

Spacing Guide

The CUT logotype has been compiled from a uniquely designed alphabet. Do not attempt to substitute a typeface which may appear similar to the CUT alphabet. A detailed spacing guide has been drawn up to assist you in cross-checking the accuracy of reproduced material. Using any other spacing guide for the logo and logotype will alter the identity and therefore render it unacceptable. Do not attempt to redraw the logo and logotype from the spacing guide. Do not display the logo type by itself.

The Value of x

The Spacing guide has been developed in a proportion system with x being the height of the characters in the logo type. The proportionate heights are given in relation to the height of x (eg. the width of the molecule is 6x being 6 times the value of x=6 times the value of the logotype characters).

Minimum size rule

In order for the CUT identity to be clearly seen, a minimum size for its usage has been created. Our identity may never be applied smaller than 25mm in width for the vertical configuration of the corporate signature and 35mm in width for the horizontal configuration of the CUT identity.



Area of Isolation

In certain applications an area of isolation needs to be established for the corporate signature to stand free from surrounding graphics, co-sponsorships and other identities. The diagrams indicate the minimum space requirements needed to separate the CUT Identity from a co-sponsors logo or surrounding graphics.

If the background or co-sponsors background is not white, a white area such as a white block or band must be created for the CUT identity to live on, bearing in mind the minimum area of isolation rule.

It is important to avoid visual clashes between the CUT identity and other elements, thus minimum area of isolation must always be adhered to.



Typeface

The CUT identity system uses a typeface known as Univers Condensed. It has been chosen for its legibility as well as being uncomplicated in application.