

Primary Logo Specifications



Blue indicates **Clear Space**. The blue area must be kept free of other elements.
Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'y'

PRIMARY LOGO OPTIONS

Primary Logo



Primary Logo - White background no box



Primary Logo + tag



Primary Logo + tag - White background no box



MONO LOGOS



Logo Variations and Usage

Alternate logo



Alternate log + tag



Note: Alternate logo to used on yellow background (use colour guide)

Logo Icons



256 x 256

128 x 128

68 x 68

32x32

16x16

FONTS USED IN LOGOTYPE

Superclarendon Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Colour guide



Logo files can be downloaded at:
<http://bushmediadigital.com.au/michael-robinson-co/>

Logo file information

Logo designed by Andrew Drane @ Bushmedia Digital & Design.

For: Michael Robinson & Co.

MR&Co-LOGO-Package.zip - Contains all logo files required for web or print usage and should be sent to service providers as required.

The package file can be downloaded at <http://bushmediadigital.com.au/michael-robinson-co/>

Package includes:

MR&Co-logo-identity-guidelines - Contains information regarding logo colours and usage guidelines.

Folders:

All EPS - Contains all master files for large format printing, signage and artwork for print.

JPEG - Contains all general usage JPEG files for print or web usage.

Web Icons - Contains icons for web usage.

Web PNG - Contains smaller primary logo files for web or email usage.

NOTE: For general purpose usage use the file named: **MR&Co-primary-logo+tag.jpg**

For additional information or assistance regarding these files please contact andrew@bushmedia.com or visit www.bushmedia.com.