

# BAGRI FOUNDATION LOGO GUIDELINES

## INTRODUCTION

The new logo is an evolution of the original enso, a symbol of enlightenment. Rendered in a more powerful and graphic way, this logo better reflects the Foundation's shift towards the contemporary, but with a subtle nod to the traditional. The typography is clear, modern and legible delivering a stronger presence amongst partners. The burnt orange elicits the same warm tones of the previous logo, and coupled with a light jade green, reflects tones found across Asia.

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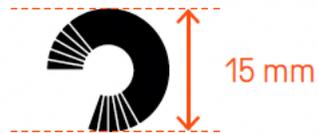
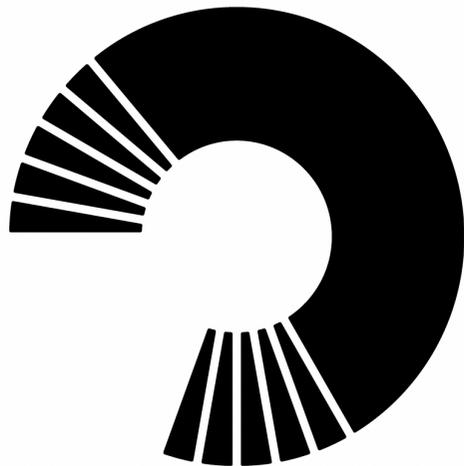


The logo can be used without the name, but only when the name is in close proximity to it.

For example, on social media platforms as avatars.

Minimum print size is 15 mm.

This requires a degree of judgement and should be checked.



## DON'TS

- Don't change proportions
- Don't outline logo lock-up
- Don't distort the artwork
- Don't rearrange type

COLOURS

On white or very light backgrounds,  
please use the orange or,  
if the format requires it, the black logo.

On black or dark backgrounds,  
please use the white logo.



SETS OF COLOURS

Black

White

Primary colours: Burnt Orange & Mint Green

