

## SAA Masterbrand Logo - Star Alliance

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.

Primary Logo Lockup



Secondary Logo Lockup



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### Primary Logo



### Secondary Logo



### Stacked Logo

