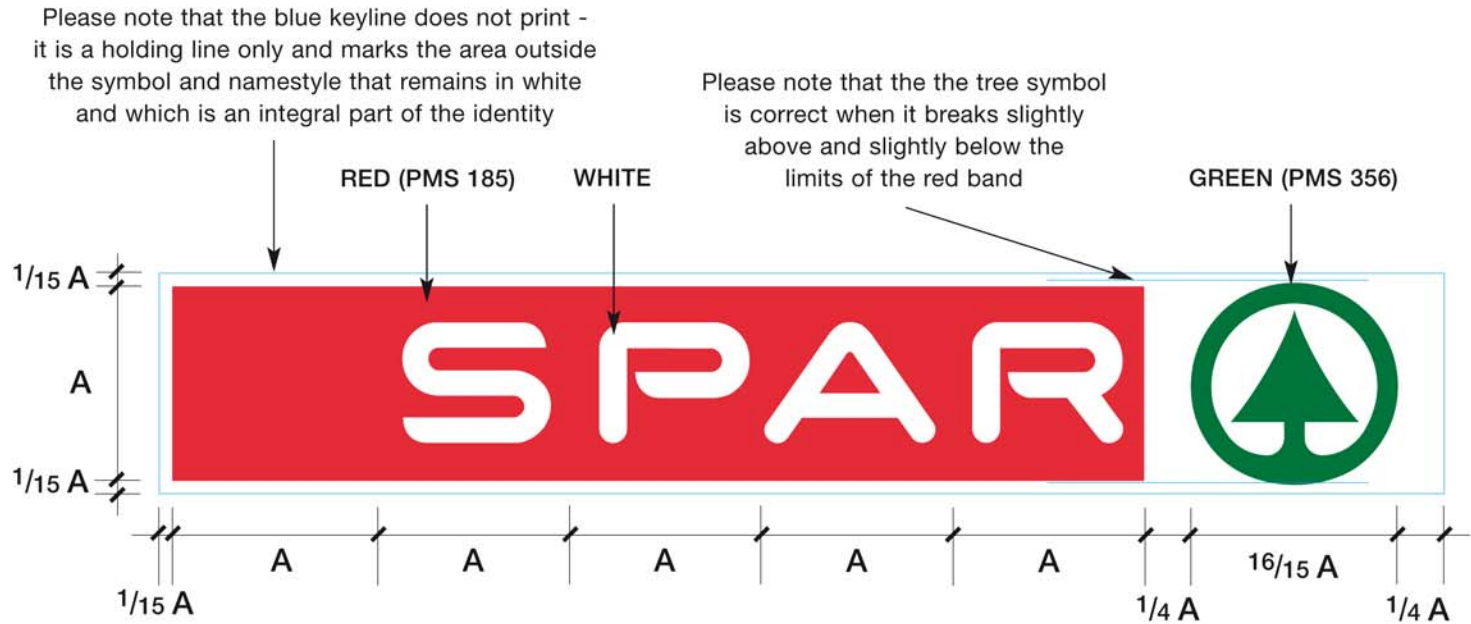


## HORIZONTAL LOGOTYPE



**VERSION A - PREFERRED VERSION OF THE LOGOTYPE**

Version A on this page marks out the proportions of the logotype and the area outside the symbol and namestyle that is an integral part of the identity and should always remain in white. The logotype shown here is for the majority of identity applications. There are additional guidelines for fascia applications - please refer to page 2.5. For stationery and ticketing please refer to pages 2.3, 2.3.1 and 2.4. For proportions and spacing guidelines for the vertical logotype please refer to page 2.2.

**The SPAR identity is unique. It is the single most important factor in our international recognition. It must be applied consistently wherever it is reproduced following the principles listed below:**

- The colour version of the logotype is preferred.
- The logotype is printed in two colours on a white background. It is critical to the application of the identity that the colours are interpreted correctly and consistently. The green symbol is PMS (Pantone Matching System) 356 and the red name carrier PMS 185. Colour swatches are provided for both coated and uncoated inks within this section of the manual and should be colour matched where possible.
- In order that the colour integrity can be maintained throughout SPAR on a variety of materials, the equivalent colour match in RAL, HKS and Scotchcal have been chosen. When specifying the white background, RAL 9010 should be used.

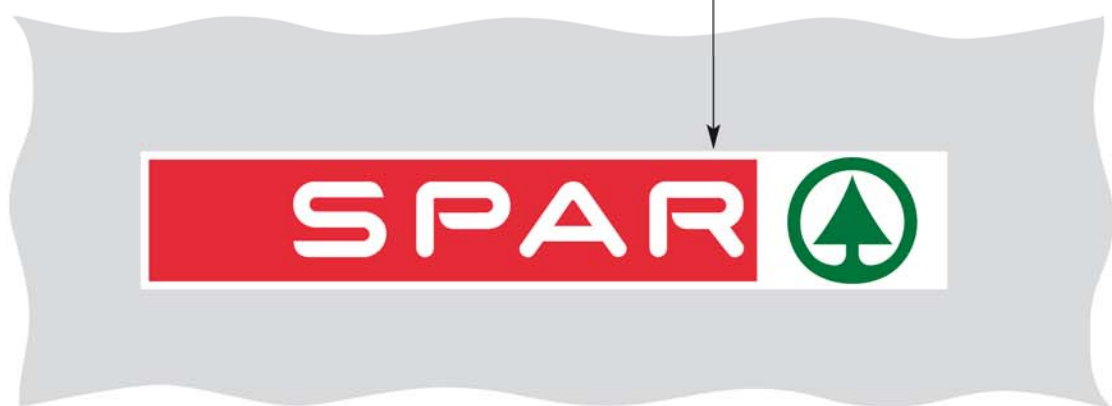
RAL:	Green:	6029
	Red:	3020
	White:	9010

Scotchcal:	Green:	3630.26
	Red:	3630.33

HKS:	Green:	HKS 57
	Red:	HKS 14

- Whenever printing requires an alternative colour specification, a swatch should be provided and colour matched.
- The identity is always printed onto a white background.

Please note that the blue keyline does not print - it is a holding line only and marks the area outside the symbol and namestyle that remains in white and which is an integral part of the identity



**VERSION 3A - SHOWING THE WHITE SPACE AROUND THE LOGOTYPE**