MASTERCRAFT®
KITCHENS

CORPORATE IDENTITY GUIDELINES



Logo options:

Primary positive logo:



Logo without gradients:



Black & white logo without gradients:



Primary reversed logo:



Logo reversed without gradients:



White logo:



Colour breakdowns:

DARK BLUE
PMS: 282
C:100 M:68 Y:0 K:54
R:0 G:45 B:98
WEB: #002D62

TURQUOISE
PMS: 3145
C:100 M:0 Y:19 K:23
R:0 G:141 B:168
WEB: #008DA8

DARK TURQUOISE (for secondary gradient colour)
PMS: 3155
C:100 M:9 Y:29 K:47
R:0 G:98 B:114
WEB: #006272

MID GREY (for logos without gradients)
PMS: 430
C:33 M:18 Y:13 K:40
R:124 G:135 B:142
WEB: #7C878E

LIGHT GREY (for logos without gradients)
PMS: 427
C:7 M:3 Y:5 K:8
R:208 G:211 B:212
WEB: #D0D3D4

Logo uses:

Spacing:

In all cases a locked down version of the logo should be used.
For reference, the white space requirements (shown in red) are indicated below.
Other text and graphics should not encroach on the white space boundary.





Minimum logo width:



DO NOT:

Do not - Squash / stretch logo





Do not - Change colours around



Do not - Change colours



Do not - Change fonts



Typefaces:

Raleway - Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Raleway - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Helvetica Neue (TT) - Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Helvetica Neue (TT) - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Marydale - Regular

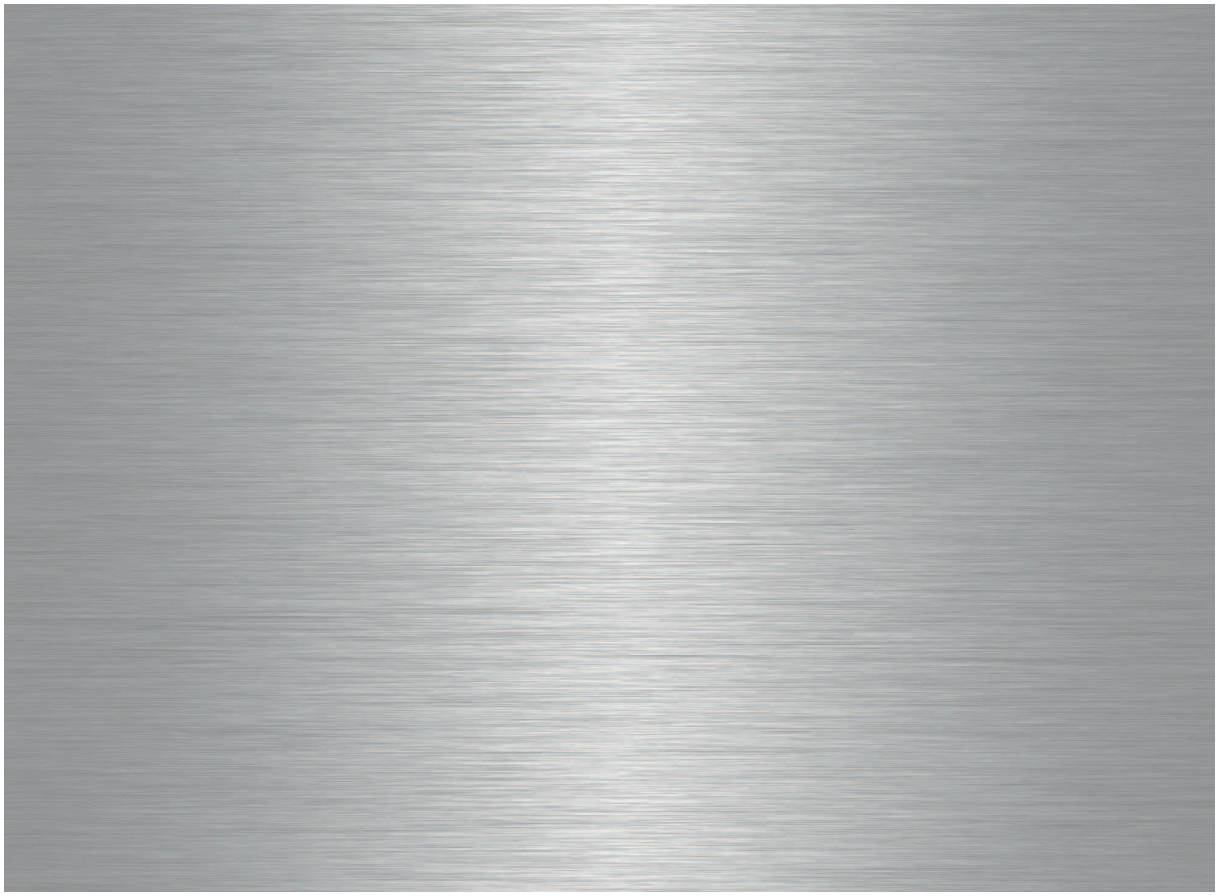
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Supporting elements:

Background image (Stainless steel):



Transferable 10 Year Guarantee Logo:



Trudi Nelson:



Vehicle signage (stationwagon):

Right side: White or light coloured vehicle



Right side: Black or dark coloured vehicle



Vehicle signage (stationwagon):

Left side: White or light coloured vehicle



Left side: Black or dark coloured vehicle



Vehicle signage (stationwagon): with adjoining company name

Right side: White or light coloured vehicle



Right side: Black or dark coloured vehicle



Vehicle signage (stationwagon): with adjoining company name

Left side: White or light coloured vehicle



Left side: Black or dark coloured vehicle



Vehicle signage (van):

Right side: White or light coloured vehicle



Right side: Black or dark coloured vehicle



Vehicle signage (van): with adjoining company name

Right side: White or light coloured vehicle



Right side: Black or dark coloured vehicle



Building signage:

Sample signage:





