

Consistency in use:

This document recommends proper **Magenta logo** usage and seeks to simplify that process by restricting variables and reducing choices. See the attached color swatches, examples of approved and unauthorized logo usage, and further guidance regarding file types.



ink	pixels		
pantone	cmymk	rgb	hex
pms 233	11 c 100 m 0 y 0 k	214 r 13g 140 b	#d60d8c

YES USAGE NO



The primary and preferred use.



The only approved one-color use on white



The preferred uses of logo on a color background



Always maintain original proportions, Never stretch or skew.

Never separate, rearrange or modify elements and use as a logo.

Never swap, alter or substitute logo's colors or add effects except as authorized.

Do not use logo on distracting or inappropriate background

Avoid soft or pixelated logo appearance! Never enlarge a pixel-based bitmap file!



Contact Magenta marketing services with any usage questions or to request the proper logo file. if the logo is to be enlarged, then request a vector .eps file.

