Maytree
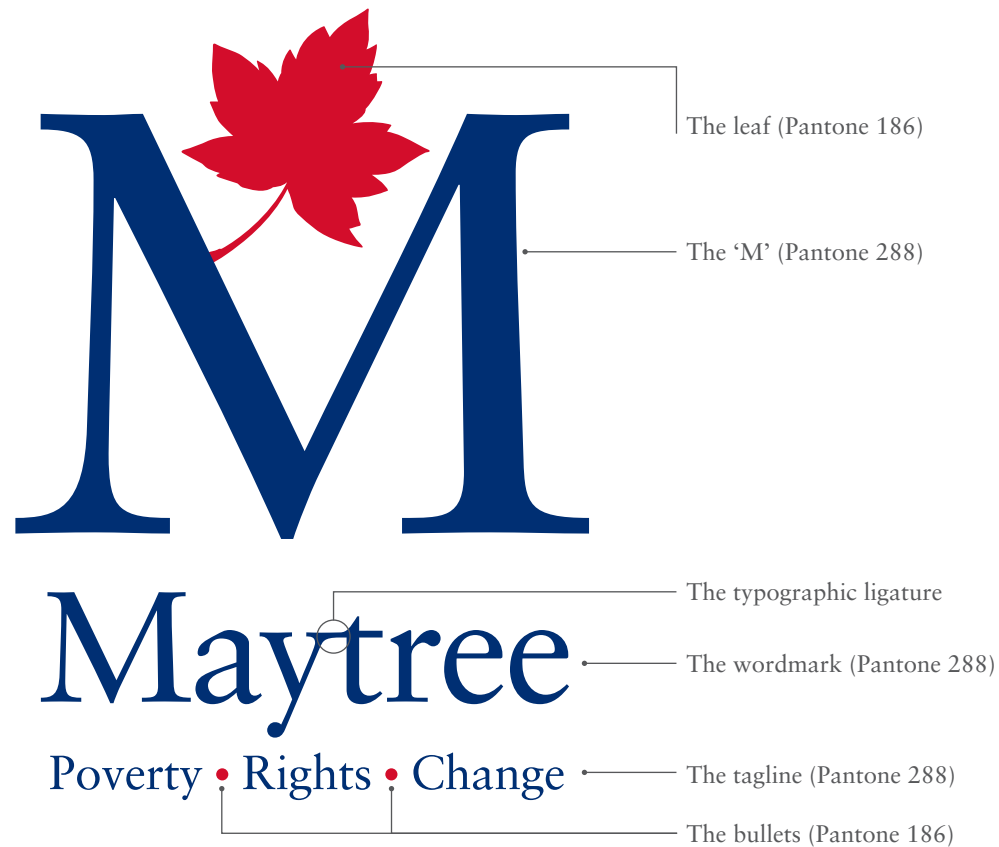# *Logo Guidelines*

Vertical logo

Maytree's logo has three versions – the *vertical* (shown here), the *horizontal* and the *monogram*. This is the symbol that represents who we are. The relationship of the leaf, the letter 'M', the wordmark (including the typographic ligatures), the bullets and the tagline size are all carefully positioned to create a balanced design that is both recognizable and communicates what we stand for. For those reasons, it is important to use the official versions in order to consistently reinforce our brand image.

The leaf (Pantone 186)

The 'M' (Pantone 288)

The typographic ligature

The wordmark (Pantone 288)

The tagline (Pantone 288)

The bullets (Pantone 186)

Horizontal logo and monogram

The *horizontal logo* consists of the same elements as the primary logo except for the addition of a vertical rule. They have been reconfigured to fit a horizontal space and to allow for use at a smaller size where the tagline is still legible. The *monogram* is available for use as a shorthand of the *vertical* and *horizontal logo.* This should be rarely used and only where size and space is limited or it is clear that this represents Maytree.

Secondary logo


Monogram

Clearspace

Clearspace is a protective area that surrounds our logos. Its role is to ensure no graphic or typographic elements encroach too closely and appear to either be part of our logo or hinder its visibility. The space is determined by the height of the capital "M" in the word "Maytree."

Minimum size

A minimum height has been established for print and on-screen applications. This should ensure that the key elements of the design remain visible and clear. Our tagline is part of the *vertical* and *horizontal logo* so it's important not to let the tagline be below 6pt. The *vertical logo* is the larger of the two so if it has to be smaller than the minimum size shown on the far right then use the *horizontal logo*. This version is better for horizontal spaces as well. For very small sizes the *monogram* version can be used. The example shows a favicon (the tiny URL symbol seen in the browser address bar which is 16 x 16 pixels). Judgement should be used when determining sizes for applications where there are technical constraints such as embroidery and silk-screening.

The clearspace is determined by the height of the capital "M" in the word "Maytree."

1.4 inches
101 pixels
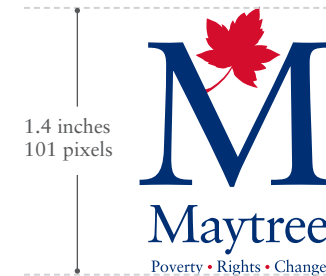
On the left, the *vertial logo* is shown at its minimum size. Here, the tagline font is 6pt. Any smaller and it would be difficult to read. If the logo has to be smaller than this then use the *horzontal logo* whose minimum size is also shown below where the tagline font is 6pt.

0.47 inch
34 pixels

0.22 inch
16 pixels

At very small sizes, the *monogram* can be used. On the left is the minimum size for this. This is actually the favicon (the tiny URL symbol seen in the browser address bar which is 16 x 16 pixels).
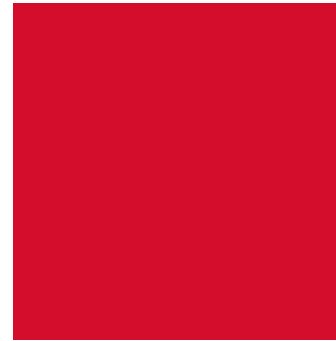
Colour

The colour palette consists of Maytree Blue and Maytree Red. Specifications for these are provided below each sample on the right.

Maytree Blue

Pantone 288
CMYK: 100c 80m 6y 32k
RGB: 4R 54G 115B
HTML: 002D72

Maytree Red

Pantone 186
CMYK: 2c 100m 85y 6k
RGB: 218R 26G 50B
HTML: C8102E

Incorrect usage

To ensure the integrity of the logos, it is important that none of the elements within it are changed or moved. The examples on the right show the ***vertical logo*** where adjustments to the ratio of the graphic, the fonts used or the colours have been changed. These also apply to the ***horizontal logo***.

Don't switch colours

Don't move or change the size of the maple leaf

Don't use a different font

Don't leave out any elements

Don't change the style of the maple leaf

Don't change the proportions

For any questions regarding the use
of the Maytree logo, please contact:

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