

## Mazars logo

**The master brand system we have chosen requires an unwavering emphasis on our main identifier, the Mazars logo, which ‘signs’ everything we say.**

It is our single most valuable visual asset, and it’s therefore essential that we use it properly, without any modification, in full compliance with all guidelines and using official art files only. It should never be recreated or altered in any way.

**Here is our logo in its official colours, to be used wherever possible.**



mazars

Indigo Dye	True Blue
Pantone 2746C	Pantone 285C
R10 G31 B143	R0 G113 B206
#081F8F	#0071CE
C100 M96 Y11 K4	C91 M53 Y0 K0

## Mazars logo one-colour version

To accommodate communications situations where the full colour logo cannot be properly reproduced or applied, due to production or legibility challenges, one-colour variations are available:

True Blue logo with 56% tint ('azars' letters)



Black logo with 46% tint ('azars' letters)



**NOTE:**

The True Blue logo should only be used in instances where full colour reproduction of the logo is unavailable. In all other instances, please ensure you use the full colour logo as illustrated on page 14. If you are unsure of the appropriate logo to use, please contact the brand identity team for guidance.