

# 10 degree angle.



Use it to crop full length photographs diagonally.

The 10 degree angle brings a unique and modern element to our brand. When used in our designs, it provides contrast to everything else on the page, which should be straight.

The angle can be used either for borders on a page, as demonstrated on this page, or on photographs as shown in the examples.

This 10 degree angle can be used by designers as it is the most sophisticated part of the brand. Elements, like the icons, have been supplied at an angle already to help make it easier for you to incorporate the angle into your communications.

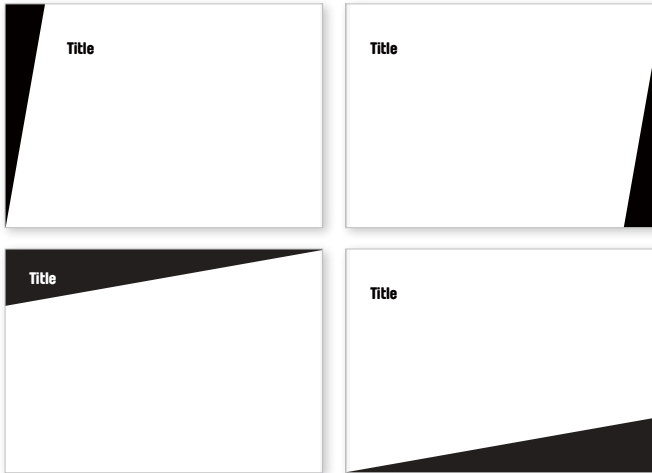
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When using the 10 degree angle as a border, it must be the entire length or width of the page. Only use the borders on pages where there is a lot of blank space. The boarder must be either black or white, and in block colour.



The only exception to the rule of using the borders in full width, is when using it as a boarder at the bottom or top of a photograph if you need to add a caption or a logo.

# 10 degree angle usage examples.



The 10 degree angle can be taken from a horizontal line, or a vertical line, as shown in these example borders.



Occasionally the 10 degree angle can be used uniquely to make an impact on the page. This example uses the 10 degree angle to split the page between black and white to display the 2 logo variants.