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a&o Kunsthalle Leipzig

To ensure consistency, legibility and prominence, the area of space surrounding the logo should be kept clear.

The logotype requires at least 1 **UNIT** of free space on all sides of the logo. 1 **UNIT** refers to the **Cap-Height** of the typeface.

1

a&o Kunsthalle Paris

1

1

1

a&o Kunsthalle Warsaw

1

1

1

KL

1

1

KW

a&o Kunsthalle Leipzig

a&o Kunsthalle Leipzig

a&o Kunsthalle Leipzig

a&o Kunsthalle Leipzig

a&o Kunsthalle Leipzig

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Incorrect applications:

- ⊗ The use of a different fonts
- ⊗ Coloring of the logo outside of the pre-defined brand-colors.
- ⊗ The use of effects outside of those permitted within the brand guideline (e.g. outlines, drop-shadows, gradients)
- ⊗ Incorrect placement that falls outside of the defined placement and clearance as defined within this guideline.