

ASISH

# LOGO USAGE RULES

CORPORATE ID

# PRIMARY LOGO SAFE ZONE



The primary logo has a minimum clear area allocation, as per above, which should be adhered to always. No foreground element (whether graphic, typographic or photographic) should intrude on that area.

## PRIMARY LOGO ON A BACKGROUND



KEYLINE NOT NECESSARY

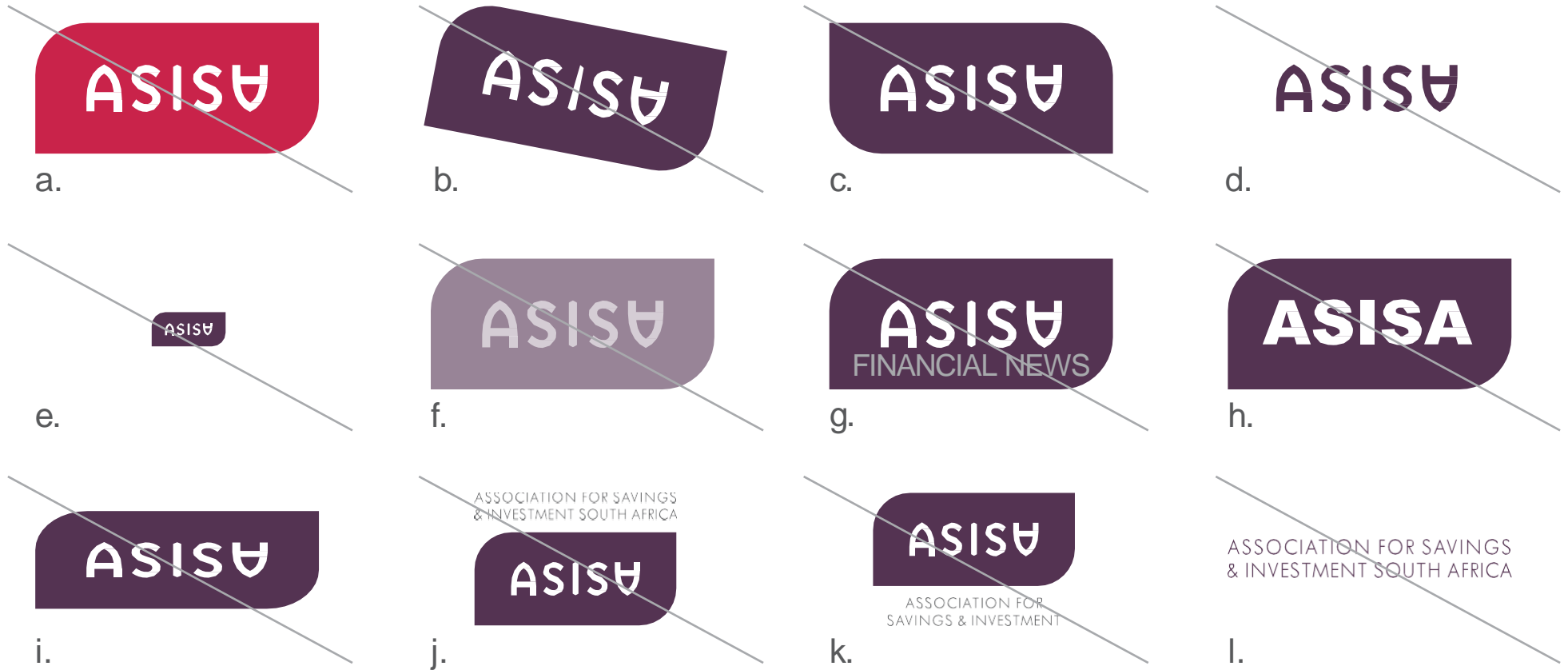


KEYLINE NECESSARY

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If the primary logo appears over a background image (whether graphic, typographic or photographic) which intrudes on the clear area allocation and compromises the visibility of the lozenge border, there should be a white keyline around the lozenge.

# LOGO RULES



- a. The logo colour may not be changed
- b. The logo may only be rotated (when necessary) by 90°
- c. The logo lozenge must never be altered
- d. The logo elements may not be edited
- e. The logo size must never compromise legibility
- f. The logo must always appear at 100% opacity
- g. No foreground objects must intrude on the logo minimum clear allocation
- h. The logotype must never be altered
- i. The logo may not be distorted
- j. The descriptor position may not be changed
- k. The descriptor text may not be changed
- l. The descriptor text cannot be used in lieu of the logo