



| x |

The recommended minimum clear space is based on the circular eye of the smile symbol referred to as x.

For all print items on A4 and smaller apply 2x.

For larger display items such as poster endorsements, bus stop signs and other signage 1x can be applied where space is limited. This applies to the visible space, for example, up to a poster frame.

Ensure that other elements such as type matter have a clearance of 2x throughout.



| 2x |



| x |

| x |