MacLean Power Systems
Brand Logo Usage Guidelines

MacLean™
POWER SYSTEMS

Preferred Primary Logo: Full Color

Use White Lettering Logo For Dark Backgrounds

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B&W Logo On Light Background

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This combonation mark logo was designed to be flexible for different applications. The preferred logo is the color logo, but when necessary, solid white or black logo options can be implemented.

Full Color Primary Logo On Dark Background

Note Primary and Secondary Fonts for Logo and Branding

FONT:
Arial
The font is used with the logo and can be used for collateral items.

C:3 M:100 Y:70 K:12
PMS: 200 C
HEX: BA0C2F
R:186 G:12 B:47

C:50 M:40 Y:34 K:17
PMS: Cool Grey 9 C
HEX: 75787B
R:117 G:120 B:123

COLOR

The color scheme chosen for the brand for digital and print applications. Other colors **must** be approved by MPS marketing.

Specify the Colors For the Logo

Spacing Requirements: Do not place in the yellow or red zones noted below:

The MP Symbol can be used when there is not enough space for the primary logo design.

Logo Space & Placement Requirements

MacLean™
POWER SYSTEMS
CLEAR ZONE AROUND LOGO

2 inches

The Logo's Minimum Size

Minimum Size: Avoid formatting the primary logo more than 2" wide. Use the MP symbol for smaller applications.

CLEAR ZONE AROUND SYMBOL

Details Of Secondary Mark If Needed

File Format & Applications

EPS
EPS—for printed material such as flyers, letterhead, posters, banners, signs, etc. (this file can be scaled up with no loss in resolution/image quality).

JPG
JPG—for web, video, email, or social media use with a white background (up to 18x4 inches (24x9.7 inches counting the free space around logo)—can be scaled smaller, but not larger, with no image quality loss.

PNG
PNG—for web, video, email, or social media use with a transparent background (up to 18x4 inches (24x9.7 inches counting the free space around logo)—can be scaled Smaller, but not larger, with no image quality loss.