

Usage of Restaurant Association of Singapore Member Logo

As a valued member of the Restaurant Association of Singapore (RAS), you may want to indicate your membership on your marketing collaterals, name cards and other print or online materials. The below guidelines are to be observed when using the logo.

Guidelines

- A. The minimum size of the logo is 18.5mm (H) by 20mm (W).
- B. There should be a minimum 1cm clearance area all around the logo.
- C. The logo should appear consistent in all applications and usage. Basic configuration should not be altered. Under all circumstances, the logo
 1. must not be distorted horizontally
 2. must not be distorted vertically
 3. must not be tilted in any angle
 4. must not be proportionally altered
 5. must retain all alignments
 6. must retain all typeface



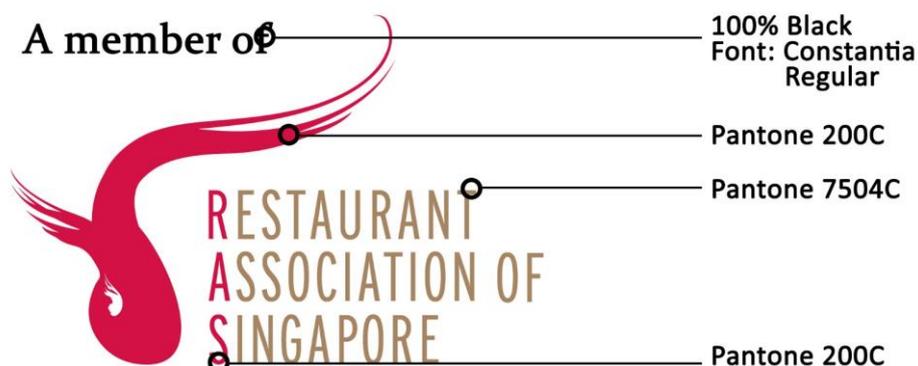
D. The logo should not be used in a manner that compromises its visual strength.

1. Do not partially overlap the logo on other background colours
2. Do not let shapes become part of the logo
3. Do not place logo on pattern or textured background
4. Do not allow graphics to be placed in close proximity or overlap of the logo
5. Do not change the corporate colours
6. Do not change the tones or value of the logo



E. Below are the colour specifications for the logo

PANTONE COATED	PANTONE UNCOATED	CMYK
 PANTONE 200 C	PANTONE 200 U	0C 100M 63Y 12K
 PANTONE 7504 C	PANTONE 7504 U	0C 25M 45Y 40K
 PANTONE Process Black C	PANTONE Process Black U	0C 0M 0Y 100K



F. It is required to send to RAS the artwork or screenshot of the material(s) when using the RAS member logo. RAS will advise if the usage is appropriate to proceed. If the use of the logo is deemed inappropriate or unsuitable, RAS reserves the rights to disallow usage.