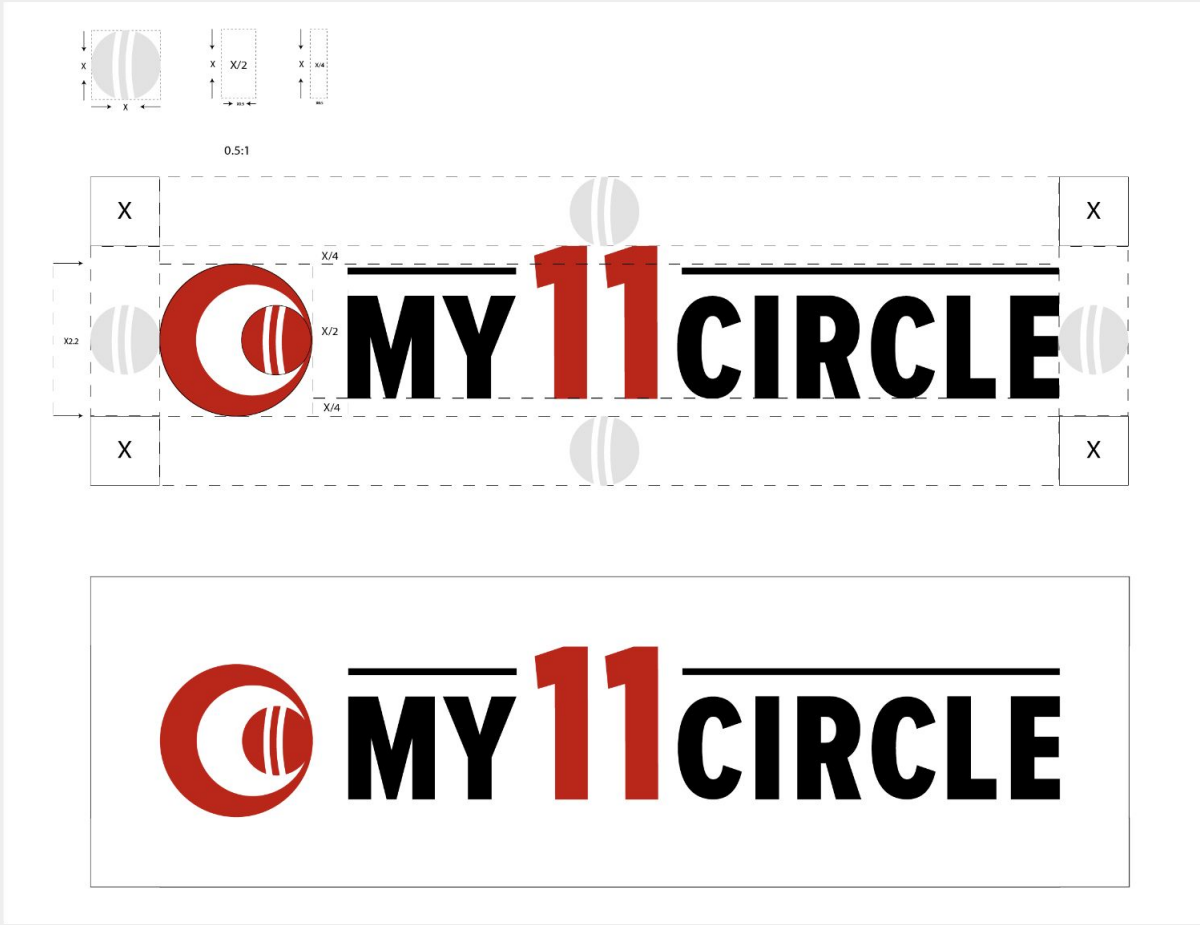
# Logo Standardisation

**Old MEC Logo:** Font - Avenir Next condensed Semi_Italic

Old

Modified

## Old vs Modified




Reconstructed logo- Modified V2

Old

Modified

Modified V2

## Old vs Modified vs Modified V2

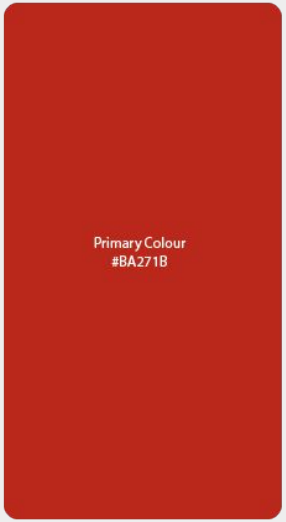
**Modified V2:** Colour logo

**Modified V2:** Logo on Red

**Modified V2:** Logo on Black

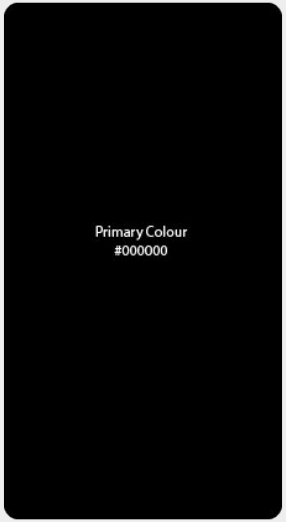
**Modified V2:** Grayscale Logo

**Modified V2:** B/W Logo




| | |
|---|---|
| Hex Code | #BA271B |
| RGB Values | (186, 39, 27) |
| CMYK Values | (19%, 97%, 100%, 9%) |
| HSB Values | (5°, 85%, 73%) |
| Closest Web Safe | #CC3333 |
| Inverse Color | #45D8E4 [Turquoise] |
| Closest Pantone® | 2350 C |
| Closest RAL | 3020 [Traffic red] |

**Primary Colour:** Red

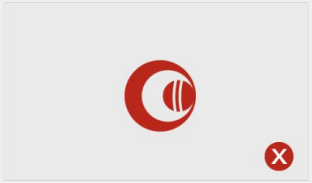



| | |
|---|---|
| Hex Code | #000000 |
| RGB Values | (237, 13, 26) |
| CMYK Values | (100%, 100%, 100%, 100%) |
| HSB Values | (240°, 5%, 0%) |
| Closest Web Safe | #000000 |
| Inverse Color | #FFFFFF [white] |
| Closest Pantone® | Black 6 C |
| Closest RAL | 9005 Jet Black |

**Primary Colour:** Black

Don’t use the old logo

Don’t use the text alone



Don’t use the icon alone

Don’t stretch or squeeze it

Don’t rotate it

Don’t use busy backgrounds

Don’t use against low-contrast

Don’t use the gradients & shadows

Don’t use the strokes and glow

Don’t stack the logo

Don’t create your own version

## Don’ts

**Suggestion:** Not to use the logo below 120 pixels

Thank you