

Guidelines for using BTO logos

The BTO has some guidelines for how its logos are used so that the BTO 'identity' can be readily recognised. By maintaining a consistency, the brand's core values are then communicated.

You'll find the logo available in two formats: Portrait and Landscape. Whenever possible, all versions should be used in Landscape. However if space does not allow for the optimum size and position then the Portrait version can be used.

Where to place the image? It is important that the logo does not have words, graphics or images placed too close to it. If it is placed on an image, it should be on an area that is not too complicated so that it is not difficult to read.

Finally, there are minimum sizes for all the logos. If a logo is used below the specified size, it will not be legible. See below for the guides:

