

## PRIMARY LOGO LOCK-UP (FULL COLOUR) WITH STAR ALLIANCE & CLEAR SPACE

Members of the Star Alliance network are amongst the most respected in the world. In order to become members, airlines must comply with the highest industry standards of customer service, security and technical infrastructure. Our Star Alliance Member status shows that we are connected to this leading global airline network. It is a proud achievement for SAA and one that we display, advertise and announce with pride and care.

**Please do not redraw or recreate any of the SAA logos. Always use the official artwork exactly as supplied. If you are unsure about the logo usage, please talk to the SAA Brand Custodian.**

The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



The clear space is determined by the height of 2 o's

The clear space is allowed to be larger, but never smaller.

## PRIMARY LOGO LOCK-UP (FULL COLOUR REVERSED) WITH STAR ALLIANCE & CLEAR SPACE

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## PRIMARY LOGO LOCK-UP (GOLD) WITH STAR ALLIANCE & CLEAR SPACE

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The clear space is determined by the height of 2 o's

When the logo is converted to one colour, the frame is excluded and only the inside of the tail is used. The position of the elements in relation to one another is not altered.

The clear space is allowed to be larger, but never smaller.

