

# BRAND GUIDELINE



## MACRO LOGO

This is the primary graphic device and should be first choice when choosing a graphic element to represent the Macro brand.

### **Incorrect usage of the logo:**

- Do not reverse the logo
- Do not apply colours
- Do not stretch or alter the proportions of the logo
- Do not apply shadows or gradients

### **Using the icon**

Our icon is shorter version of our logo and use only if you do not have enough room for the full logo or in cases when the Macro brand has already been established. While the icon can exist without the wordmark, the word mark should never exist without the icon.





Pantone: 349C  
C: 90  
M: 34  
Y: 100  
K: 27

