



Banpu Logo Usage Guideline

01

Clear Space

Clear space refers to the area around the Banpu logo that should remain clear of graphic clutter. This allows the master logo to be legible and achieve maximum impact.

There should always be a clear space of “X” around Banpu logo. “X” is derived from the height of the letter “B” in the “Banpu” logotype.



02

Logo color applications

We have developed various versions of the logo to allow for flexibility in our applications. Only the versions shown here should be used. Keeping in mind that the logo color selection will depend on the background color of the application to achieve sufficient contrast.

Do not attempt to create any other logo variations.



03

Prohibited Usage

Always use only the correct logo working files provided on Banpu website. Do not try to re-create, modify, alter the logo.

The examples shown on this page are some common violations of the brand logo.



Do not amend or create new configurations of the logo.



Do not add any special visual effects like drop shadows to the logo.



Do not add any special visual effects like gradient to the logo.



Do not place the logo on a color / background without sufficient contrast.



Do not stretch / squeeze the logo to distort proportions.



Do not put white background around logo when placed on a busy background.