



FLA MEMBERS 2016 LOGO - CORPORATE IDENTITY GUIDE

Dear FLA 2016 Members,

Thank you once again for joining FLA Family this year!

This Corporate Identity Guide serves as a guide for the utilisation of the FLA Member Logo. The logo is a stamp of recognition and FLA 2016 Members are entitled to the usage of it on their marketing collaterals with adherence to the guidelines stated.

FLA MEMBERS 2016 LOGO



The logo consists of the FLA Logo and FLA Member typography and cannot be used separately.

Font type: Helvetica Neue LT 65 Medium

Colour:



Dark Blue – Pantone 2756 CVC or 100C 87M 0Y 11K



Yellow – Pantone 123 CVC or 0C 30M 94Y 0K

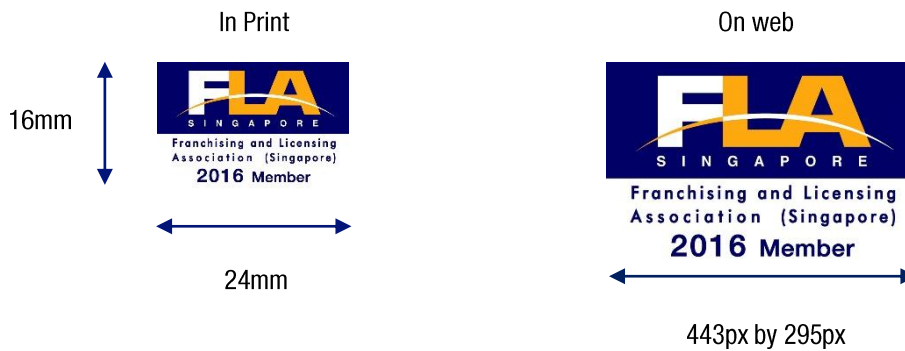


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USAGE GUIDELINES

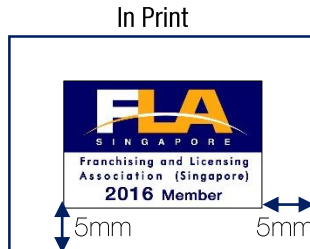
I. Minimum Size and Scale

To ensure maximum clarity and distinction of the logo, do not represent the logo in a size where the text is unclear or unreadable.



When scaling the logo to fit different kinds of media, **please scale the logo proportionately** and do not adjust only the height and width.

II. Exclusion Zone and Alteration



Ensure that there is a **5mm** clear space around the logo at all times.

Any taglines, identities or photography should not be placed over, or too close to the logo. Do not partially cover, redesign or manipulate the logo in any way at all.

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III. Logo Usage on Coloured Backgrounds

The FLA Members logo should be set against a background that offers sufficient contrast, preferably lighter background colours. For example, please refrain from using against blue, yellow or black background to allow the logo to stand out.

All marketing collaterals utilising the logo should be **cleared and approved** by FLA Secretariat before circulation.



IV. Incorrect Usage

Do **not** tilt the logo



Do **not** distort the logo



Do **not** change the colour of the logo



Do **not** add any effects, e.g.: shadow, glow and etc.



Do **not** use borders on the logo

