

## 1.8 Minimum size of the logo in advertising materials

Size of the mark depends on many factors during the design process, e.g. format, proportions, background (color photo, picture, flat monochromatic background, white background etc.), amount of text etc.

While reproducing the KAN mark you should always be aware of its size and readability. Using too small mark will cause not only loss of readability. A much more serious loss will be undermining the position of KAN among competitors. Regardless of all the above the KAN logo cannot be smaller than 2% of the advertising space. Therefore, minimum size of the logo is equal to the root of the format surface area x 2%. If you use a standard format (e.g. A3), the advertising surface is 1247.4 cm (29.7x42), then  $h = 1247.4 \times 2\%$  (take a root of it),  $h = 5$  cm. Such calculations are a kind of simplification, but proportions and shape of the KAN logo are close to a square. The minimum size regulations apply to posters, brochures, advertising materials, first pages of advertising publications as well as large advertising formats (billboards, banners) designed for marketing and promotional purposes of KAN. However, they do not apply to situations when the logo is placed inside advertising materials, multipage publications, address footers or when the KAN trade mark is used in publications and advertising materials of third parties (e.g. KAN as one of sponsors of a trade event etc.).



! The way the logo is placed and its size depend on design of an individual advertising material and in this case presentation of the logo should be confirmed by the Publicity Department.