

logo

hybrid: arts

## logo dos and don'ts



do allow space around the logo equivalent to the height of the 'h' including the square



do not place on complicated background

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do ensure logo is printed large enough to read, min. 12mm

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do not change any font on the logo



do use the square separately where the brand is established

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do not tilt or squash the logo

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do use the logo in one colour when working with one colour artworks

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do not colour the logo except on a one colour document