1.0 Brand Concept
2.0 Brand Values
3.0 Brand identity
4.0 Isolation Guide
5.0 Identity Expansion
6.0 Brand Pallette
7.0 Typography
8.0 Visual language
9.0 Verbal language
10.0 Examples
11.0 Canon elements

Isolation Guide

Minimum isolation zone is defined by the width of the letter "O" within the identity. (fig a)

At smaller reproduction the tagline is not used.

In order for the primary brand identity to stand out clearly, it must have a clear environment. Always ensure the identity is positioned correctly and respects the isolation zone.

Never place the logo on complicated photographic backgrounds.