Usage of Logo   with **tag** line

EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the AOSH CSS logotype. The minimum space between the logo and other element is the half of the AOSH CSS logo's height all around.
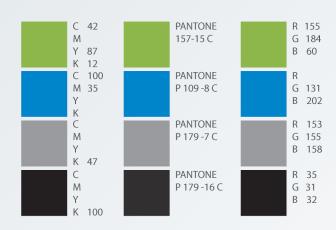

MINIMUM SIZE

2 cm

The logotype should never be too small to read. We've set a minimum size of 20mm.

LOGOS COLOURS PALETTE

	C 42 M Y 87 K 12	PANTONE 157-15 C	R 155 G 184 B 60
	C 100 M 35 Y K	PANTONE P 109 -8 C	R G 131 B 202
	C M Y K 47	PANTONE P 179 -7 C	R 153 G 155 B 158
	C M Y K 100	PANTONE P 179 -16 C	R 35 G 31 B 32

DON'TS

The AOSH CSS logotype operates around rules of common sense. If you feel, what you have done, doesn't make sense or looks strange then it is probably wrong. To help we have highlighted things that should never be done to our logotype. We know you wouldn't do anything like this but still here they are just in case!

Other Graphic Elements

The logotype has a graphic element or logo within the exclusion zone

FOR TRAINERS

Logotype with new typographic elements

Stretch the logotype

Any change in colors

Change in Brand Colour

Rotate the logotype

A coloured logotype use on an improper background

A white logotype use on a light color or photograph

DO'S

COLOURED AND BLACK AND WHITE USAGE OF THE LOGO

To keep our logo fresh and exciting always prefer to use coloured logo.

The AOSH CSS logotype can be produced black & white.