

# Tagline Usage



A head for business. A heart for the world.™



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## Tagline Usage with Country Name



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## Logo & Tagline Clear Space

In order for the SIFE identity to be communicated effectively, other graphic elements must be positioned at a specified minimum distance away from the logo and tagline. This is known as clear space. The clear space surrounding the SIFE logo and tagline is equivalent to the width of the “E” of SIFE on the logo which you are using.

### Usage example 1



### Usage example 2

