

# BRAND LOGO CLEAR SPACE & SIZE REQUIREMENTS

## LOGO CLEAR SPACE REQUIREMENTS

To ensure the Case IH logo is free from visual distraction, elements such as other logos, vehicle emblems, handles or body lines must be positioned at a minimum required distance from the brand mark. This is defined as “clear space.”

The following example shows the required minimum clear space above, below and to the sides of the logo. Clear space is defined in terms of the “X” measurement, which is the height of the **C** plus the **AGRICULTURE** blaze in the logo.

## MINIMUM AREA OF PROTECTION

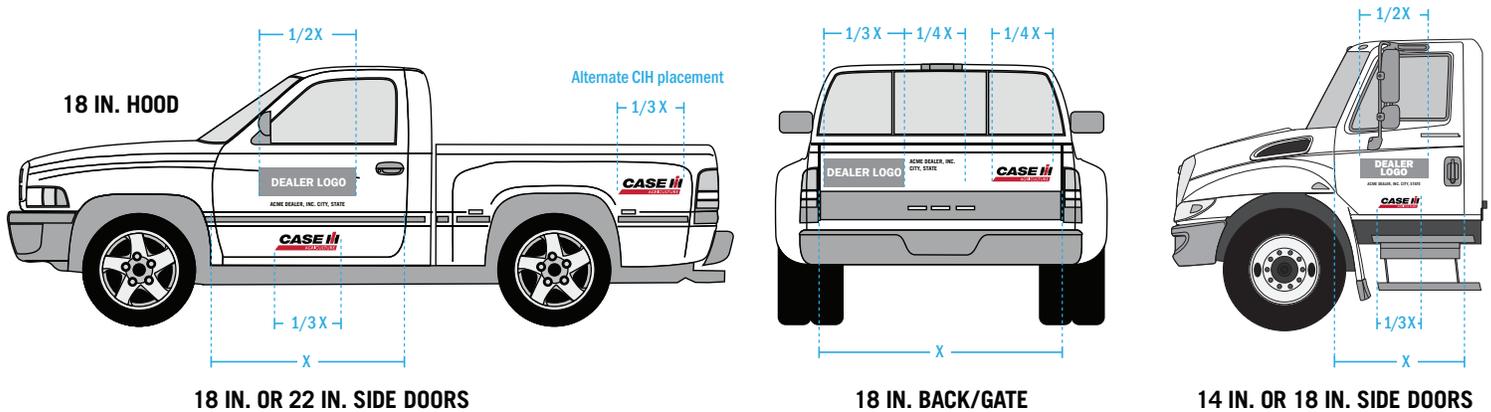
The dotted line indicates the minimum clear space for the logo on all sides—it is not part of the printed logo.



The minimum clear zone equals the height of the **C** letterform within the logo plus the **AGRICULTURE** blaze under the logo. The dotted line indicates the minimum clear space for the logo on all sides – it is not part of the printed logo.

## LOGO SIZE REQUIREMENTS

The correct sizes needed for your Case IH logos are based on current vehicle dimensions. For the doors, measure the width of the door and divide by 3. Then choose the logo size that most closely matches that measurement. See below for calculations to determine logos sizes on other locations of your vehicle. (Use the 14” Logo for the hood of your vehicle)



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