

Mackay 150 logo

Right and wrong ways to use the Mackay 150 logo



FULL COLOUR



SOLID BLACK



SOLID WHITE



Types of logos:

Our preference is always for the *full colour logo to be used on a white background*, if practical.

We have three versions of the logo ready for use:

- full colour
- solid black
- solid white

Allowable backgrounds:

Full colour logos must be used on a white background only.

Do not apply the full colour logo to a coloured background, a mono white or black logo should be used in this instance.

For dark backgrounds, use the white logo and for lighter backgrounds use the black.

Other rules:

All logos must be resized proportionately i.e. never stretched to fit a space.

All logos must have sufficient white space around them so that they stand out and are not crowded by other logos appearing in close proximity.

The logo must be used in its entirety, parts of the logo are not to be used on their own.

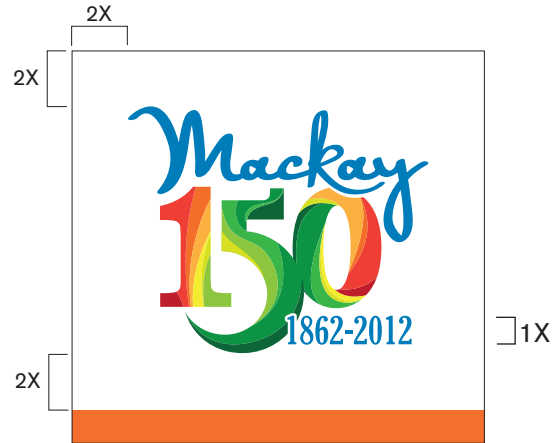
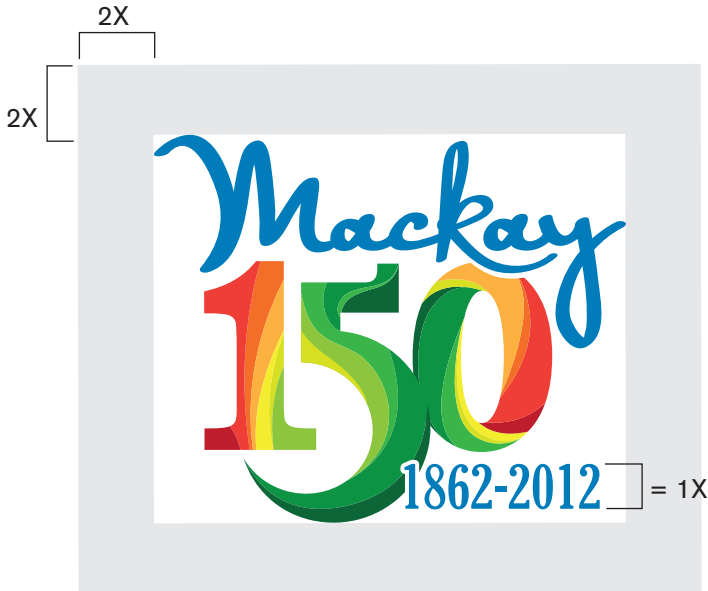
Do not apply drop shadows or other effects to the logo.

Minimum size: the Mackay 150 logo should not appear any smaller than 15mm wide.

For more information or for advice on how to use the Mackay 150 logo, contact Corporate Communications on 4961 9542.

Displaying the Mackay 150 logo correctly

Determining the minimum amount of white space allowed around the logo:



Correct use of logo on light backgrounds:



Correct use of logo on dark backgrounds:



What NOT to do:

