

Masterworks

LOGO USAGE GUIDELINES

LOGOS

In order to keep a consistent brand image, the following design guidance on proper use should be followed when using the Masterworks logos.

In rare cases, i.e. one-color printing, faxing, or fabrication in metal these black and white versions should be used.

PRIMARY MARK



BLACK AND WHITE



CLEAR SPACE



Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates **Safe Zone**.

The minimum required clear space is defined by the measurement "X" (equal to the height of the "o" in Aurigo).



1 COLOR



PLATFORM PAGE LOGO



PRODUCT LINE LOGOS

To amplify our message of forward movement and innovation, cloud marks should always be leading the Logotype.



COLORS

CMYK: 0,95,84,0 RGB: 238,50,54 HEX: #EE3236	CMYK: 0,0,0,40 RGB: 167,169,172 HEX: #A7A9AC	CMYK: 0,0,0,10 RGB: 230,231,232 HEX: #E6E7E8	CMYK: 73,64,62,63 RGB: 42,45,46 HEX: #2A2D2E
CMYK: 17,99,99,14 RGB: 181,33,35 HEX: #B52123	CMYK: 0,0,0,70 RGB: 109,110,113 HEX: #6D6E71	CMYK: 0,0,0,30 RGB: 188,190,192 HEX: #BCECE0	
CMYK: 54,9,100,0 RGB: 111,154,53 HEX: #6F9A35	CMYK: 10,56,100,0 RGB: 225,133,39 HEX: #E18527	CMYK: 93,53,41,17 RGB: 2,95,117 HEX: #025F75	CMYK: 67,9,25,0 RGB: 69,178,190 HEX: #45B2BE
CMYK: 54,9,100,50 RGB: 72,108,32 HEX: #486C20	CMYK: 13,60,100,27 RGB: 168,96,27 HEX: #A8601B	CMYK: 90,74,54,32 RGB: 41,62,69 HEX: #293E4F	CMYK: 52,26,35,10 RGB: 52,138,148 HEX: #348A94