

# Rules regarding the use of the “KEEP FLYING THE FLAG” logo.



# Application of the logo



- Always place the logo at the **top right corner** of the page.
- Always have breathing space around the logo. ("breathing space" detailed on the next page).
- The logo has no maximum size but never reduce it to such an extent that the copy (keep flying!) within the flag is illegible or difficult to read.
- Never flip the logo.
- Never crop the logo.
- Never alter the logo by removing elements from it OR adding elements to it.
- Never place anything on top of the image.

# How to calculate “breathing space” around the logo.



- The square of the area between the edge of the first shape and the end of the shadow is the device used to create the breathing space (illustrated alongside).



- The square is then used as the minimum breathing space around the logo (below).

# How to calculate logo distance from the edge of the page.



- The logo should be set within the typesafe area.
- If there is no typesafe area make use of the same square to determine the distance from the logo to the edge of the page (illustrated alongside).

