

All materials featuring the APS Bank logo must be submitted to 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







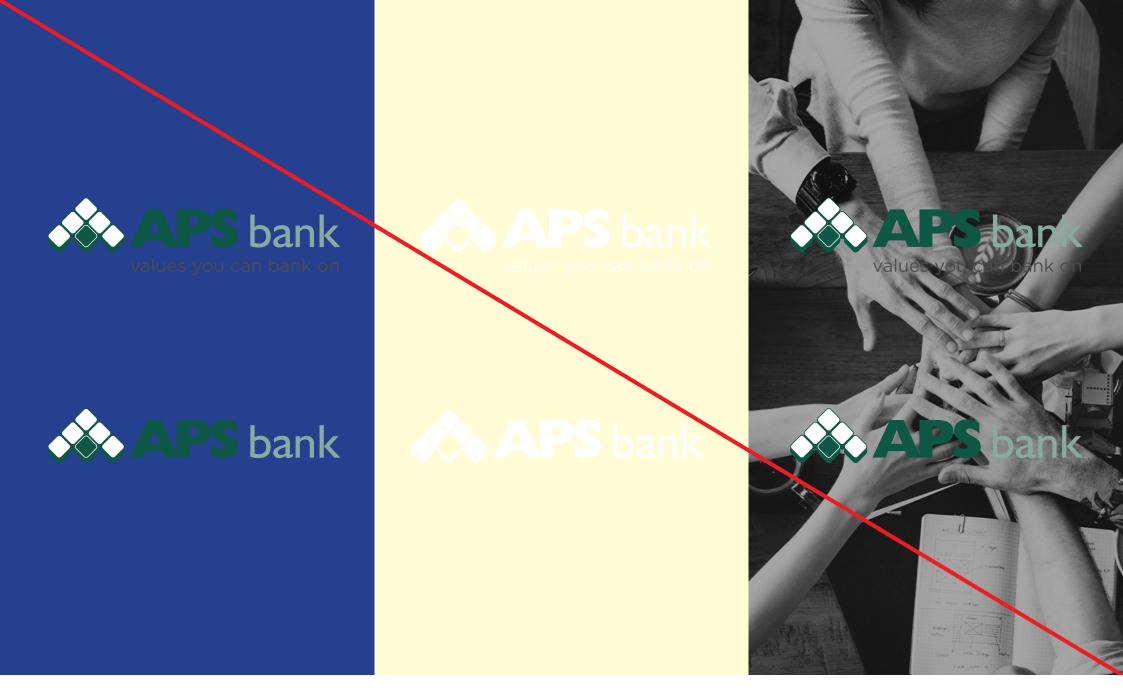






Examples of correct logo use

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



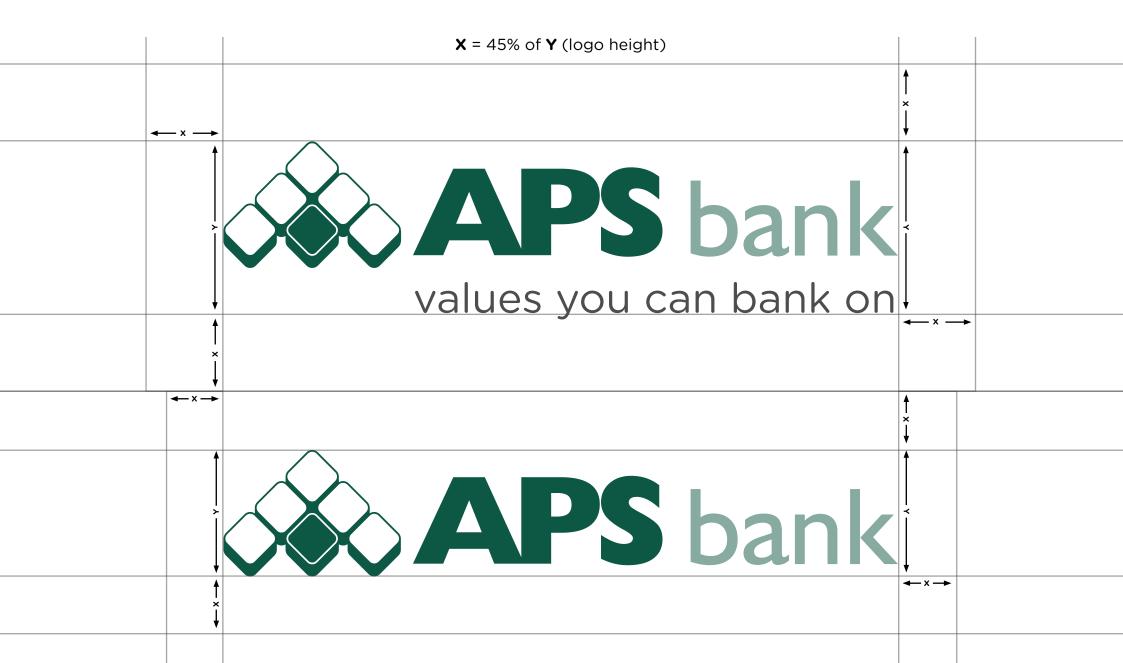
Examples of incorrect logo use

Not enough contrast between the logo and background

Protection area

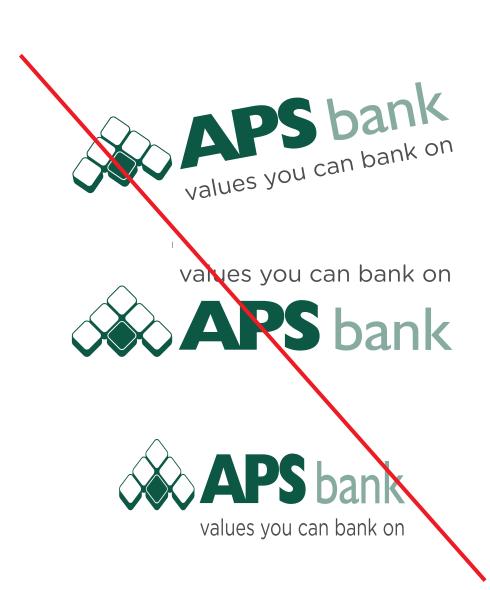
The protection area around the logo should remain relative to the logo size itself.

The area should be 45% of the logo's height.



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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