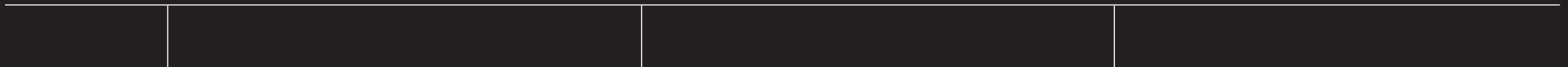


MAC3

Logo Manual



Spacing



To ensure its recognizability in any type of application, it is necessary to maintain a "blank" area around the brand. (X = 50% of the brand's height)

Brand Variations

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Negative



Black and white



Using color



Using photography

If it is not possible to reproduce the brand in its original color version, the logo can be used in Black or White version. In case of application on colored surfaces or graphic or photographic backgrounds, it is necessary to use the negative version of the brand to make it stand out without the risk of underlying colors conflicting or limiting the readability of the logo.

Readability

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Maximum reduction limit

Brand colors

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CMYK	92 66 00 00
PANTONE®	2935 C
#	0055B8

Improper use

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