



DESIGNGUIDE
Description and use of graphic elements

Main Logo

The logo consists of two main elements: The cube symbol and the nametag.

The Main Logo contains gradients and transparency, and must always be reproduced in 4 colours CMYK.

The proportions and distance between the symbol and the text should never be altered, and the logo should be reproduced on a clear white background.

The logo can be placed on a graphic image or a photograph. Place the logo on a white rectangle, as shown. This perimeter of the rectangle also constitutes distance to other graphic elements, corners and edges.

In the original file, the logo is placed on a correct rectangle which constitutes the perimeter.

The monochrome version is for embroidery and mechanical purposes like engraving, signs and such, where only the shape of the logo can be reproduced - Black and Deep Blue (specified on last page in this PDF)

The graphics in this document may NOT be reproduced. They are examples only and are all in RGB colours, The reference filenames are the original vector files which must be used in all reproduction.



MagSeis_MonochromeLogo.ai

Colours

The colours in the main logo symbol are gradients, and thus not reproducible in spot colours

Always use full colour (CMYK for professional print) which can reproduce all elements as they appear in this manual

Spot Colours (pantone for professional print) which CAN NOT reproduce the gradient symbol.

RGB colours which are values for use in software and template files like in Office.

Web safe (#) which are to be used in all web development.

The logo, symbol and nametag, and the profiling elements as described in this manual are Trademarks and protected by law.

All reproduction which are not covered within this manual must be decided by MagSeis.

All use must be authorized and approved by Magseis before production.

Contact information
www.magseis.com
post@magseis.com

Light Blue

C 20 | M 0 | Y 0 | K 0
R 212 | G 237 | B 249
d4edf9
(not to be reproduced in pantone/spot colour)



Main Profile Blue

C 69 | M 8 | Y 18 | K 0
R 66 | G 176 | B 199
42b0c7
Pantone 7702 C



Main Profile Deep Blue

C 88 | M 59 | Y 30 | K 12
R 28 | B 90 | G 124
1c5a7c
Pantone 7700 C



Dark Blue

C 20 - M 0 - Y 0 - K 90
R 48 - B 56 - G 62
30383e
Pantone 433 C

