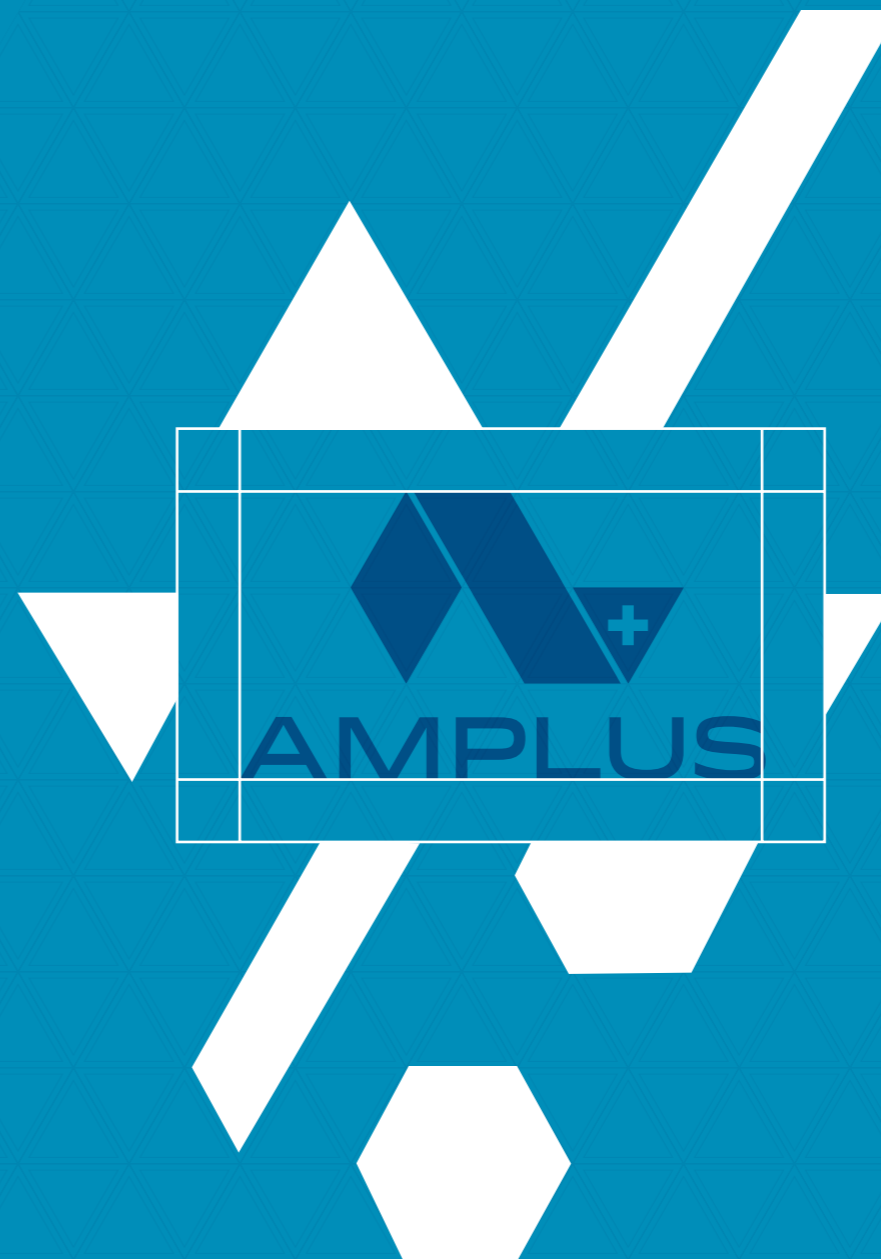


# Clear Space

Padding provides clear space between the logo and surrounding items, ensuring interference from surrounding items is avoided.





A



M

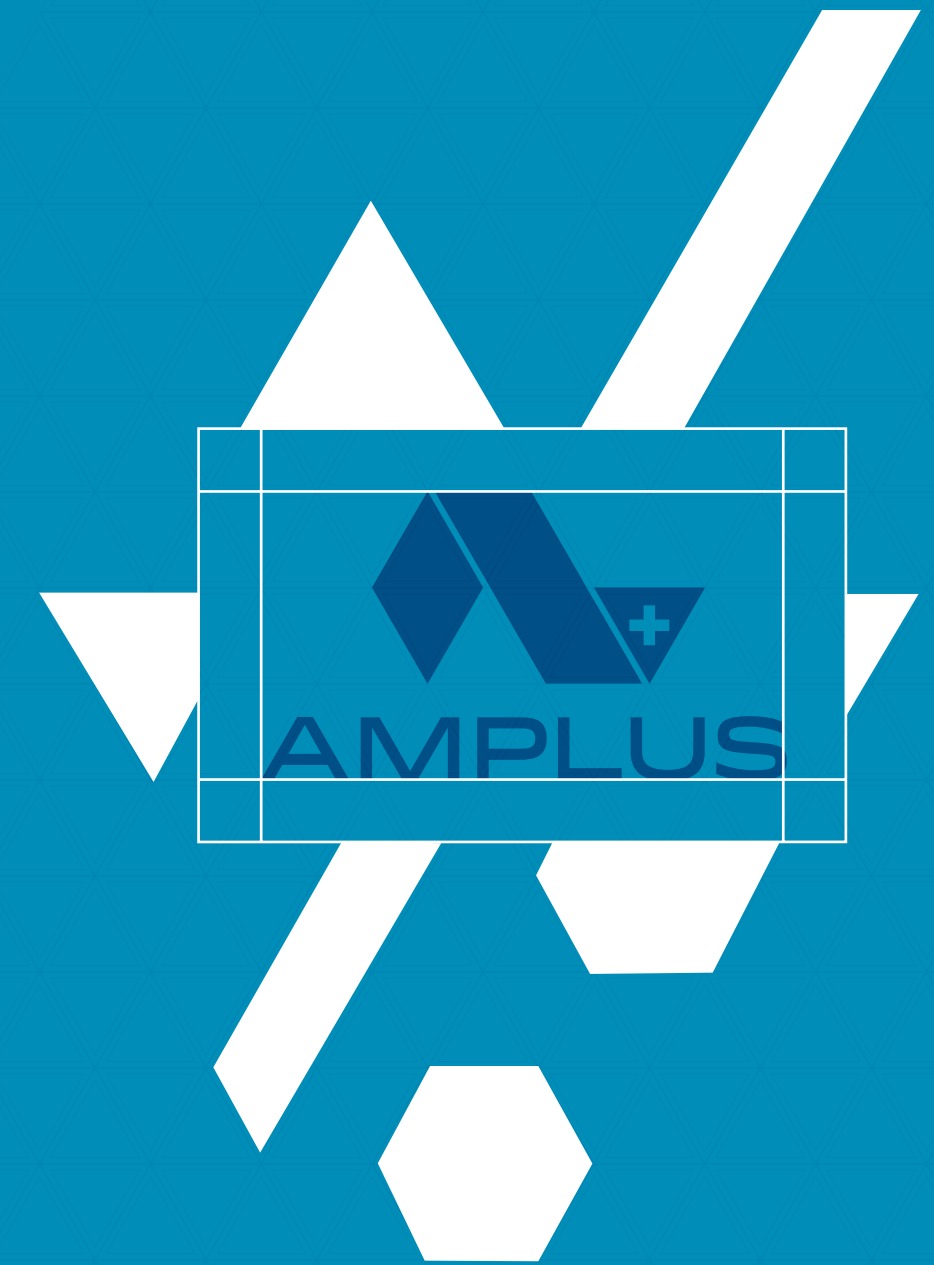


PLUS

**The geometric grid forms the core foundation of our logo – it also extends to the design of a wide range of supporting graphics.**

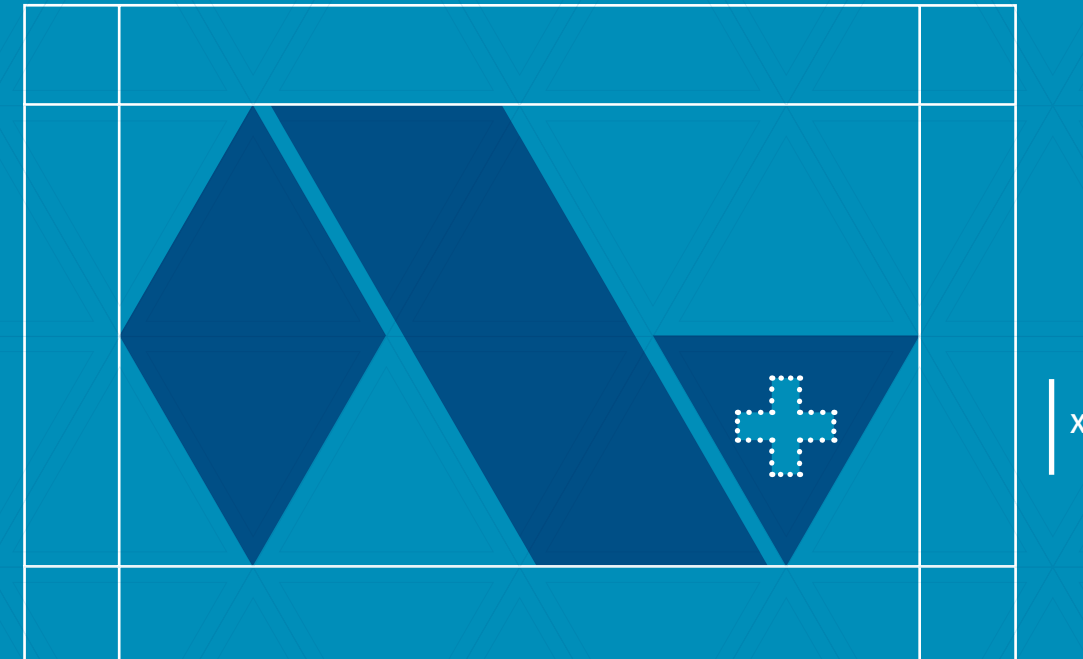
## Clear Space

**Padding provides clear space between the logo and surrounding items, ensuring interference from surrounding items is avoided.**



# 1. Badge

Minimum padding is equal to the height squared ( $x^2$ ) of the + in the triangle.



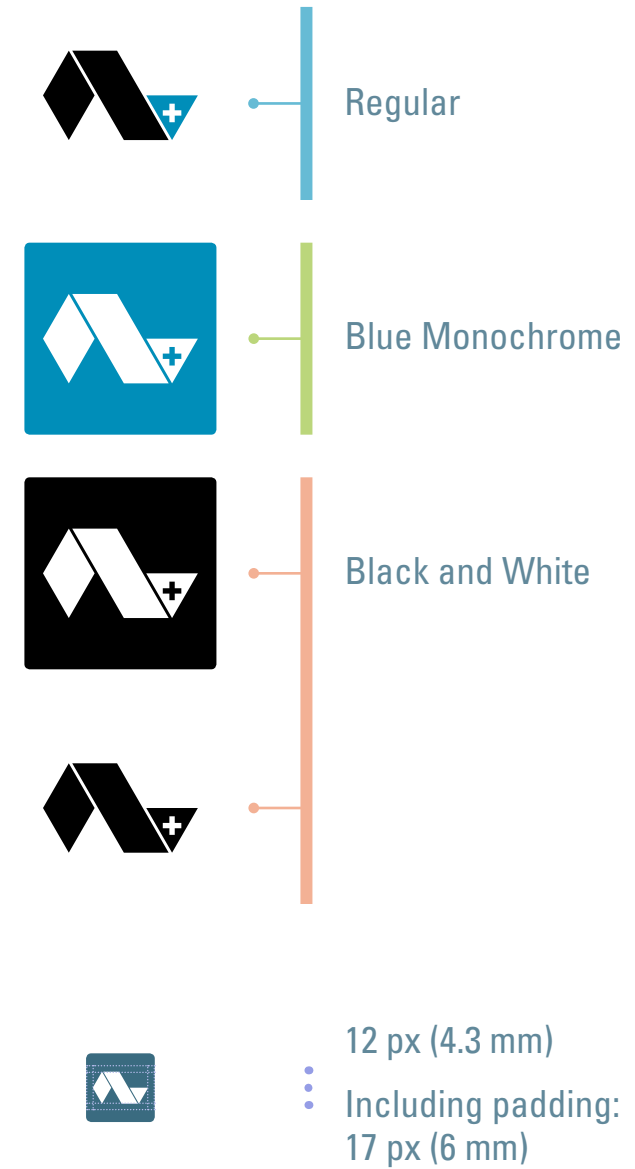
## Badge Display Properties

Selecting the version with the highest level of contrast to its background must be considered.

3 colour options are offered for achieving a sharp distinction on any chosen background.

## Min. Height

For clarity purposes, height must remain at least a minimum of 12 px (6 mm) or above.



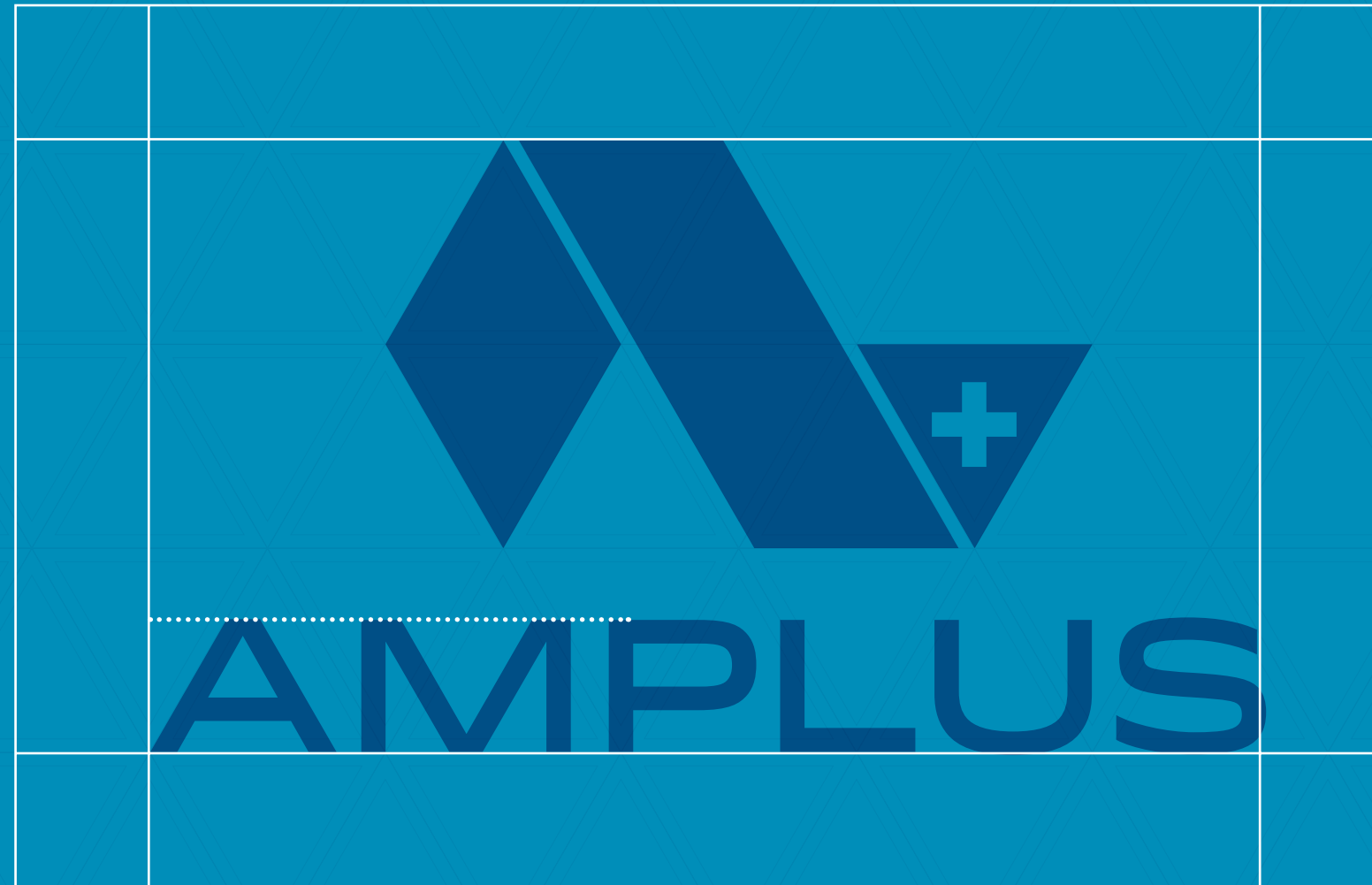
# 1. Badge

**Usage:**  
Digital  
Print  
Livery  
Uniforms

**Proportions and standard graphic style should always be preserved.**

## 2 Full Logo

Minimum padding is equal to the height squared ( $x^2$ ) of the logotype.



## 2.1 Full Logo

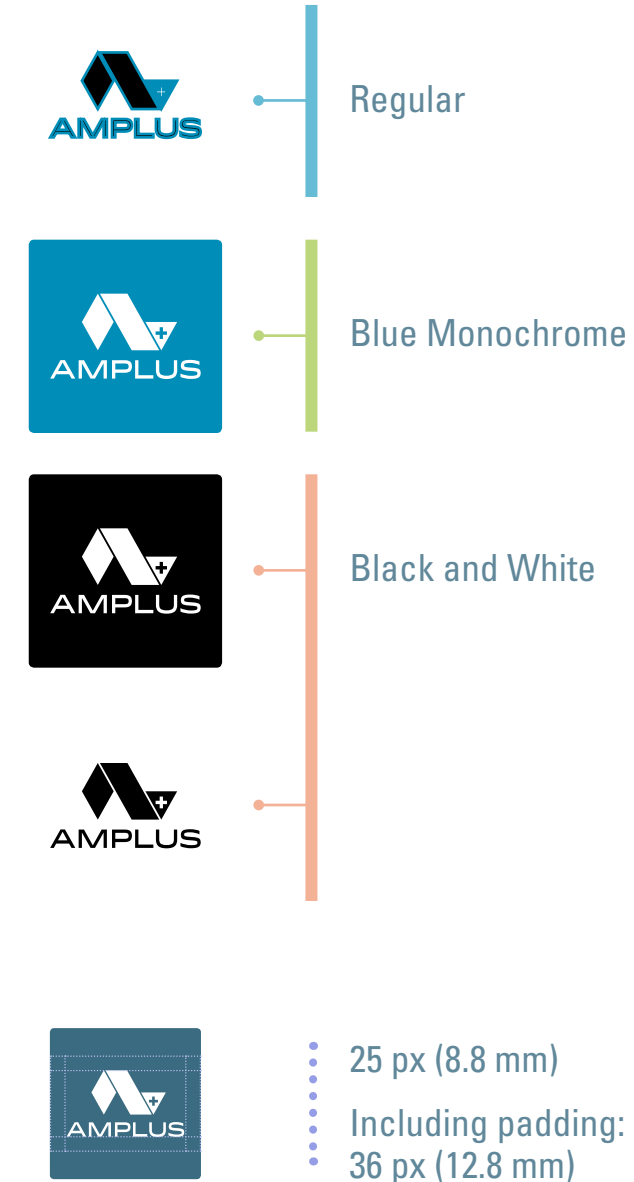
### Full Logo Display Properties

Selecting the version with the highest level of contrast to its background must be considered.

3 colour options are offered for achieving a sharp distinction on any chosen background.

### Min. Height

For clarity purposes, height must remain at least a minimum of 25 px (8.8 mm) or above.



**Usage:**  
Digital  
Print  
Livery  
Uniforms

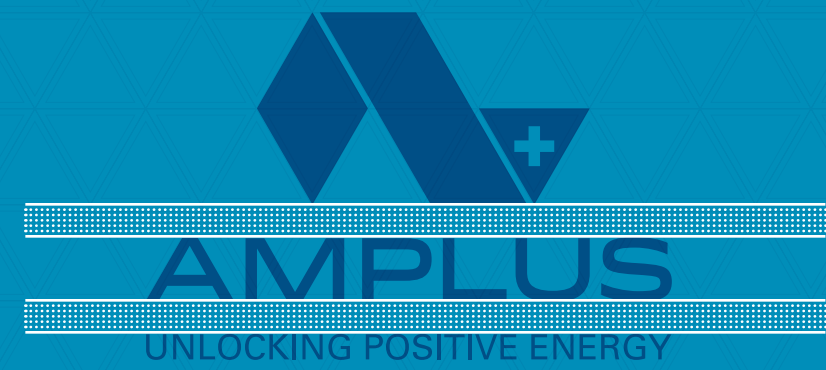
**Proportions and standard graphic style should always be preserved.**



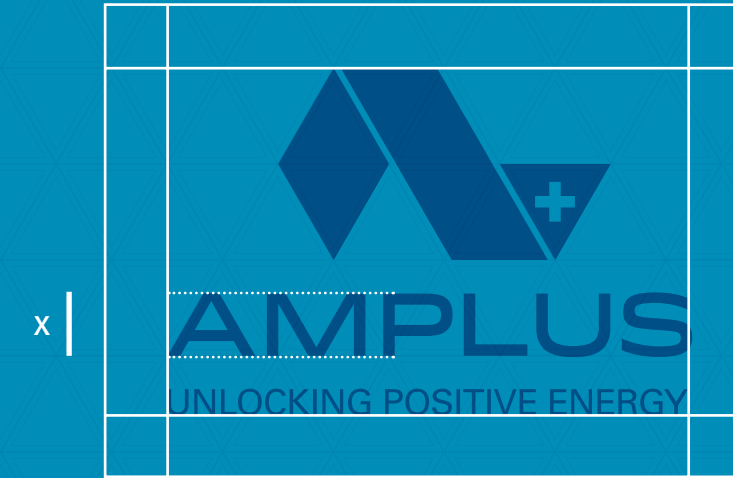


### 3. Strapline

Distance between logo, logotype and strapline should always remain equal to one another.



Minimum padding remains equal to the height squared ( $x^2$ ) of Amplus logotype.



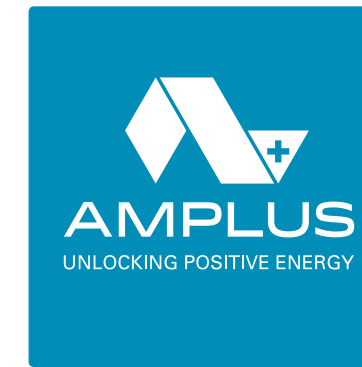
#### Full Logo Strapline Display Properties

Selecting the version with the highest level of contrast to its background must be considered.

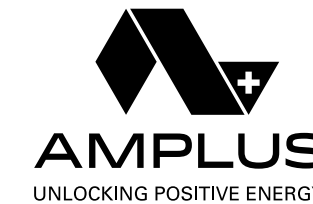
3 colour options are offered for achieving a sharp distinction on any chosen background.



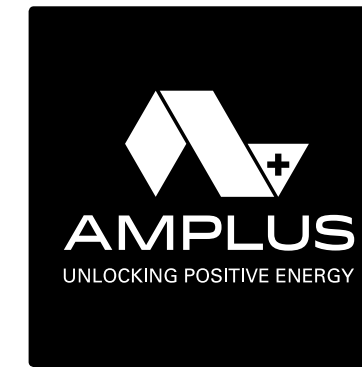
Regular



Blue Monochrome

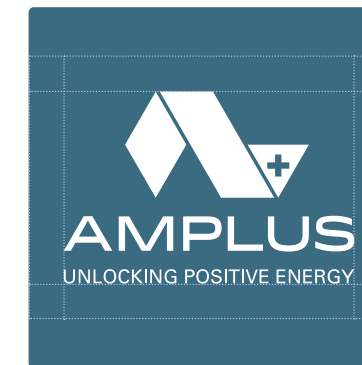


Black and White



#### Strapline Min. Height

For clarity purposes, height must remain at least a minimum of 5.4 px (1.9 mm) or above.



- Strapline: 5.4 px (1.9 mm)
- Total: 72 px (25.4 mm)
- Strapline inc. padding: 16.2 px (5.7 mm)
- Total inc. padding: 92 px (32.5 mm)

### 3.1. Strapline

Usage:  
Digital  
Print  
Livery  
Uniforms

Proportions and standard graphic style should always be preserved.