



## Logo Guidelines

Guidelines for the use of AUSF logo must be observed in order to preserve the integrity of the logo.

### 1 Complete Logos

There are two AUSF logos that can be used.

	
<b>Full logo</b>	<b>Abridged Logo</b>

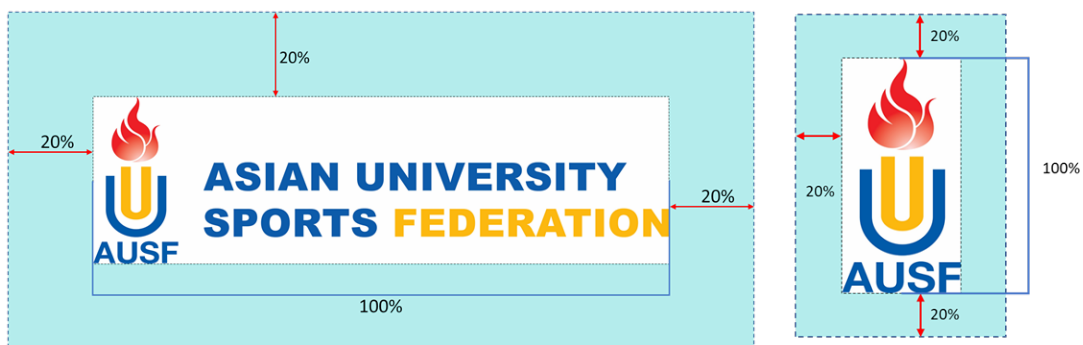
Either versions of these logos can be used where appropriate. For events that are not organized by AUSF and its members, you must use the full logo.

Incomplete Logos such as these cannot be used:

<b>ASIAN UNIVERSITY SPORTS FEDERATION</b>	
	
	

### 2 Clear Space

The 20% clear space guidelines ensures that the AUSF logo always as sufficient space around it. This prevents overcrowding and optimizes the logo's impact and prominence.



### 3 Minimum Size

To ensure maximum clarity and distinction, the AUSF logo must be represented in the following sizes:

Print	<p>40mm</p>	<p>20mm</p>
Web	<p>80px</p>	<p>40px</p>

### 4 Colours

You are strongly encouraged to use the logos in full colours. However, depending on the theme and design of the production, the colours of the logos can be adjusted to fit the theme. You may use only these colours:

- Black (#000000)
- White (#ffffff)
- AUSF colours



#e42328



#0656a1

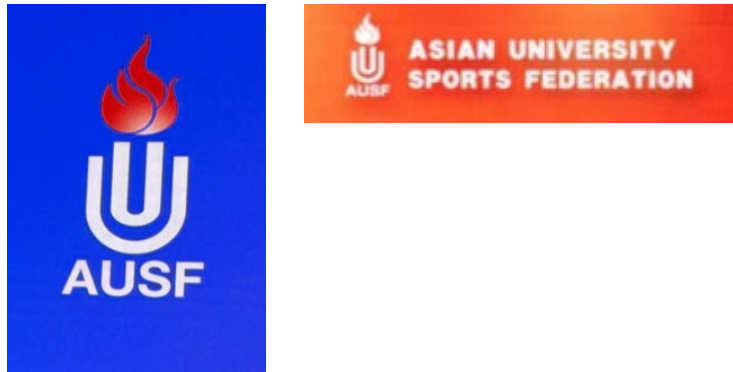


#fbb900

## 5 Background Contrast

In the absence of contrast, the AUSF logos will lose its impact and clarity. Hence, it is important to use the right colours and to place the logos against a clear background.

Examples of how the logos can be adjusted:



## 6 Scaling of Logo

The AUSF logos must be enlarged or reduced proportionally. Do not scale the logo horizontally or vertically.

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## 7 Approval

The use of the logos and any changes made to the logos should be reviewed by AUSF Secretariat.

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