

## 1.3 Minimum Size and Clear Space

Minimum size and clear space have to be observed in order to preserve the integrity of the logo.

### CLEAR SPACE

The clear space guidelines given below should be used to ensure that the identity always has sufficient space around it. The intention is to avoid overcrowding and to optimise the identity's impact and prominence.

### MINIMUM SIZE

to ensure maximum clarity and distinction, the NUS logo should not be represented in a size smaller than 20 mm in width for the horizontal logo and 20 mm in height for the vertical logo.

### EXCEPTION

Where recruitment advertisements are concerned the 20% rule applies. See section 6.2

