

**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	B◇	Σ7	EW	
Two characters over each other with no symbol				Triple bar ≡ brands are not allowed.
Two letters joining with or without symbols	JK			Only straight backed, forward or reversed <u>letters</u> can be joined characters in new brands: B, B, D, D, E, E, F, F, H, J, J, K, K, L, L, M, N, P, P, R, R, 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	C H	A B	L J	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 forwards letter, backwards letters and numerals can be the characters inside the large design character. No design characters can be inside.
Three characters in a row	-CN	SCN	◇5◇	No symbols are allowed for three character brands.