

# MULTILEDST<sup>™</sup> logo usage and style guide

The following guidelines illustrate the correct usage of the MULTILEDST<sup>™</sup> logo. When reproducing the MULTILEDST<sup>™</sup> logo, staff, partners and third parties must strictly adhere to the requirements and specifications for authorized usage of the MULTILEDST<sup>™</sup> brand. Use of the logo in any printed or electronic materials indicate your agreement to these conditions.

## MULTILEDST<sup>™</sup> logo representation .01 (default)

MULTILEDST<sup>™</sup> logo representation .01 is the default and preferred version. A number of alternative logo representations are available to suit different design requirements. For advice, please contact the MULTILEDST<sup>™</sup> art director at branding@mediamonks.com before preparing any art work. All artwork which displays alternative representations of the logo requires the approval of the MULTILEDST<sup>™</sup> art director prior to printing or publishing. See examples of alternative logo representations further in this document.



## MULTILEDST<sup>™</sup> color palette

Reproductions of the MULTILEDST<sup>™</sup> logo representation .01 is the default and preferred version. A number of alternative logo representations are available to suit different design requirements. For advice, please contact the MULTILEDST<sup>™</sup> art director at branding@mediamonks.com before preparing any art work. Logo and logo type must use the colors listed below. If the colors specified are not available, the negative or grayscale version is allowed for usage. See examples of negative and grayscale logo representations further in this document.

The positive logo representation is recommended for successful application.

The MULTILEDST<sup>™</sup> Red  
C:2% M:91% Y:76% K:0%  
R:252 G:25 B:33  
PANTONE 185 U

The MULTILEDST<sup>™</sup> Bleu  
C:95% M:67% Y:6% K:1%  
R:13 G:54 B:146  
PANTONE 286 U

The MULTILEDST<sup>™</sup> Orange  
C:2% M:42% Y:77% K:0%  
R:254 G:148 B:47  
PANTONE 1505 U

The MULTILEDST<sup>™</sup> Green  
C:92% M:5% Y:96% K:1%  
R:19 G:143 B:52  
PANTONE 355 U

## Alternative MULTILEDST<sup>™</sup> logo representations

The following alternative MULTILEDST<sup>™</sup> logo representations have been authorized for application in printed materials or electronic publications. Please contact the MULTILEDST<sup>™</sup> art director at branding@mediamonks.com for advice and authorization prior to preparing any artwork for publishing and/or printing.

Alternative logo representation .01



representation .02



representation .03



representation .04

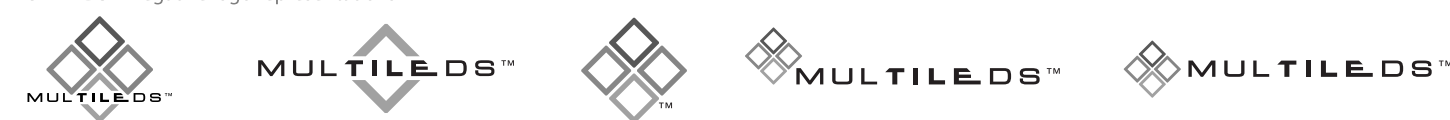


## MULTILEDST<sup>™</sup> negative logo representations

The following negative (or white) MULTILEDST<sup>™</sup> logo representations are suitable for all applications. These logos may be reversed out of any solid color that allows good visibility and contrast of the logo. Please contact the MULTILEDST<sup>™</sup> art director at branding@mediamonks.com for advice and authorization prior to preparing any artwork for publishing and/or printing.



## MULTILEDST<sup>™</sup> negative logo representations



## MULTILEDST<sup>™</sup> logo alignment, positioning and clear space requirements

The following positioning and configuration requirements have been approved for all logo representations. If alternate requirements are preferred, the artwork must be submitted to MULTILEDST<sup>™</sup> art director at branding@mediamonks.com for authorization prior to publishing and/or printing. The MULTILEDST<sup>™</sup> logo representations should be separated from all type and/or graphical elements by a clear margin area of at least 4 mm.

## Joint Ventures

In collaborative ventures where more than one logo is required on print material, signage and other promotional items, the presentation of the MULTILEDST<sup>™</sup> logo must be equal in size to the presentation of the logo of the partnership organization, but not smaller than the minimum size. All materials carrying the MULTILEDST<sup>™</sup> logo in conjunction with another logo must be approved by the MULTILEDST<sup>™</sup> art director. Please contact the MULTILEDST<sup>™</sup> art director at branding@mediamonks.com prior to printing or publishing of any artwork.

## Reproduction standards

Reproductions must adhere to the following standards in order to ensure high quality and maximum visual impact. The logo master files must be used as supplied and not be resized or manipulated in any way. The logo should not be scanned into your computer from a hard copy. Logo's must be printed from a high-resolution master electronic file. No type or additional logos should be placed within a margin area of 4 mm.