

## 1.05 The logo / Logo with strapline clear space area

To ensure prominence and legibility, the Logica logo with strapline is always surrounded by an area of clear space which remains free of other elements, such as type and graphics.

The minimum area of clear space, as shown right, is illustrated here by a rectangular box containing the logo. This box does not print.

Its construction is based on the whole, or part of the lower bowl of the letter 'g' from the Logica logo. This area is a minimum and should be increased wherever possible.

Where a compromise of the minimum clear space may be necessary (e.g., to improve the legibility of the Logica logo with strapline), approval should be sought from the local Logica marketing department.

LOGO WITH STRAPLINE CLEAR SPACE AREA



## 1.06 The logo / Logica logo without strapline

The Logica logo may also be used without the 'be brilliant together' strapline, typical instances for this are:

- where the Logica logo needs to be used below the 25mm minimum size
- where minimum clear space rules make the version 'with the strapline' more difficult to implement or where the inclusion of the strapline is not appropriate for that application (e.g., building signage)
- in cases where the 'be brilliant together' strapline is being used as a key message within the graphic device (see page 1.12)
- where the Logica logo is being used in third-party applications alongside other brand identities.

The Logica logo without strapline has been specially drawn and should never be modified or recreated in any way. A comprehensive set of master artworks is available for both Macintosh® and PC use.



### Access to master artworks

Logica users may access these by using their 'groupinfra' login and password. External suppliers will need to have a password from the Logica Partner Workspace helpdesk to access the masters from the Logica external download centre:  
<https://partners.logica.com/workspace/318958/default.aspx>

## 1.07 The logo / Logo without strapline usage

### Alignment points

There are four main alignment points for the Logica logo, as shown right. They should be used when aligning other graphic elements, such as type and imagery, with the Logica logo.

Using these alignment points helps to create greater visual consistency across applications.

### Measuring the logo

The Logica logo should always be measured across its overall width. This measurement system follows through all versions of the Logica logo.

### Minimum size and legibility

The minimum size for the Logica logo has been set at 18mm width to ensure optimum legibility.

Any applications with a risk of insufficient legibility for the Logica logo should always be tested and proven to be legible before proceeding with full production.

### ALIGNMENT POINTS



### MEASURING THE LOGO AND MINIMUM SIZE



## 1.08 The logo / Logo without strapline clear space area

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Its construction is based on the whole, or part of the lower bowl of the letter 'g' from the Logica logo. This area is a minimum and should be increased wherever possible.

Where a compromise of the minimum clear space may be necessary (e.g., to improve the legibility of the Logica logo), approval should be sought from the local Logica marketing department.

Some applications, by their nature, have a limited amount of clear space available and need to be treated as exception cases (e.g., signage and merchandising).

CLEAR SPACE AREA

