

OAA VISUAL IDENTITY PROGRAM

The Logo has two formats:



Either can be used for flexibility of the application.
For formal documents the type underneath has been chosen.

The image and wordmark together create the logo.
The wordmark is Gill Sans type
The two elements must always be used together in a constant ratio

- The logo must not appear smaller than what is legible for the wordmark (to appear clearly)
- The logo should not be placed any closer than ¼” from the margins on all sides of the page
- It should be placed equal distance from the margins (if placed in a corner position)
- The logo should not bleed off the page
- The logo does not have to be used at a horizontal position and is flexible to be rotated

In a full color document:

The logo should appear in full color (black + pms 5285)

In a black and white document

The logo should appear in black and white

In a one or two color spot color document:

The logo should appear in the most prominent spot color

Two color logo:

Ensure that black is set to overprint,
Otherwise the centre portion of the letters “A” will disappear

