

Required size logo NIX18



Expression length: 15 cm

Logo length: 2.65 cm

The NIX18 logo must cover at least 1.25% of the surface area of the advertisement/expression etc.

Area of expression: $15 \text{ cm} * 10 \text{ cm} = 150 \text{ cm}^2$

Minimum surface area logo NIX18: $0.0125 (1.25\%) * 150 \text{ cm}^2 = 1.875 \text{ cm}^2$



Surface area logo NIX18:

$2.65 \text{ cm} * 0.71 \text{ cm} = 1.882 \text{ cm}^2 > 1.875 \text{ cm}^2$

This is greater than 1.25% of the surface area of the expression.

This logo therefore meets the specifications.