

LOGO AND LOGOTYPE

prohibited uses

Some of the most frequent examples and combinations of prohibited use of logo and logotype

WRONG



CORRECT



The logotype **cannot be set** using the related Avant Garde font.

The logotype **cannot be used** without the logo.

The use of the logo of the same height as the logotype is **not permitted**.

Changing the spacing between letters in the logotype is **not permitted**.

Placing the logo after the logotype is **not permitted**.

The shape of the logo and logotype **cannot be altered**.

Placing the logo above the logotype is **not permitted**.