

MACKLEY

Corporate Style Guide

Mackley Logo Guidelines

2 / 4 Colour Print & Screen Use



1 Colour Print



The Mackley logo must have space around it as shown below:



Pantone



Pantone Yellow



Pantone Black



Grey (70% Black)

CMYK & RGB



C 0
M 1
Y 100
K 0

R 255
G 238
B 0



C 40
M 0
Y 0
K 100

R 0
G 0
B 0



C 0
M 0
Y 0
K 70

Restrictions of use:

- » May only be used in the assigned colour combinations
- » May not be added to, modified or distorted
- » Must have the specified space around it at all times

Mackley Corporate Style

Fonts

Headlines should be

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Copy should be

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This style and logo must be used across all marketing materials, brochures, folders, advertising etc.

Further Information & Guidance

If you require further information or clarification on these guidelines, please contact:

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