



METHOD

Logo Usage Guidelines

Version 1.1 / June 2018

1.0 The Method logo

Logomark



Color Scheme

PANTONE: 1495 C
RGB: 255 145 23
CMYK: 0 43 91 0
#: ff9117



RGB: 255 255 255
CMYK: 0 0 0 0
#: ffffff



RGB: 0 0 0
CMYK: 75 68 67 90
#: 000000



METHOD

Wordmark



Logomark

METHOD

Wordmark

1.1 Physical requirements



Clear space

The Method logo should retain a reasonable amount of clear space to avoid clutter in layouts.



Minimum size

In order to retain fidelity and brand integrity, please limit minimum size to 2\"/>



1.2 Color variations



Primary logo

This default logo should be used whenever possible. Must appear on a field of black.

Variation: Reversed

For use only on very light backgrounds.

Variation: Mono

For use exclusively in situations where color is not an option.

A note on color profiles and formats

CMYK

For use in all printing applications. If printing with Pantone values is required, a Pantone version is available upon request.

RGB

For use in all digital and screen applications, including websites.

.eps

Vector format for printing.

.jpg and .png

Raster format for digital applications. PNG files are transparent.

1.3 Incorrect use

Incorrect usage of the Method logo can jeopardize our trademark rights and create confusion.



Don't add drop shadows to the logo



Don't change the typeface



Don't place the logo at an angle



Don't Split or change the appearance of the logo



Don't stretch or distort the logo



Don't change the colors of the logo