

## Logo exclusion

We always keep a clear space around the RHA logo identity.

The exclusion zone is the minimum area of clear space required around the identity whenever used. No other text or graphic element may encroach on this area.

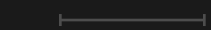
The zones are calculated as shown. This zone should be applied to all sub logo identities.



## Minimum logo size

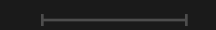
The logo should never be reproduced any smaller than the dimensions shown, as it may impede their legibility.

**RHA**



55px

**RHA**



15mm print

## Logo misuse

Shown are the logo misuses that need to be avoided at all times when using the RHA brand.

They should never be approved as suitable representations of the logo.

These apply to all sub logos.



*Warping*



*Rotating*



*Opacity changes*



*Competitive backgrounds*



*Reconfigurations*



*Colour changes*