

Logo marque guideline LDATP logomark

Master logotype clear space X=1 stroke width



Minimum dimensions



Instructions

To ensure proper legibility the logo must always maintain a clear space zone equivalent to two stroke widths (indicated by 2X in the section above).

The minimum size for the master logotype is 30mm/115px.

The diagrams below refer to the background colour combinations the ADF logo should and should not appear on.

Logo positioning should be on the top right corner of a page as much as possible to ensure a consistent space.

However on larger collateral like rock posters or billboards, where messaging is more prominent, the ADF logo marque can appear at the bottom left.

Logo palette



✓ If reversed, place only on black or photography.

✓ Logo can appear on grey or white background.

✗ Do not place logo on to red background.