

# Logo usage restrictions

The Sri Lanka Telecom logo is a sacrosanct property. It must not be altered or used in any form which is not specified in this guideline document. Please refer to the following restrictions in logo usage as a top priority.

The following restrictions should be strictly adhered to.

Do not use the logo without the company name.



Do not reproduce the colour logo on dark backgrounds.

Do not use the logo without the proposition.



Do not reproduce the reverse (open white) logo on light backgrounds.

Do not reproduce the logo in a single colour other than black or reverse white.



Do not apply effects to the logo such as glows, drop shadows, outlines, bevels or embosses.

Do not reproduce the logo with the 55% tone of Pantone Reflex Blue C.



The logo should not be rotated under any circumstances.



## Proper usage of logo on photo backgrounds

The corporate logo can be placed on photographs which act as a background. However, the placement of the logo should be done carefully to avoid the background texture from overpowering the logo. One must make sure there is an uncluttered area of the photograph to place the logo on. The reverse (open white) logo must be placed on dark areas of the photograph while the colour logo is placed on light coloured areas of the photograph.



## Incorrect usage of logo on photo backgrounds

The following examples show the incorrect usage of the corporate logo. In the first example we see a colour logo set on a dark area of the photograph.

In the second example we see the reverse (open white) logo placed on a light area of the photograph.

Care must be taken to avoid incorrect logo placements such as these.

