# Conveyor Mag · Logo Usage Guide

Logo versions, colours and usage rules

Primary logo

Symbol / profile

Reversed · blue background

Symbol · blue

Short · without descriptor

Short · blue background

One colour black

## COLOURS

**Power Transmission Blue**
CMYK C100 M70 Y0 K10
RGB 0 75 148 · HEX #004B94
Pantone 2945 C (nearest)

**Moneta Black**
CMYK C0 M0 Y0 K100
RGB 29 29 27 · HEX #1D1D1B
Pantone Black C

**Family Grey**
CMYK C0 M0 Y0 K60
RGB 135 135 135 · HEX #878787
Pantone Cool Gray 8 C (nearest)

**White**
CMYK C0 M0 Y0 K0
RGB 255 255 255 · HEX #FFFFFF
Pantone —

## TYPEFACES

Logo: Expressway Bold / Semibold. Open-licence fallback: Barlow Semi Condensed Bold. Never type the logo; always use the logo file.
Descriptor lines: Expressway Condensed. Corporate text: Avenir Next; web fallback Nunito Sans.

## USAGE RULES

- Use the primary logo on light backgrounds and the all-white reversed version on blue or dark backgrounds. The blue part is not legible on black, so never use the colour logo on dark backgrounds.
- Clear space: leave at least the height of the letter "C" on every side of the logo.
- Minimum size: full logo 35 mm in print, 180 px on screen. Below 30 mm use the short version without the descriptor; in square areas use the symbol.
- Do not redraw, recolour, skew or stretch the logo, and do not add shadows or effects.
- For one-colour print, use the black version.