

MARTIFER LOGOTYPE

Always reproduce the Martifer Logo from official digital artwork. Do not redraw, repropotion or alter the Logo in any way.

Never try to draw other letters or words in the style of the Martifer Logo.

The minimum reproduction size of the Logo is 2mm, measured on the height of the letter 'A'.

Other than shown in these guidelines, do not combine the Martifer Logo with other words, messages, or symbols.

The Martifer Logo should, wherever possible, appear in Martifer Red. A Red Logo may be used on white backgrounds, a 20% tint of Martifer Grey or on a light image which provides sufficient contrast.

The Logo may also appear in white on Martifer Red or on a dark image which provides sufficient contrast.

On faxes, laser-printed documents and black-and-white adverts, the Logo may appear in black or white on a black background.

Martifer Logo



Martifer Red Logo on white



White Logo on Martifer Red



Martifer Red Logo on Martifer Grey



Martifer Red Logo on light image



Martifer White Logo on dark image



Black Logo on white



White Logo on black



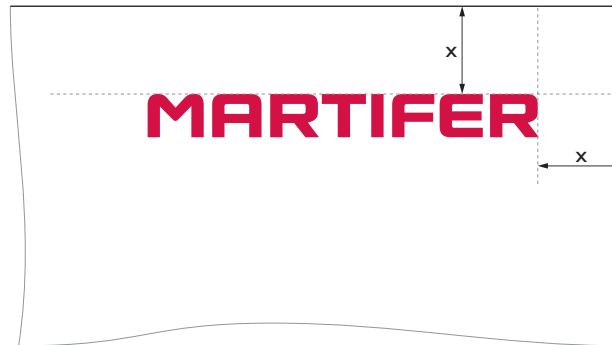
LOGO PLACEMENT

The preferred placement for the Martifer Logo is in the top right of an application, or in the case of adverts the lower right. The distances to the edges should be equal.

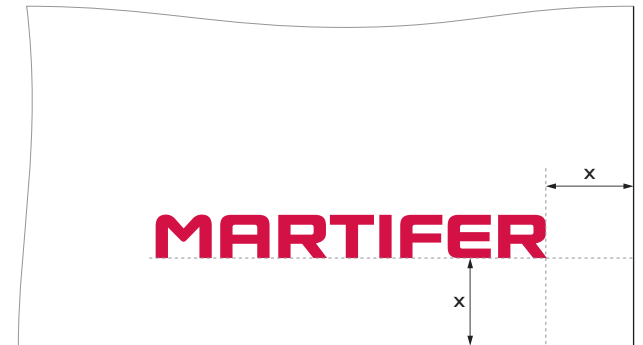
To maintain its visual integrity, the Martifer Logo should not appear to be crowded by, or linked to other words, graphics or images.

The Logo should not be placed too close to the edges of any application. Wherever possible, the amount of clear space surrounding the Logo should not be proportionately less than the height of the letter 'A'.

Placement top right corner



Placement bottom right corner



Minimum clear space for the Martifer Logo



Minimum clear space for the Martifer Logo with descriptor

