

Logo Guidelines

Our logo



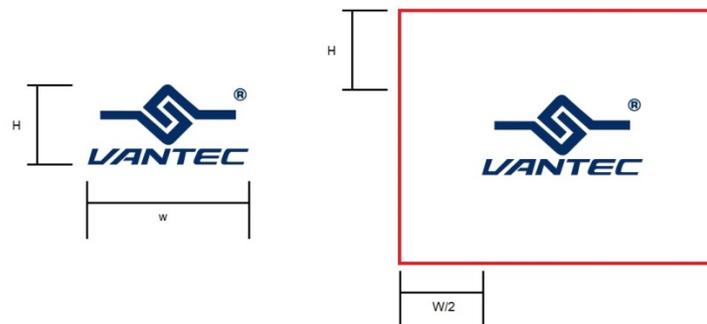
Using our logo

Our logo and Trade Marks are one the most important signage representing our company. Please respect it by using it correctly.

Clear Space Rule:

Always position the logo for maximum impact and give it plenty of room of white space for it to stand out. This will help to ensure our logo's visibility and legibility.

Clear space is defined as the distance between logo and other object close to our logo. This clear space has to be adhere giving the maximum impact to the logo. This clear space rule should be maintained as the logo is proportionately enlarged or reduced in size. The distance between the logo and other object should be based on the size of the logo. Example: the height of clear space is the height of the logo on both top and bottom side and the width must be half of the width on both left and right side. (Outline in red)



Minimum size

When reproducing our logo, be conscious of its size and legibility. It cannot be smaller than $\frac{3}{4}$ " or 75 px in size — a logo too small ceases to serve any useful function.

Do not:

1. Alter the marks in any way.

2. Use any part of the logo as part of another word.
3. Redesign, redraw, animate, modify, distort, or alter the proportions of the marks.
4. Surround the marks with—or place in the foreground over—a pattern or design.
5. Rotate or render the marks three-dimensionally.
6. Add words, images, or any other new elements to the marks.
7. Replace the approved typeface with any other typeface.
8. Enclose the marks in a shape or combine it with other design elements or effects.
9. Modify the size or position relationship of any element within the marks.
10. Add additional copy to the marks.