



All materials featuring the APS Bank logo must be submitted to [marketing@apsbank.com.mt](mailto:marketing@apsbank.com.mt) for approval.

## White background

Use primary logo

### Logo with tagline

Print and large media



### Logo without tagline

Digital and small media



## Coloured background

Use reversed logo

### Logo with tagline

Print and large media



### Logo without tagline

Digital and small media





### Examples of correct logo use

Do make sure there is enough contrast between the logo and background



## Examples of incorrect logo use

Not enough contrast between the logo and background

## Protection area

The protection area around the logo should remain relative to the logo size itself.  
The area should be 45% of the logo's height.

$X = 45\%$  of  $Y$  (logo height)



# To note

Do not modify or distort, or the logo in any way. Its orientation, colour, and composition must follow the guidelines provided here.



# Logo checklist

- ☑ Ensure sufficient contrast between the background and the logo.
- ☑ Maintain adequate space around the logo using the protection area.
- ☑ Do not switch the logo and tagline order.
- ☑ Do not modify or distort the logo in any way.

Following these guidelines is essential to maintaining consistency and protecting our brand.

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