

A.2.0

Visual identity

Logo clearance space and minimum size

Logo clearance space

In order for our logo to have maximum impact and communicate clearly, it needs to have enough clear space between itself and other elements around it. This is to ensure that no outside element interferes with the logo's integrity and visibility.

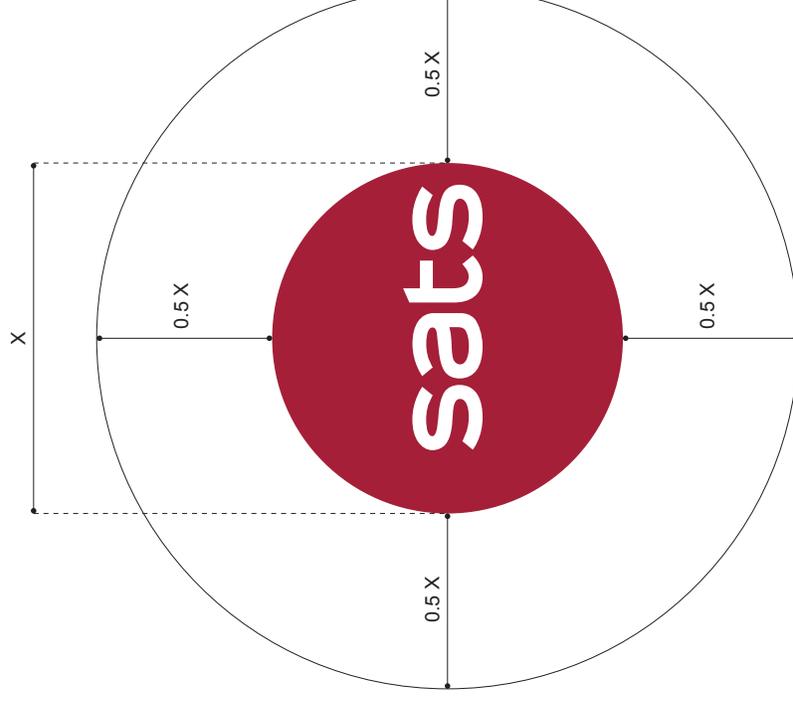
Put simply, it is breathing space for the logo.

The clearance space is defined as the radius (0.5X) of the logo, where X is the diameter.

Minimum size

The minimum size for the logo is 8mm. This is to ensure it always remains clearly legible in all applications.

Never use the logo in sizes smaller than this as it will compromise the legibility of the SATS name within the logo, and dilute the overall impact of the logo.



Logo colour variations

Our logo is, first and foremost, recognised as a red circle. To reinforce this strong visual icon, the logo should appear in full colour (SATS Crimson) wherever possible. This presents the logo in its most accurate and intended form.

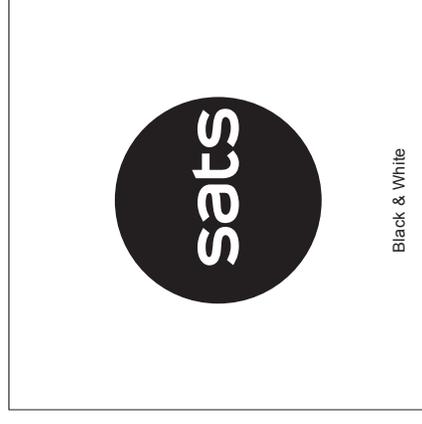
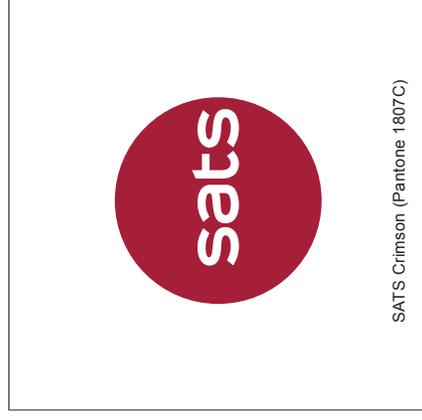
When printing solutions are limited, for example a facsimile transmission or in a black and white newspaper advertisement, the logo can appear in black.

! The logo should never appear in any other colour except in SATS Crimson or in black or white.

For reversed colour applications, it is preferred that the logo is reversed out of SATS Crimson or reversed out of black.



SOFT COPY AVAILABLE



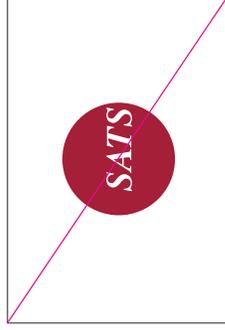
Misuse of the logo

As the logo is a key part of the brand, it is essential that it is used correctly and consistently across all applications. Always treat it with respect because if applied incorrectly, however well intentioned, it could compromise or weaken the brand and what it stands for.

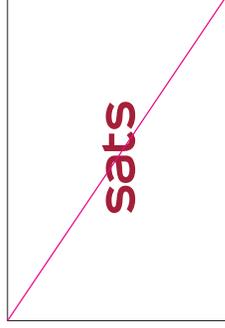
These examples illustrate misuses of the logo, but this is not intended as a definitive list.

- ! As a rule, always follow the guidelines, use approved digital master artwork and never modify or alter the logo in any way.

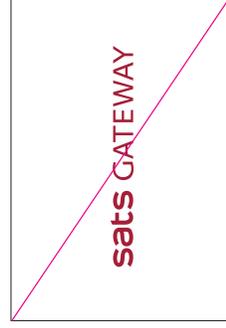
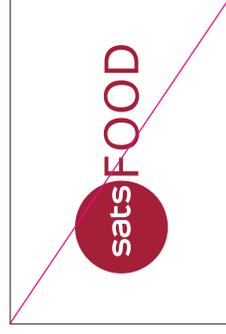
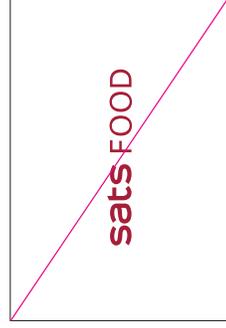
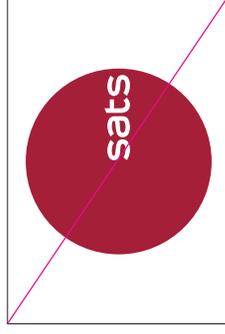
DO NOT retype or redraw the logo



DO NOT use the logotype without the circle element

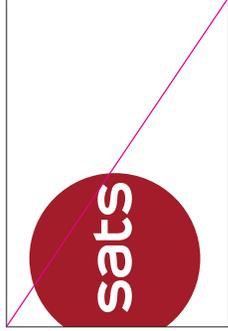


DO NOT alter the proportions of the logo elements

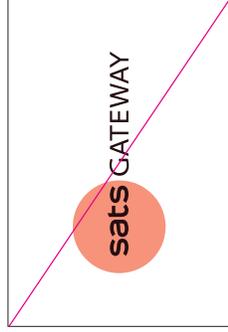
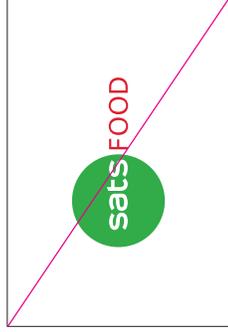
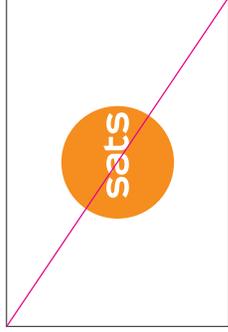


Misuse of the logo

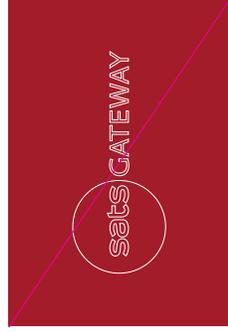
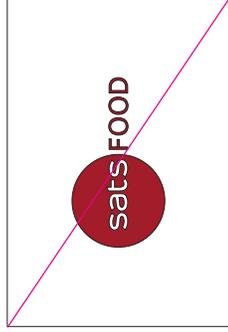
DO NOT crop the logo



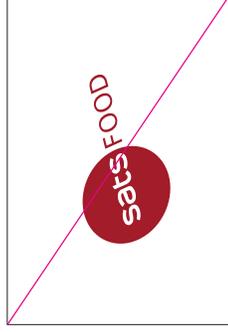
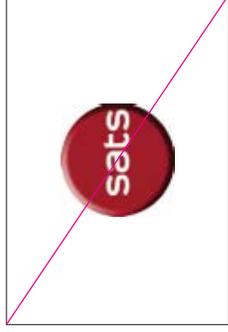
DO NOT alter the colours of the logo



DO NOT outline the logo



DO NOT rotate, distort or use effects like glows, shadows or bevels on the logo



DO NOT use the logo on a background with graphic, colour or image that compromises its visibility

