

# THE STUDIO

A short

Graphical guide

## The logotype

The Studio logotype is a one colour logotype. The white logotype on black background or the black logotype on white background.



## Clear space

Clear space refers to a distance of “X”, as a unit of measurement, surrounding each side of The Studio logotype. “X” equals the width of the letter “H” of THE STUDIO logotype.

A minimum clear space requirement has been established to ensure the prominence and clarity of The Studio logotype. It is essential that The Studio logotype remains free of all graphics, taglines, identities, photography, and typography.



## Don'ts

The logotype is an image and not a “font”

Do not use two or more logotypes for identification on the same page.

Do not use the logotype in body copy. Instead, typeset “The Studio” in the same typeface as used for the text.

Do not add a highlight or other decorative device to the logotype.

Do not alter the relationship in the logotype.