

Description Layouts for Positioning and Grouping Characters and Symbols in New Brands

Description of Brand Image Layout	Example 1	Example 2	Example 3	Rules for Brand Image Layout of New Brand
One character with a symbol above and/or below				The points of half diamonds and ends of quarter circles must point away from the character. A one-character brand must have at least one symbol.
Two characters with a symbol above and/or below				The points of half diamonds and ends of quarter circles must point away from the character.
Two characters side by side with no symbol				
Two characters over each other with no symbol				Triple bar brands are not allowed.
Two letters joining with or without symbols				Only straight backed, forward or reversed <u>letters</u> can be joined characters in new brands: B, , D, , E, , F, , H, J, , K, , L, , M, N, P, , R, , and U. Only these combinations can be clearly distinguished from side by side characters. Numbers and design characters cannot be joined.
Two character stagger				Staggered brands can only have forwards, upper case letters as characters. No numerals or design characters allowed.
Character inside a large design character				Characters can only be placed inside the following design characters: box , triangle , diamond , circle . Only forward letters, backwards letters and numerals can be the characters inside the large design character. No design characters can be inside.
Three characters in a row				No symbols are allowed for three character brands.