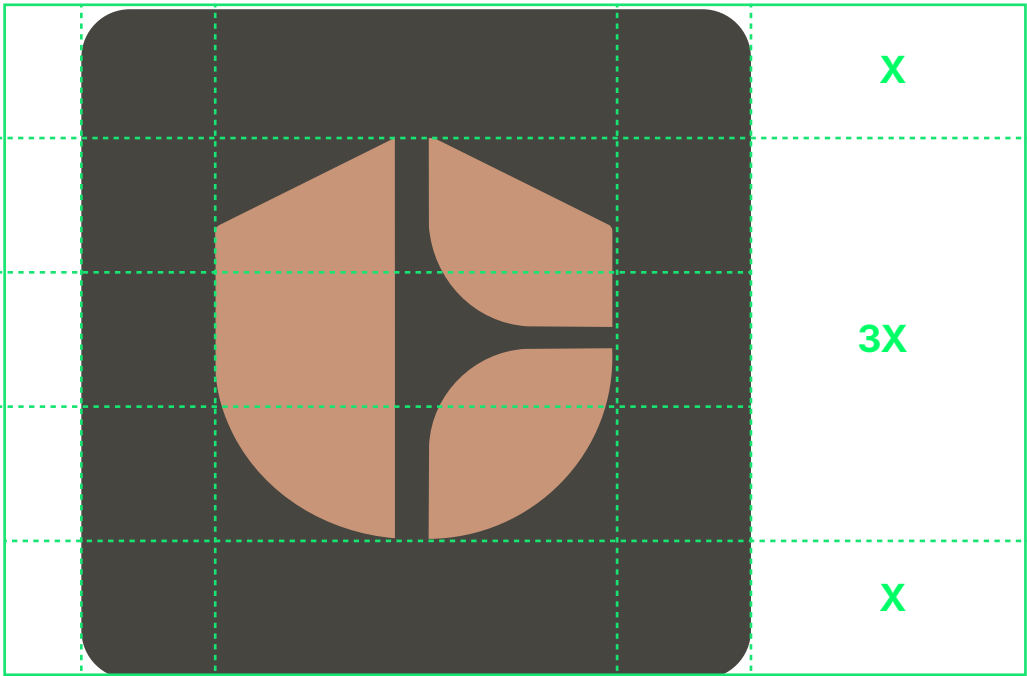
Icon

The Contega icon is the brand’s most compact visual signature. It is designed to remain distinctive and recognisable at small sizes, making it ideal for digital applications such as favicons, social avatars and profile icons

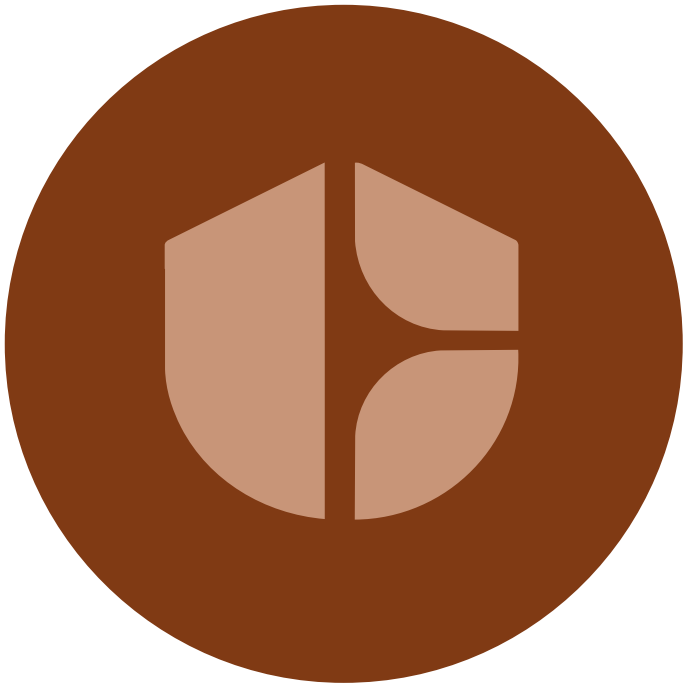
Colour Combinations

- #1 Clay icon #C89578 on Brick #803A14
- #2 Clay icon #C89578 on Steel #4B5F6C
- #3 Clay icon #C89578 on Coffee #46453F
- #4 Warm Charcoal icon #30312F on Clay #C89578

FAVICON



SOCIAL AVATAR



COLOUR COMBINATIONS

