

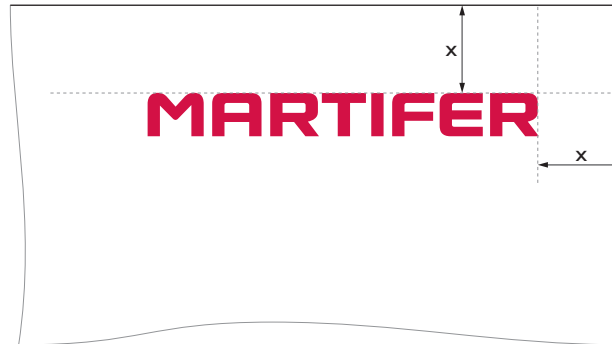
# LOGO PLACEMENT

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.

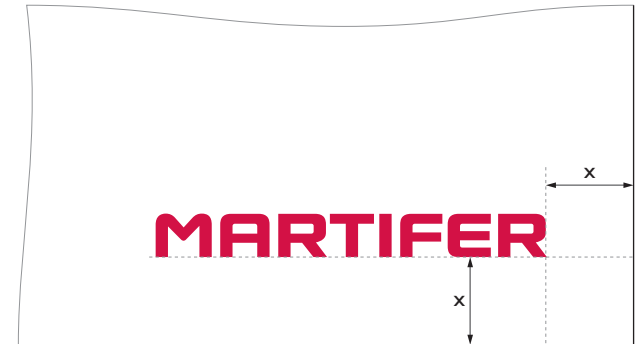
To maintain its visual integrity, the Martifer Logo should not appear to be crowded by, or linked to other words, graphics or images.

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



# COLOURS

The principal colour is Martifer Red, which should be the most prominent colour for most applications. It is the preferred colour for the Martifer Logo and as a background for a white Logo itself.

Martifer Grey is the supporting colour and may be used for text, backgrounds and graphics.

Martifer Red should be matched to the following  
\*PANTONE® number: \*PANTONE® 200

Martifer Grey should be matched to the following  
\*PANTONE® number: \*PANTONE® 5487

## Colours specifications and usage



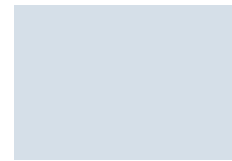
**Martifer Red**  
Pantone® 200  
CMYK 0, 100, 63, 12  
RGB 219, 0, 41

Use for Logo, solid boxes, lines, type, charts and graphs, and all other graphic elements.



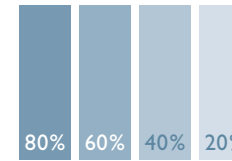
**Martifer Grey**  
Pantone® 5415  
CMYK 42, 8, 0, 40  
RGB 89, 119, 134

Use for text, solid boxes, lines, monochrome images, charts and graphs and all other graphic elements.



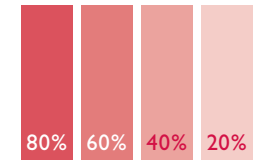
**20% Martifer Grey**  
20% Pantone® 5415  
CMYK 8.4, 1.6, 0, 8  
RGB 216, 224, 229

This is the only tint of grey that may be used as a background for a Red Logo or Red typography.



### Martifer Grey tints

These tints of the Martifer Grey may be used throughout all visual communication to create graphic elements such as solid boxes, lines, charts and graphs.

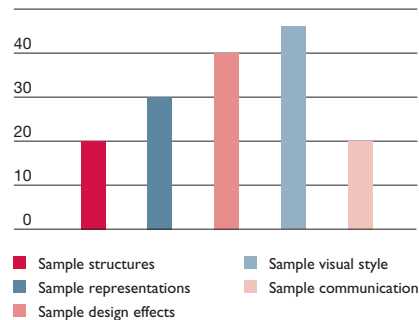


### Martifer Red tints

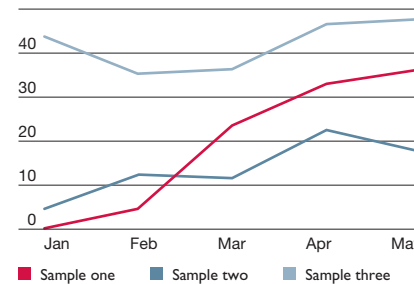
Tints of red should only be used in graphs and charts. Never use tints of Martifer Red for i.e. background panels or typography.

## Colour use in sample charts

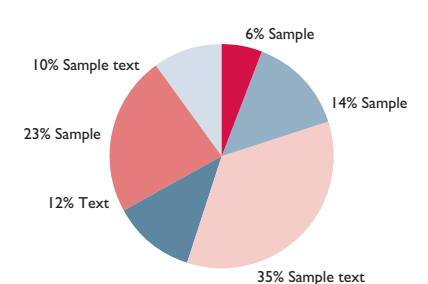
### Bar chart heading



### Line chart heading



### Pie chart heading



\*PANTONE® standards are shown in the current edition of the Pantone Colour Formula Guide. The colours shown below and throughout the guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match Pantone Colour Standards.