

1 The Asset Languages logo

The Asset Languages logo is an important element of the Asset Languages brand. The Asset Languages 'a' can appear on its own, as a holding device and to contain copy or images. When referring to Asset Languages within text it should always be written with the first letters in upper case ('A' and 'L'.)

The logo must be reproduced from a digital master reference. EPS files should be used for printed materials and JPG files for Word documents. JPGs and GIFs should be used for online applications. Please contact Jo McGowan for all digital master references of the Asset Languages logo including EPS, JPEG.



1.2 Logo minimum size & exclusion zone

The logo will be more visible and have greater impact where it is surrounded by a sufficient amount of space. An exclusion zone has been created within which no type, images or other graphics may appear. The zone is defined by the height of the letter 'a', as shown. Additional space should be given wherever possible.

In print, the logo must not appear smaller than 25mm measured across its entire width. On screen, it must not be smaller than 115 pixels at 72dpi.



1.3 Logo misuse

The logo must always be reproduced from a digital master reference. It must never be redrawn or modified nor must the relationship between its elements be altered in any way.



do not change the namestyle



do not change colours



do not change relationship
between elements



do not stretch or distort



do not box



do not reverse the 'a'