

MANUFACTURERS

ASSOCIATION

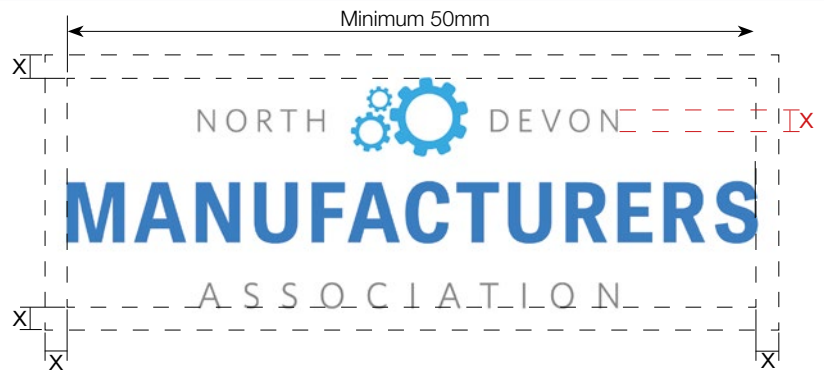
Logotype Usage Rules: Primary logotype & small format logotype

The logotypes must always be reproduced from master artwork. They must never be redrawn, distorted or modified in any way. Permission to use the logotypes and approval of artwork proofs must be obtained from North Devon Manufacturers Association prior to publication either in print or electronically. The logotypes should always be used in the orientations specified and as complete images. No part of a logo is to be separated from the piece.



The Logotype showing 'x' as the required minimum area of clear space:

Do not typeset the logotype. It is specially drawn and cannot be matched by a typesetter. The minimum size for the use of the primary logotype is 50mm wide.



The colour logo should sit in a white window when the logo is used on a background which interferes with its legibility.

Black and White logo option



This should only be used when the logo cannot be reproduced in colour.

Corporate colours



Grey (Text)
C=0,M=0,Y=0,K=60
Web 878787



Dark Blue (Manufacturers)
C=77,M=44,Y=0,K=0
Web 3B7DC0



Light Blue (Cog device)
C=70,M=15,Y=0,K=0
Web 36A9E1



Pale Blue (Option)
C=100,M=92,Y=46,K=76
Web 000028

Small format logotype

Where the primary logotype is not suitable (e.g. social media applications, space limitations etc) the small format logotype can be used. Choose a colour which contrasts with the background. As-per the primary logotype, this is not to be distorted or rearranged in any way, however it can be resized freely and does not require a border.

