








## Guidelines for printing the Macro 4 logo

### Special Colours

Wherever possible the logo should be printed using the corporate colours – Pantone 021 (orange) and Pantone 425 (grey).

|   |   |
|---|---|
| <p><b>One Colour Logo</b><br/>Wherever possible the logo should be printed in the corporate colours, however for single colour work, the logo can be printed in black. Please note the 'button' becomes solid black for this version.</p>   | <p>e.g.</p>   |
| <p><b>Reversed Out (White) Logo</b><br/>The colour version of the logo is the preferred option, but if the design of the collateral has to have a reversed out logo, then the logo can be reversed out of any dark coloured background as long as the logo remains white.</p>                                 | <p>e.g.</p>   |
| <p><b>Minimum Sizes</b><br/>The Macro 4 logo can be any size but must not be smaller than 33mm wide. The minimum size logo that can be applied to the following formats is:</p> <p>A5 – 41mm<br/>A4 – 50mm<br/>A3 – 66mm</p> <p>For anything below A5 size, the logo should be no smaller than 33mm wide.</p> | <p>e.g.</p> <p><b>A5</b></p>   <p><b>A4</b></p>  <p><b>A3</b></p>  |
| <p><b>Protective Zone</b><br/>The area immediately surrounding the Macro 4 logo should remain clear from all typography and other graphic devices.</p> <p>Whichever size logo you are using there must be enough space above, below and either side of the full logo as illustrated in the diagram.</p>       | <p>e.g.</p>   |

If you have any questions about printing the Macro 4 logo, or you need a hi-res jpg, EPS or TIFF please contact Group Business Development, Macro 4 Tel:+ 44 1293 872000