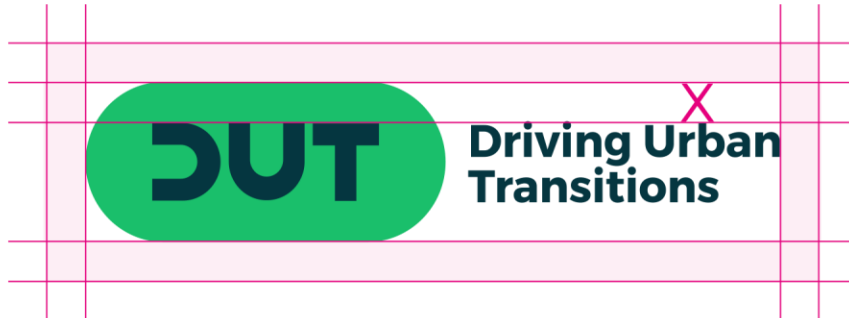## 2.1.4 Limitations

Logo exclusion zone
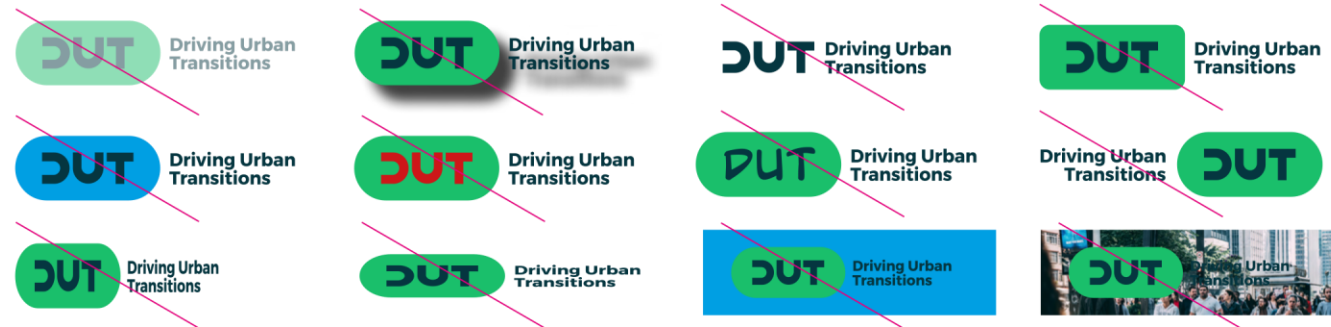
The exclusion zone ensures the legibility and impact of the DUT logo by isolating them from any competing visual elements.

Exclusion zone = X

Minimum size

Establishing a minimum size ensures that the impact and legibility of the DUT primary logo and/or icon is not compromised in any print/screen applications.

Min H = 7 mm

Min H = 4 mm

Common Errors

Do not stretch, squash, skew, or distort the logo in any way. Do not edit the logo color, use an off-brand color, or reduce the logo opacity. Do not add graphic effects to the logo, including drop shadows. Do not place the logo on a high-contrast pattern or busy photograph. Do not change the layout or relationship between logo elements. Do not encroach on the required clear space surrounding the logo.