



Corporate identity application

Guidelines March 2003

Millers Motorsport

FULL colour print:

Millers RED (Process spec):

NOTE: If a flat area of red, red keylines etc. are used in the design, specification should be:

0% Cyan
91% Magenta
76% Yellow
0% Black

TWO colour print:

MILLERS 2 COLOUR SPEC:

- 1) BLACK
- 2) PANTONE 185

(please DO NOT use any other pantone i.e. p 032)
The word motor and the swish print 30% Black.

Wherever possible the embossed (seen above) version of the logostyle should be used. However, in some instances it may be necessary to use the "FLAT" version (no shading on red M logostyle) ie: **where the print process is very crude**. The flat version is not available to download from the internet, for a copy contact Millers marketing department on: 01484 475079 - or email: marketing@millersoils.co.uk



POSITIVE: Wherever possible the positive logo image (left) should be used. If there is an issue with legibility the negative version can be substituted.



NEGATIVE: Use on equivalent of black or DOWN TO the equivalent of 60% black background.



NEGATIVE: If the background is equivalent of 50% black or less or a similar tonal value to the logotype this version should be used:

Downloadable logos:

Millers Motorsport logo is available for download in various sizes and formats:

jpeg

Supplied at 300dpi cmyk for PRINT - POSITIVE against white background

gif

Supplied at 72dpi rgb for the INTERNET - POSITIVE against white background

eps

Supplied in Apple Mac, Freehand eps format 300dpi for print
FULL COLOUR cmyk POSITIVE and NEGATIVE, small and large.

<http://www.millersoils.co.uk>

Click on the 'downloads' button at the top of the page, then click on 'logo downloads' link and 'right click' (Mac just click) on the title of the logo size and format you require to download.



Minimum size:

Do not use the logo smaller than the specification below.
Height = 16mm
Width = 40mm

Further guidance/information:

IF IN DOUBT:

If you require further assistance / guidance regarding the application of the Millers Motorsport brand, please contact Millers marketing department on: 01484 475079 - or email: marketing@millersoils.co.uk