



ASVA LOGO
Guidelines



STYLE SHEETS - ASVA LOGO



FONT

ASVA Header Font is Jayne Print Hand - if using different sizing the proportions should be kept the same. ie the ASVA initials should sit on and not overlap the lettered box panel.

ASVA panel font is Calluna Regular - the proportions should be kept the same, justified both sides and capitals used throughout. Text white out.

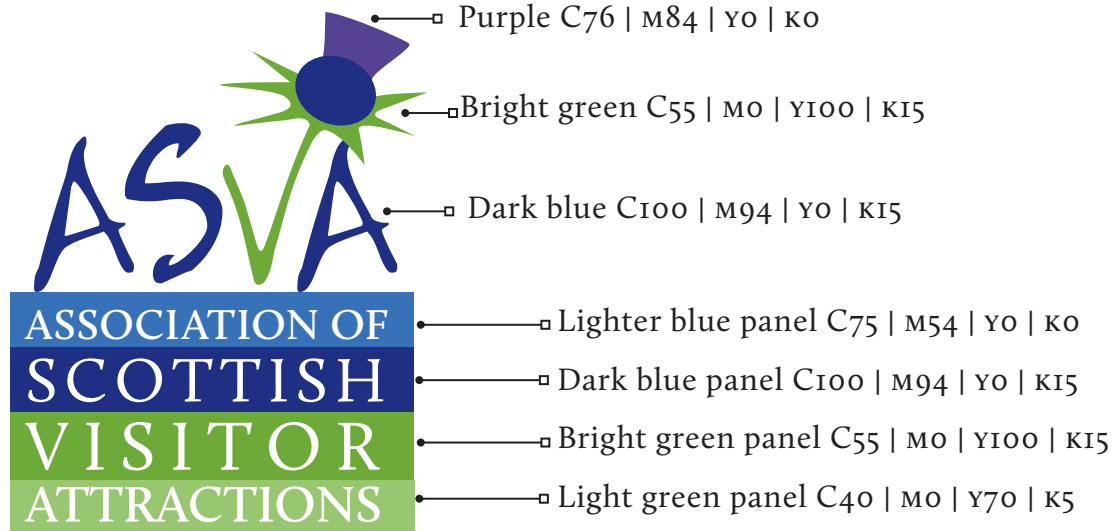


ASVA 25 years - Times Roman
proportions should be kept the same.
Text should run down the verticle.

**THE 25 YEAR STRAPLINE SHOULD NOT
BE USED AFTER 31st DECEMBER 2013**

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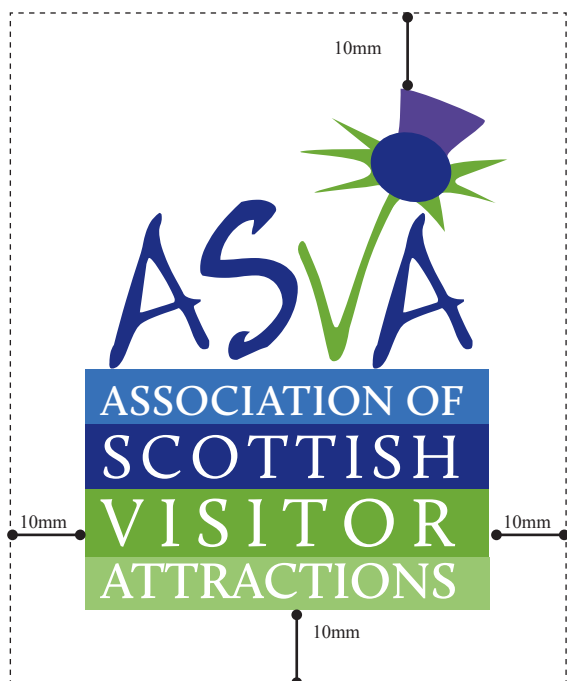
COLOUR SPECS



The Full logo can also be used in the formats shown below



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When using logo alongside other logos/text or images an all round minimum allowance of 10mm should be given

The ASVA & Thistle can be used on it's own in the formats below:
colour | grey & black | black only
When using white out format background panel should be ASVA blue or green or black

