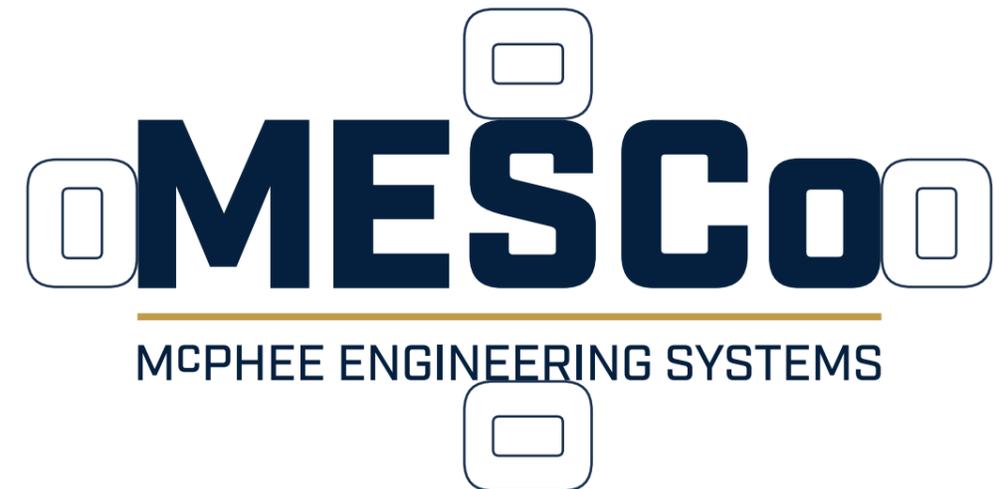# MESCo
McPHEE ENGINEERING SYSTEMS

BRAND GUIDELINES

1. Where applicable, the MESCo logo should be protected by a space defined by the **o** letter – vertically to the left and right, and laid on its side for the top and bottom. This system should be applied a) to define the size of the background banner, and b) to protect the logo space when used in MESCo Blue & Gold against a white background.

2. To ensure legibility of the McPHEE ENGINEERING SYSTEMS title, we recommend the full MESCo logo be printed no smaller than 40mm wide. This size is also well-suited to business cards and letterheads.

Be mindful of legibility on screen. Due to the massive variety in display resolution types today, it is no longer common practice to specify a minimum size, so it is recommended that you work with your digital designer to ensure the MESCo logo is not presented at too small a size. This is best achieved through experimentation in web/app design projects.

LOGO USAGE: PROTECTION & CLARITY

TYPOGRAPHY

PRIMARY TYPEFACE

INDUSTRY
BLACK

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm

MESCo

Recommended only for the MESCo logo, to protect the brand's eminence.

For extended use, this font can be used with an Adobe subscription, or purchased from fortfoundry.com/fonts/industry

For a free alternative, the closest Google font is **Rajdhani Bold**.

SECONDARY TYPEFACE

INDUSTRY
MEDIUM

MCPHEE ENGINEERING SYSTEMS

Recommended only for the MESCo logo, to protect the brand's eminence.

For extended use, this font can be used with an Adobe subscription, or purchased from fortfoundry.com/fonts/industry

For a free alternative, the closest Google font is **Rajdhani Medium**.

Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

NEXT:
COLOUR
(Hex & CMYK)

MESCo Blue

MESCo Gold

WEB
#04203E

PRINT
C 100
M 83
Y 45
K 51

WEB
#BE9B48

PRINT
C 26
M 36
Y 85
K 2

NOTE: The CMYK values here are provided as a recommendation only.

For any professional physical projects, especially large print jobs like a bulk order of letterheads and cards, but also signage and apparel, it is imperative that you work with your supplier to preview colour samples before approving the work.

Due to different print calibrations and different systems in vinyls, acrylics, and textiles, you should not rely exclusively on the CMYK colour values listed here.

As you engage suppliers, you should consult them on their colour systems (such as Pantone for offset printing, Avery swatches for signage vinyl, etc.)

LOGO USAGE: COLOUR (Print & Web)

When the logo cannot be shown in MESCo Blue against a white background, it should ideally be presented in its secondary form: MESCo White & Gold, bounded by the MESCO Blue background – or the inverse.

MESCo
McPHEE ENGINEERING SYSTEMS

White background

MESCo
McPHEE ENGINEERING SYSTEMS

MESCo Blue background

BELOW: scenarios to be avoided. In cases where the MESCo logo is used on partner assets, aim to avoid the below. (Colours selected 'at random' as examples of off-brand combinations to avoid, but the same would apply to any colour *or photographic* background.)

MESCo
McPHEE ENGINEERING SYSTEMS

MESCo
McPHEE ENGINEERING SYSTEMS

MESCo
McPHEE ENGINEERING SYSTEMS

MESCo
McPHEE ENGINEERING SYSTEMS

MESCo
McPHEE ENGINEERING SYSTEMS

MESCo
McPHEE ENGINEERING SYSTEMS

These two examples, although in MESCo colours, do not honour the intended hierarchy. Be wary of these options proposed as solutions to satisfy partner/supplier needs. The MESCo brand comes first! **Prioritise your brand.**

LOGO USAGE: COLOUR (Dos & Don'ts)

END