

MotorOne

GROUP

LOGO COMPLIANCE GUIDE

2023

For great brands, there is nothing more vital than ensuring 100% consistency about the way the brand is presented in the marketplace. When logos and style variations differ from prescribed designs, it dilutes the brand equity and strength that MotorOne Group has in the industry. It is the need to have strict attention to detail mixed with our commitment to that detail that makes ours a great company.

There are no variations and no circumstances to produce an item of marketing material using the MotorOne Group brand without strict adherence to this document.

marketingsupport@motoronegroup.com



01

Group Logos

The MotorOne Group logo is the most important graphic element of the MotorOne Group visual identity. Accordingly, it must be present in all visual communications, and should be reproduced with complete consistency. These elements are not to be modified in any way.

There are 2 versions of the MotorOne logo that can be used equally as master logos. The charcoal and blue master, and the charcoal (mono) master.

There is a reserve area required on all MotorOne Group print and web applications. These measurements indicate that the logo must be at least 5mm away from any page or screen edge.

The mono logos are allowed to sit on imagery and designs as long as it is placed correctly and easily visible on the page. The blue and charcoal (or blue and white) logos can only be placed on a black, grey or white background. These logos are not to be placed over different coloured backgrounds. There is a minimum size limit, which is indicated here.

Minimum Reserve Area: 5mm x 5mm
Minimum Size: 29mm x 10mm

MASTER LOGOS



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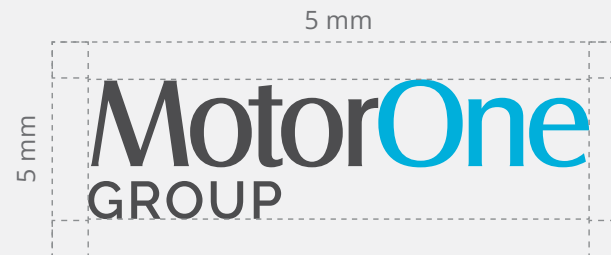


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LOGO RESERVE AREA



02

Positioning

Where the logo sits on white space, either the blue and charcoal or the mono logo can be used.

If the logo is sitting on dark background, the white or white and blue logos can be used. If it sits on an image background, only the white logo is to be used.

Keep in mind, a minimum of 5mm clear space must sit around the logo to the edge of the marketing material for legibility purposes.

As a general rule, the MotorOne Group logo is to be either left or right justified. It is rare that the logo is centered on any marketing or documentation.

The MotorOne Group logo is not to be placed on other solid colour backgrounds and cannot be reproduced in any other way. For example, the logo cannot be made opaque, stretched, split in two or positioned vertically.

If you have any questions regarding the positioning of the logo, please contact Marketing via email:
marketingsupport@motoronegroup.com

EXAMPLE LAYOUTS

