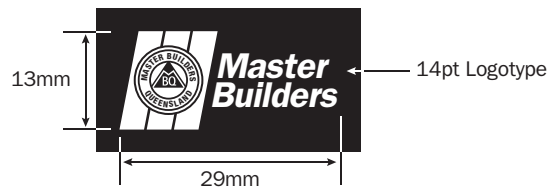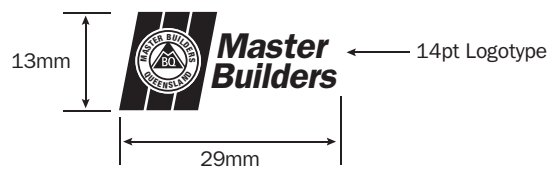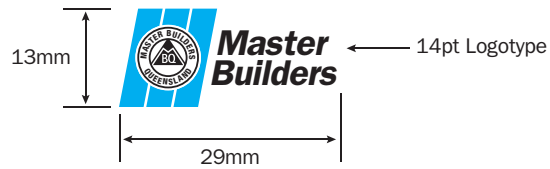The Master Builders logo must be reproduced clear of any other graphics or type to a *minimum* distance of one 'y' unit surrounding the logo.

The clear space of one 'y' unit equals the measurement from the top of the Symbol to the top of the Logotype.

In regards to the reversed version (see Section 2.3), the clear space is filled with only the background colour.

If an Identifier is used, the clear space must extend to include it.

Any departure from the examples shown within this standards manual must be approved by Master Builders.

13mm

29mm

14pt Logotype

13mm

29mm

14pt Logotype

13mm

29mm

14pt Logotype

The *minimum* size for the Master Builders logo is 13mm high. This is the equivalent of the Logotype at 14 points.

This minimum size specification applies to all versions of the logo.

Any departure from the examples shown within this standards manual must be approved by Master Builders.

Master Builders Cyan

PMS Process Cyan
100c 0m 0y 0k
51r 153g 255b

Master Builders Black

PMS Process Black
0c 0m 0y 100k
0r 0g 0b

Pantone Colour Palette

Master Builders Cyan
PMS Process Cyan

Master Builders Black
PMS Process Black

The above colours can be used on coated and uncoated stocks.

Please ensure when printing that the applicable PMS colours are carefully matched to the PMS (Pantone Matching System) Book.

CMYK (4 Colour Process) Palette

Master Builders Cyan
Cyan: 100
Magenta: 0
Yellow: 0
Black: 0

Master Builders Black
Cyan: 0
Magenta: 0
Yellow: 0
Black: 100

The above colours can be used on coated and uncoated stocks.

Please ensure when printing that the CMYK colours are carefully matched to a CMYK printed sample of the colours. Printed samples are available from Master Builders on request.

RGB (Screen) Palette

For usage on screen (i.e. web and powerpoint presentations) the following RGB colours must be used. Use of these colours will aid in consistent colour output across various platforms and configurations.

Master Builders Cyan
Red: 51
Green: 153
Blue: 255

Master Builders Black
Red: 0
Green: 0
Blue: 0

Full Colour Logo

The preferred logo is the full colour logo, reproduced in PMS, CMYK or RGB colours.

This logo must always appear on white, or a very light appropriate colour.

One Colour Logo

If full colour is unavailable, the Master Builders logo can be produced using one colour.

The one colour logo must be produced using Master Builders Black or Master Builders Cyan.

This logo must always appear on white, or a very light appropriate colour.

The preferred colour combination is for the full colour logo to appear on a white background. The full colour logo can be reproduced in either 2 PMS or CMYK colours.

However, there may be certain applications or special circumstances where the use of a different background colour is appropriate.

When only one colour is available, the logo may be used in Master Builders Black or Master Builders Cyan.

In all cases, no graphics, colour blocks, photos or type must appear within the clear space around the logo as specified in Section 1.3.

Any departure from the examples shown within this standards manual must be approved by Master Builders.