

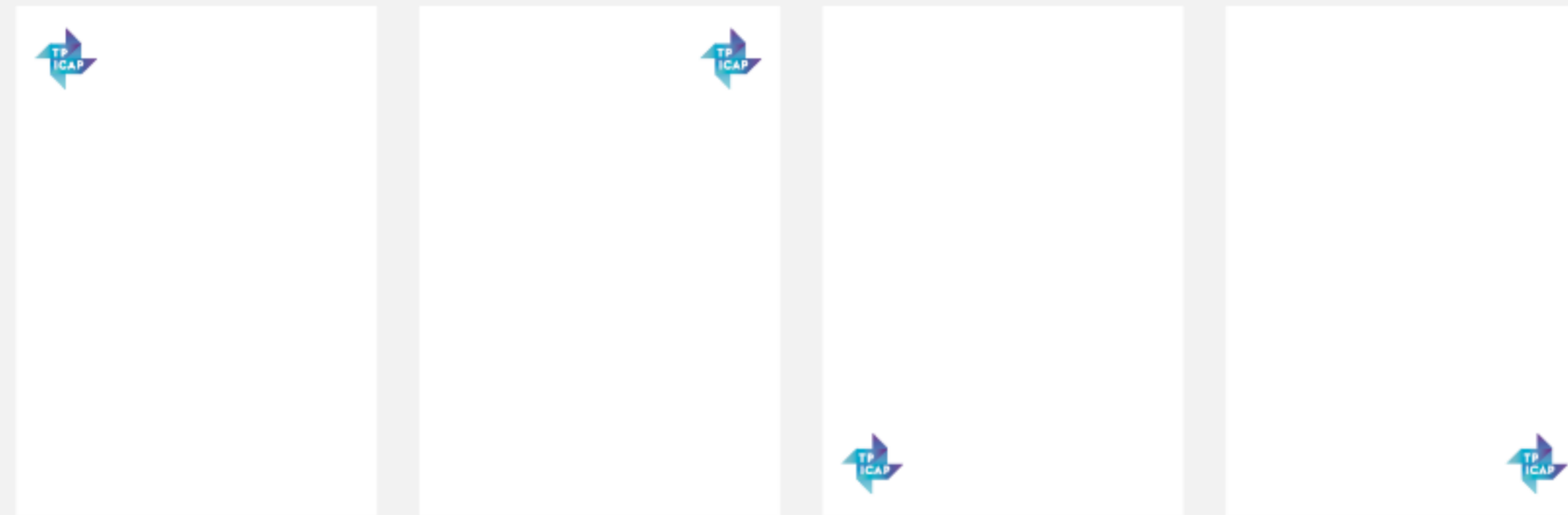
Brand Identity

Logo usage guide



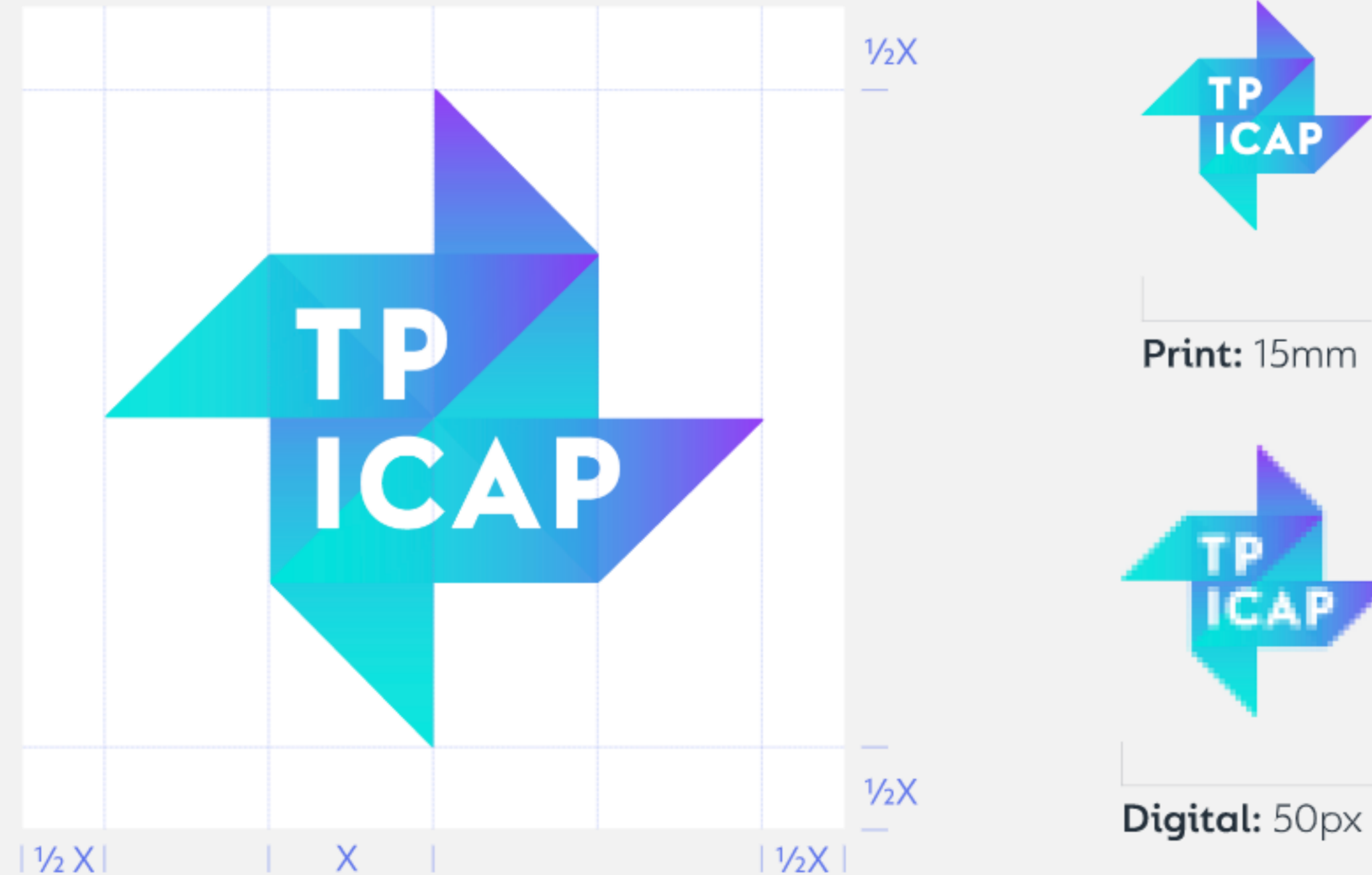
Positioning the logo

The TP ICAP logo should be placed in a position sympathetic to the design of the page and should always be aligned to a corner.



Exclusion zone & sizing

So that the TP ICAP logo can stand out clearly, it should have as much space around it as possible. The minimum exclusion zone is defined by the guides shown here. This amount of clear space is designed to protect the logo from typography or other graphic elements appearing too close to it.



Logo don'ts

The TP ICAP logo should only be reproduced from the master artworks and should not be redrawn or altered in any way.

