

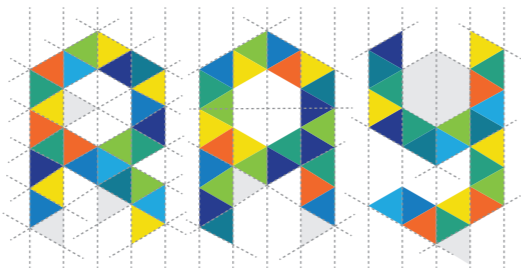
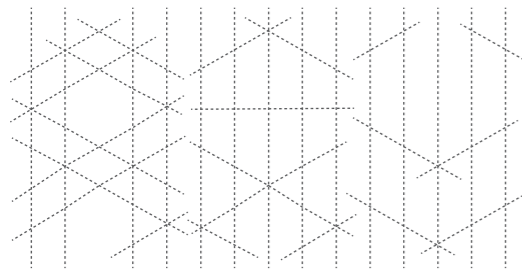
RAY - A MAN WITH A VISION

EXHIBITION BRAND GUIDELINES

1. LOGO ARTWORK

The exhibition logo is comprised of Ray lettering (logotype) created with placing triangles adjacent to each other to create unique letters.

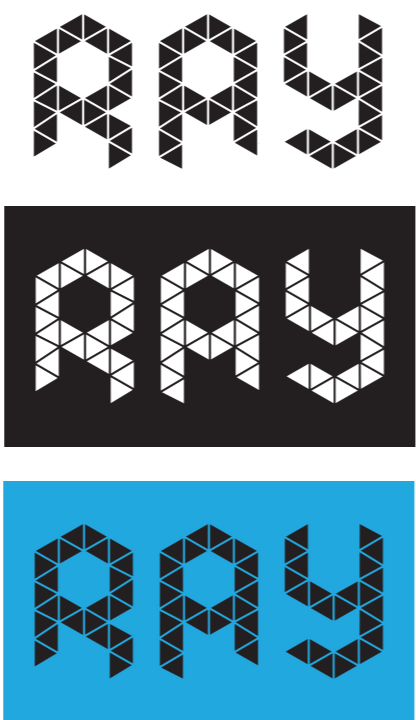
The logo type is custom designed lettering and should never be replaced by another font or any other type.



2. LOGO USAGE

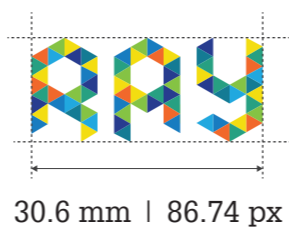
The colored logo can be used on black or white backgrounds. The black or white logo has to be used on backgrounds of any corporate color specified in this tool kit.

If the logo is to be faxed or printed in black and white, the black or white logo should be used instead of the color logo.



3. LOGO SIZE & DIMENTIONS

For maximum performance, it is recommended that the minimum size for reproduction of the logo be 30.6 mm across, whilst retaining the original set dimensions. This roughly equates to 86.74px in width on screen.



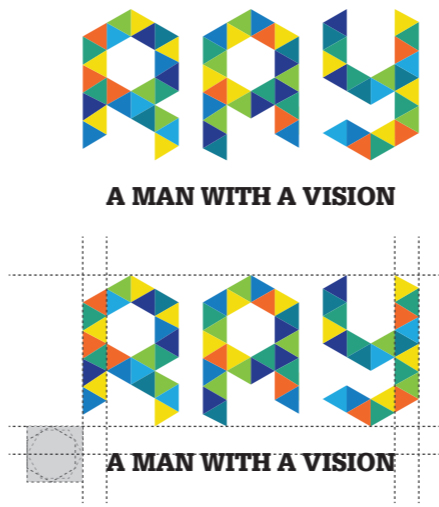
The dimensions of the artwork have been selected accordingly and should never be altered. Examples above with 'x' marks show improper usage.



4. TAGLINE USAGE

The clearance between the logo and the tagline should be half of the max height of the counter of 'R'. It should not be more than or less than this amount.

The tagline should give a clearance of the size of one triangle from the logo from each side when it is placed below the logo and a clearance of one triangle from the top and bottom when it is placed adjacent to it.



The tagline should not be placed at the top of the logo or at the left side of it. It should always be placed either below or right of the logo.

Glypha LT Black Regular should be used for the tagline. No other type should be used as the tag line type when a tagline is placed next to the logo.

