

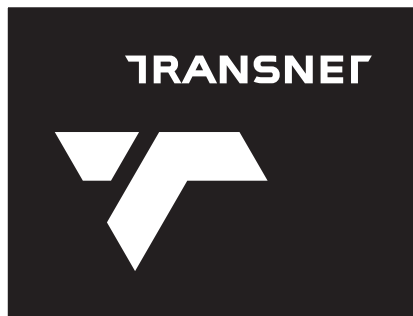
The geometry of the brand identifier, as illustrated above, is based on a horizontal and vertical grid, as well as a secondary grid that runs on a 60° angle. These grids form the backbone of the house style.

The 'A' in the logotype is central to the continuance of the angles created by the chevron (shown in W and V). This is the most common relationship between the logo and logotype.

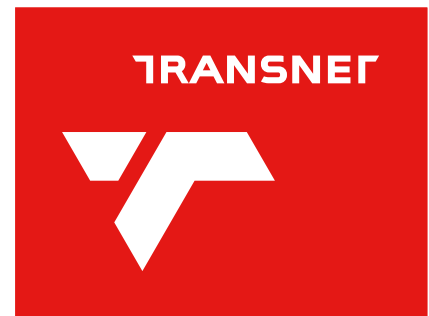
Clear space around the logo elements is determined by the measure 'Y' which is equal to the space between the Brand Mark and the Word Mark.



Single colour application - Black on white



Single colour application - Reverse white on black



Single colour application White on a colour background