

Brand logos – usage

2.7 Clearspace

Providing clear and uncluttered space around the logo helps the audience see it quickly and reinforces our brand. This is called clearspace.

It is important to follow clearspace requirements. The minimum spacing requirement is 0.25 inches and should always be used when placing the primary or sub-brand logos into a printed design.

In printed materials, the logo should be at least 0.25 inches in height. For specialty advertising purposes, such as branding on a pen, consult Public Affairs and Marketing for optimum art and sizing.

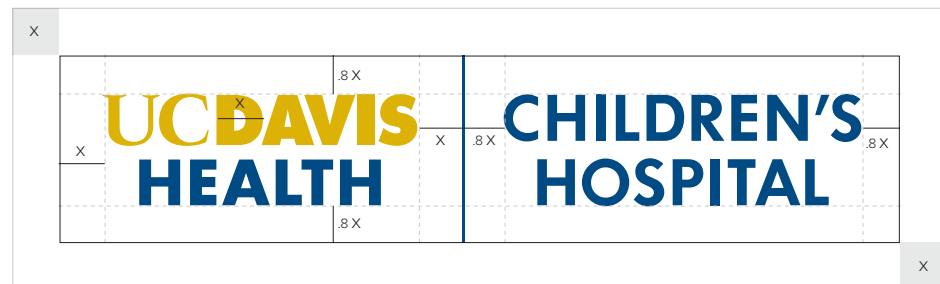
Minimum size requirement



Minimum spacing requirements



You can determine how much clear space should be provided around the signature by using the width of the “D” in UC Davis. This is also called the “staging” area. This area is indicated by the bounding box built into every digital logo file.



Maintain minimum clearspace on white.