

BRAND STANDARDS

THE EMBLEM



THE PATH:

Geometric shapes help define the symbolic 'M'.
It represents Magnum's future path - to look forward and stay focused.

The negative space is an abstract and subtle depiction of the pneumatic packaging funnel and conveyor belt with the bold angles representing the open end rotors.

THE POSITIONS

vertical use



horizontal use



THE PRODUCTS

product logos - standalone



THE LOGO SYSTEM

logo hierarchy



THE LOGO SYSTEM – ONE COLOR USE



Black
(or any light background)



Reversed on black
(or any dark background)

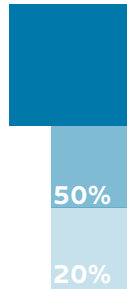


307C
(or any light background)



THE COLORS

Pantone 307C



R: 0

C: 87.3

Web: 0078AE

G: 120

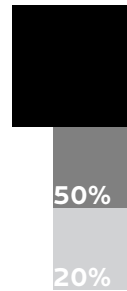
M: 46.2

B: 169

Y: 11.6

K: .26

Black



R: 0

C: 100

Web: 000000

G: 0

M: 100

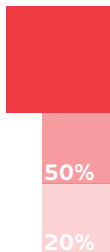
B: 0

Y: 100

K: 100

Secondary Colors

Magnum Red



R: 239

C: 0

Web: EF3E42

G: 62

M: 91

B: 66

Y: 76

K: 0

Magnum Gold



R: 244

C: 5

Web: F4CB13

G: 203

M: 17

B: 19

Y: 100

K: 0

Note: CMYK color values are to be used in Print applications. RGB and HEX color values are to be used in Web or Digital applications.

THE LOGO FONT

MAGNUM — PLAY (BOLD)
S Y S T E M S — PLAY (REGULAR)

The font is the same for SMOOT and TAYLOR Products.

THE LOGO USAGE

Minimum Clearance



Minimum Size
(shown to scale)



1.00"

Minimum Size
(shown to scale)



DO NOT USE THE LOGO LIKE THIS

Do Not alter the color arrangement or change the emblem color or font to any color other than Pantone 307, Black or White



Do Not twist, distort, rotate or skew the logo in any way.

