



# Our **brand** and how to use it

*The Mactac brand styleguide*

# Check if your creation fits into **our world**

We have created a new logo for our brand in order to support our new mission. We have a new designed wordmark and a new dynamic open icon that wraps the world with our Mactac brand.

This brand styleguide will create more clarity for those who use the Mactac logo. Find out if your

work fits into our world. The basic elements are the foundation of the visual identity of Mactac. In the following chapters you will get a clear and detailed explanation of each of these basic elements.

Each element has its own characteristics but when put together they support the image of our brand.

On the next pages you will find input on various communication tools. Are you sure your creation fits into our world?

Our key equity is in our  
**icon** and **name**

# Our logo



Our icon and name are the identification of a reliable, creative, and dynamic expression with an inspiring vision of innovation towards the future. Our logo also reveals the accessible openness with a high global character.

It covers an intriguing blend of our products and services that are the core of our business.

Our logo always should be represented with the registered trademark ®.

➔ *Exceptions for adding the registered trademark for minimum size logos. See page 9.*

➔ *All versions of the Mactac logo are available upon request from the Mactac Corporate Communication Department.*

# A wordmark and an icon

The wordmark "mactac" is written in a bold, red, lowercase sans-serif font. A registered trademark symbol (®) is located to the right of the wordmark.

*Mactac wordmark*



*Mactac icon*

Our wordmark combines the past and the future of our brand by communicating both our reliable and professional side, as well as our accessibility, open and challenging character.

Our icon has a powerful status and it remains very recognizable because it is a basic shape linked with

our products, while adding movement, dynamism and energy to convey our daily drive and ambition towards the future of our company and innovation of our products.

We should use the wordmark and the icon together as one Mactac logo wherever possible. In some

cases you are allowed to use the Mactac wordmark separately, always represented with the registered trademark ®. ➔ *Exceptions for adding the registered trademark for minimum size logos, see page 9.*

# The main Mactac logo



In most applications we need to stick to the main Mactac logo. The proportions and positioning of the wordmark and the icon are fixed.

# Recommended sizes



**width 40 mm**  
**width 1.57 inches**  
*recommendation for A5*  
w 148 x h 210 mm  
w 5.8 x h 8.3 inches



**width 60 mm**  
**width 2.36 inches**  
*recommendation for A4*  
w 210 x h 297 mm  
w 8.3 x h 11.7 inches



**width 90 mm**  
**width 3.54 inches**  
*recommendation for A2*  
w 420 x h 594 mm  
w 16.5 x h 23.4 inches

These sizes are recommended for use in printed applications, such as brochures, leaflets, folders, posters and advertisements. Stay close to these sizes to ensure our logo looks consistent - not too small and not too big.

w = width h = height

# Minimum sizes

## Minimum sizes without registered trademark ®



**width 105 pixels**

*minimum size - digital applications*



**width 25 mm  
width 1 inch**

*minimum size - printed applications*

## Minimum sizes with registered trademark ®



**width 180 pixels**

*minimum size - digital applications*



**width 40 mm  
width 1.57 inches**

*minimum size - printed applications*

To keep our wordmark and icon visible and legible in printed digital applications, we have determined minimum sizes. Avoid using our Mactac logo in sizes smaller than these.

In special applications - eg. branded material such as ballpoint pens - the size can be smaller, as long as our wordmark remains legible.

➔ *Exceptions can only be made in situations where the logo becomes too small and there is no space available for a large logo. To use the wordmark separately a written approval by the Mactac Corporate Communication Department is required.*

As the registered trademark ® will be too small to use in the minimum size logos, it is allowed to use

our logo without the ®. The use of the registered trademark is mandatory from the above advised 'minimum size of our logo with the ®' and all sizes above this minimum size.



# Protection zones



*The protection zone is in size identical with the size of our icon.*



*Eg. protection zone for a logo with department name.*

The protection zone is the blank margin or space surrounding our logo. It gives our logo breathing space for maximum visibility.

No other graphic or text should appear within the protection zone. ➔ Exceptions for logos with tagline, department or program names.

➔ The protection zone applies for any declination of the logo: stand alone, with tagline, with department or program names.

# Color versions of our logo



**1<sup>st</sup> preferred version**

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**Full color:** CMYK or RGB - gradient icon

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CMYK: Cyan, Magenta, Yellow and Black. CMYK, four colors (quadri) is used in the print industry.

RGB: Red, Green and Blue. RGB applies to devices employing light, such as computer screens, television, etc.



**2<sup>nd</sup> preferred version**

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**Two colors:** PMS 485 + PMS Black C (or Black) - gradient icon

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Our primary logo version has a red wordmark and a red gradient/grey gradient icon. Whenever possible try to place the logo on a fully white surface.

Always try to use the preferred versions of the logo. In cases where it is technically impossible check which logo is best for the technology used.

⚡ **Use our Mactac logo always in a full 100%. Never use the logo in transparent, in tones, in shades or any other color version presented on page 12 and 13.**

## Logo alternatives for particular situations



**Two colors:** White + PMS Black C (or Black) - no gradient icon



**White monochrome:** White - outlined - no gradient icon



**Two colors:** PMS 485 + PMS Black C (or Black) - no gradient icon



**Two colors:** PMS 485 + PMS Black C (or Black) - outlined - no gradient icon



**Black monochrome:** Greyscale - no gradient icon



**Red monochrome:** PMS 485 - outlined - no gradient icon



**Black monochrome:** Black - outlined - no gradient

➔ The outlined Mactac logos (on the right) can only be used for special applications, eg. cadcam, embossing, thermo printing, small logos in silk screen printing, ...

# Don'ts



... use and/or mix capital and lowercase letters



... rotate or change the position of the letter 'c'



... change the font of the wordmark



... flip, rotate, distort or resize the icon



... change, switch, mix or use other colors



... change the position of the icon in our main Mactac logo

We are an open and dynamic brand, and we encourage the creative and playful use of our assets. But we have discovered that there are some ways of using the logo that are not right for our brand.

➔ **Never change the proportions of the wordmark or icon in any way. Never manipulate or change the way we write our wordmark. Never use any other color version in our wordmark and/or icon.**

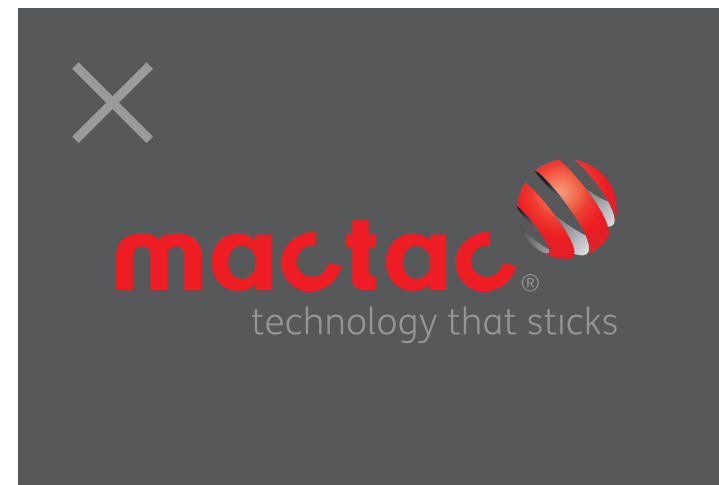
➔ **All versions of the Mactac logo are available upon request from the Mactac Corporate Communication Department.**

# Don'ts

We advise to use the full color version of the Mactac logo on a white background. However, we understand that situations might occur (eg. for posters, advertisements, promotional material and other) where the logo will have to be used on a colored background.

As we are in a business where creativity is the standard, we do not want to limit the creative possibilities. ➔ We refer to page 30-31 to see some examples of the use of the full color version logo on colored pictures.

It is essential that in any case there is ample contrast between the logo and the background so the logo does not 'disappear' partially or full in the background. We would advise to avoid the use on black or grey backgrounds, because the icon is made of red, black and various tints of grey.



A clear message  
is leading to a  
**coherent perception**  
of our brand

# How to spell our brand name

In all languages and in all various forms of written communication, **Mactac** is written with an upper case 'M'. We want to be an open and accessible organization for our customers, our staff, investors, shareholders, ... and everything starts with our brand name. We have deliberately chosen an open and accessible logo, and in our logo we spell our brand name with a lower case 'm', but **in plain text we write our brand name with an upper case 'M'**. Common grammatical rule applies: write Mactac like you write any other last name, country or city names.

Mactac is a brand present all over the world and which often communicates to different target groups on a number of varied subjects, products and services.

That is why consistent communication is vital: the

audience should always receive a clear message, leading to a coherent perception of Mactac.

We have developed a number of graphical guidelines guaranteeing the consistency of the Mactac brand throughout all its appearances. Some

basic guidelines are also created for the language of Mactac, to help Mactac staff and external partners to harmonize the Mactac language in different types of written communication. The reader should always feel as if one and the same brand is talking to him/her.

Lively **red**  
with a touch of **grey**  
balancing on  
**white** surfaces



# Our primary colors

## Mactac Lively Red (gradient)

Please see 'our logo gradients defined', page 25

## Mactac Red (solid)

<b>PANTONE</b>	485 C / 485 U
<b>CMYK</b>	0/100/100/0
<b>RGB</b>	255/13/0
<b>HEX</b>	#FF0D00
<b>RAL</b>	3026
<b>MACal</b>	9857-00 pro (Luminous Red)

## Mactac Dark Grey (/ 80% Black) (solid)

<b>PANTONE</b>	Cool Grey 11 C / 11 U
<b>CMYK</b>	0/0/0/80
<b>RGB</b>	90/90/95
<b>HEX</b>	#5A5A5F
<b>RAL</b>	7011
<b>MACal</b>	9889-05 pro (Traffic Grey)

## Mactac White

<b>PANTONE</b>	-
<b>CMYK</b>	0/0/0/0
<b>RGB</b>	0/0/0
<b>HEX</b>	#FFFFFF
<b>RAL</b>	9016
<b>MACal</b>	9829-00 pro (White)

Our Mactac brand is dominated by white, red and different tones of grey. Mactac white stands for accessible, openness, ambition and modernity. Mactac (Lively) Red stands for dynamism, reliable, challenging, energy, creativity and inspiring.

Mactac Dark Grey (and different tones of grey) combines the Mactac past and its future, and stands

for quality and innovation.

Mactac White and Mactac Lively Red are mainly used for large surfaces. Mactac Dark Grey is mostly used for typography.

In cases where the use of Mactac Lively Red is technically impossible, we use solid Mactac Red.

➔ Mactac Lively Red and Mactac Red always need to be used in a full 100%. Never use our Red color in transparent, in tones or in shades.

➔ Similar rule applies to our Mactac logo. Make sure to use our Mactac logo always in a full 100%. Never use our Mactac logo in transparent, in tones or in shades.

# Primary colors: transparency, tones and shades

**Mactac Lively Red**  
(gradient)

**Mactac Red**  
(solid)

**Mactac Dark Grey**  
(solid)

**Mactac White**

➔ Mactac Lively Red and Mactac Red always need to be used in a full 100%. Never use our color in transparent, in tones or in shades.



100%

80%

60%

40%

20%

100%

80% transparency

60% transparency

40% transparency

20% transparency

Mactac Lively Red and Mactac Red are such important colors for our brand that they cannot be used in weaker tones.

Our primary colors Mactac Dark Grey and Mactac White can be used transparent, in tones or in shades of 100% / 80% / 60% / 40% / 20%.

# Gradients defined

Mactac Lively Red gradient makes our red more intense and lively than a solid red color. Mactac Lively Red gradient is used in our icon as well as for gradient backgrounds and can be used in main headlines.

For our icon we use Mactac Lively Red with a radial type gradient. The  $-56^{\circ}$  angle of the gradient should always be respected. In our icon we also use a linear Mactac Grey gradient with a  $137^{\circ}$  angle.

For our backgrounds and main headlines we use a linear type gradient, both horizontal and vertical directions can be used. **⚠** Never use the Mactac Grey gradient for anything else than our Mactac icon.

## Mactac Lively Red (gradient)

### CMYK POSITION (P)

**P 0:** 0/48/48/0    **P 50:** 0/90/86/0    **P 83:** 0/100/100/0    **P 100:** 5/100/100/0

### RGB

**P 0:** 223/156/128    **P 50:** 199/54/45    **P 83:** 194/14/26    **P 100:** 188/21/28



### BACKGROUNDS / MAIN HEADLINES:

linear type gradient  
horizontal directions  
vertical directions

### MACTAC ICON:

radial type gradient  
angle  $-56^{\circ}$  (Mactac Lively Red gradient)

### CMYK POSITION (P)

**P 0:** 0/0/0/15    **P 100:** 0/0/0/100

### RGB

**P 0:** 227/227/226    **P 100:** 34/34/33



### MACTAC ICON:

linear type gradient  
angle  $137^{\circ}$  (Mactac Grey gradient)

Highlights of our  
**logo and tagline**  
used on various  
**backgrounds**



**mactac**<sup>®</sup>  
technology that sticks



# Using our logo on pictures



## Using our logo on light contrast pictures:

We advise to use our full color version of the Mactac logo in most cases on a white background. Nevertheless, we understand the need for a creative use on picture material.

Please keep the contrast between the logo and the background well in mind. No part of the logo should 'disappear' in the background (➔ page 15).

When we use our full color version of the Mactac logo we take several tones and contrasts into account. In the examples on the left we show some possibilities on a light contrast picture. The logo should be put in the spot that is most equal. In order to obtain the best possible visibility we opt to put the logo more specifically in the lightest corner (➔ page 10 - protection zones).

### Using our logo on dark contrast pictures:

We advise to use our full color version of the Mactac logo in most cases on a white background. Nevertheless, we understand the need for a creative use on picture material.

Please keep the contrast between the logo and the background well in mind. No part of the logo should 'disappear' in the background (➡ page 15).

When we use our full color version of the Mactac logo we take several tones and contrasts into account. In the examples on the right we show some possibilities on dark contrast pictures. The logo should be put in the spot that is most equal. In order to obtain the best possible visibility we opt to put the logo more specifically in the darkest corner (➡ page 10 - protection zones).





### Using our logo on similar tone pictures:

In the examples on the left we show possibilities on similar tones (*if the main color of the logo is red*). We never use the full color version of the Mactac logo in these tones, as it would partially or fully ‘disappear’ in the background. In these cases we use the white variant of the logo without gradient in the icon.

The Mactac logo should be put in the spot that is most equal. In order to obtain the best possible visibility we opt to put the logo in the most equal position (➔ page 10 - protection zones).



### Using our logo on textured pictures:

In the examples on the right we show possibilities on textured pictures. We never use our full color version of the Mactac logo, as it would partially or fully 'disappear' in the background. In these cases we use the white variant of the logo without gradient in the icon.

In order to obtain the best possible visibility we opt to put the logo in the most equal position (➔ *page 10 - protection zones*).



# Using our logo on a one tone background: Do's



When using the logo on a one tone background, we opt for the white variant of the logo without gradient in the icon (*with or without tagline*).

It is important that our Mactac logo 'pops out' of the background. Reason for which we advise to use one tone background of the secondary colors palette (➔ [page 26-27](#)) to keep uniformity and enhance recognition.



# Don'ts

When using the white variant of the logo without gradient in the icon (*with or without tagline*), it is essential that in every case there is ample contrast between the logo and the background so the logo does not 'disappear' partially or full in the background. We would advise to avoid the use on black or grey backgrounds. ➔ *We refer to page 15*).

In the examples on the right we show that the logo disappears or legibility decreases with certain tones. This is the case for colors that are decreased in percentage or too light colors, eg. tones that are too close to the grey that we use in our Mactac logo and/or tagline.

