

the Orange mark

All the elements together form the Orange mark which should always be reproduced from master artwork.

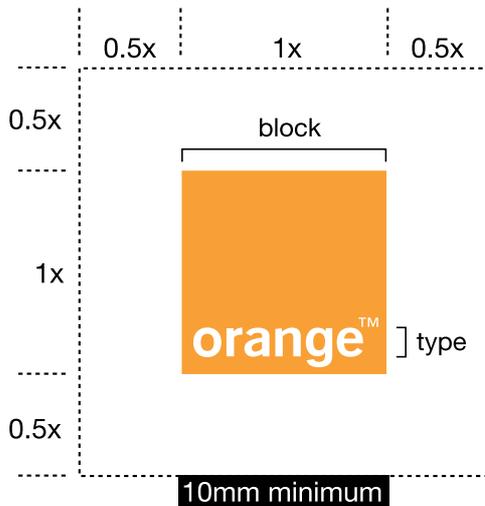
the Orange block

Always square and always contains the Orange logotype

the Orange logotype

Always appears in the Orange block, never on it's own. The TM is part of the logotype.

If you are using the Orange mark in a digital interface environment, please refer to the [interactive guidelines](#)



the minimum exclusion zone

So that the Orange block can stand out clearly, it should have as much space around it as possible. The minimum exclusion zone is defined by the dotted line.

This amount of clear space is designed for use in literature and other printed material in particular to protect the mark from typography appearing too close. Wherever possible, this area should be greater. The minimum area also applies to the edge of any item on which the Orange block is used.

In certain instances, the Orange block may need no exclusion area at all if it helps in maximising impact and clarity, for example in signage.

