matchpointGPS

Logo Usage

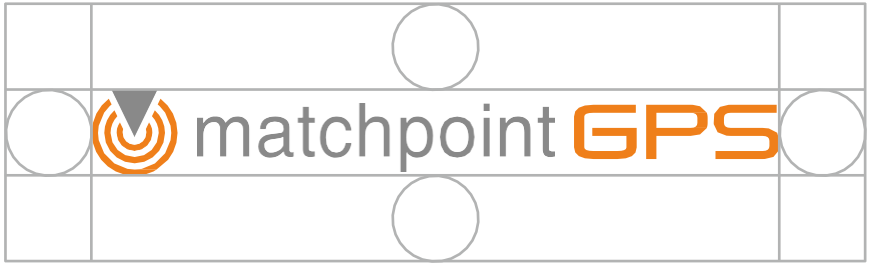
matchpoint GPS
IDEAS of tomorrow. FOR CARS of today.

Logo with base line

Clear Space
We need to ideally maintain a clear space on all four sides of the logo equal to the height of the logo including the baseline as indicated.

The same rule applies when we do not need or use the baseline.

Logo without base line



PRINT

Logo with base line

Minimum size of Logo
2.65 INCH (67.37 mm)
with base line

Logo without base line

Minimum size of Logo
1.5 INCH (38.1 mm)
without base line

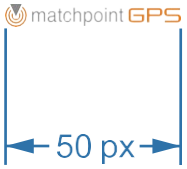
Minimum Logo Size

Always maintain the standard minimum size as specified here. Anything smaller will hamper the readability and will be redundant,

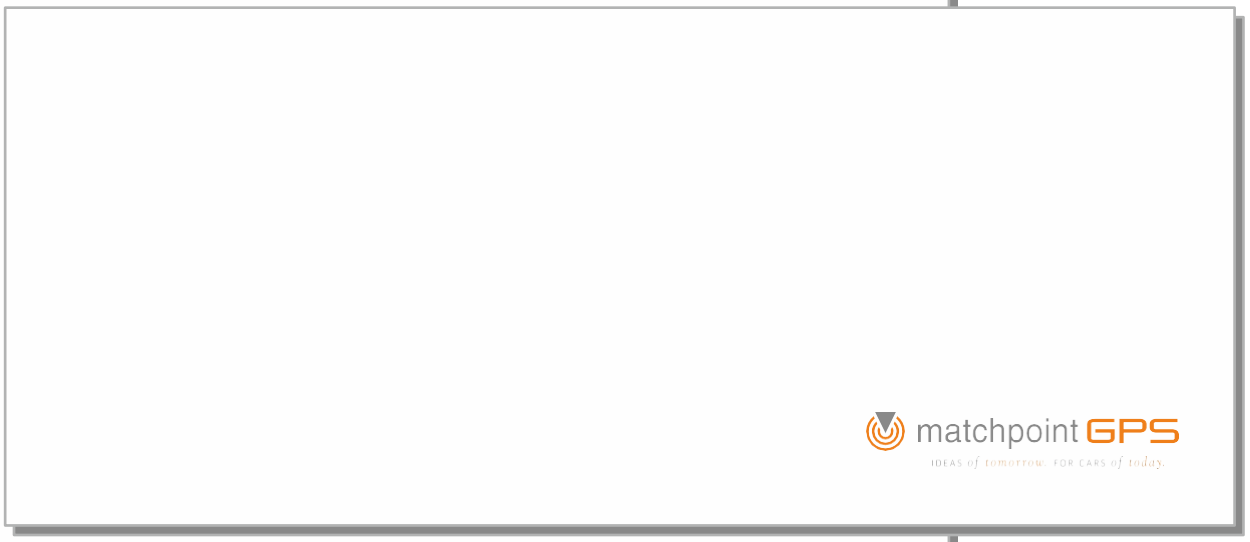
While using the logo without the baseline the minimum size can be smaller.

WEB

Minimum size of Logo
50 Pixel
without base line



LOGO POSITIONING



LOGO ADDITIONAL VERSIONS

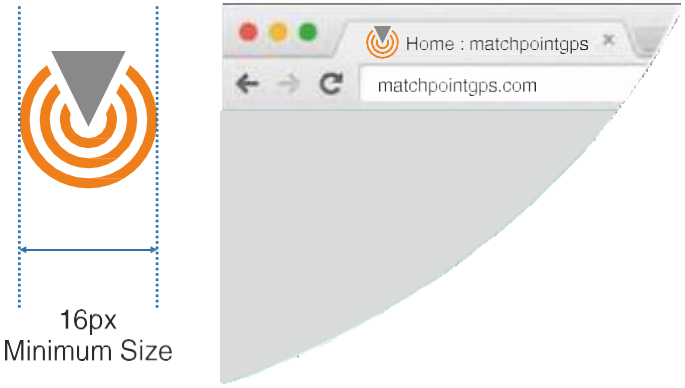
1. **Digital logo**
   The horizontal logo is the preferred choice for digital usage to ensure maximum visibility in small areas. Our preferred position of the logo is in the top left, but when content, context, and usability of your digital touchpoint restricts this (e.g., mobile), use your best judgment to achieve 'logo standout'.

2. **Favicon logo**
   Use in the browser tab only.

3. **Mono version**
   Use when color production isn't an option

Digital logo

FavIcon logo



Mono VersIon

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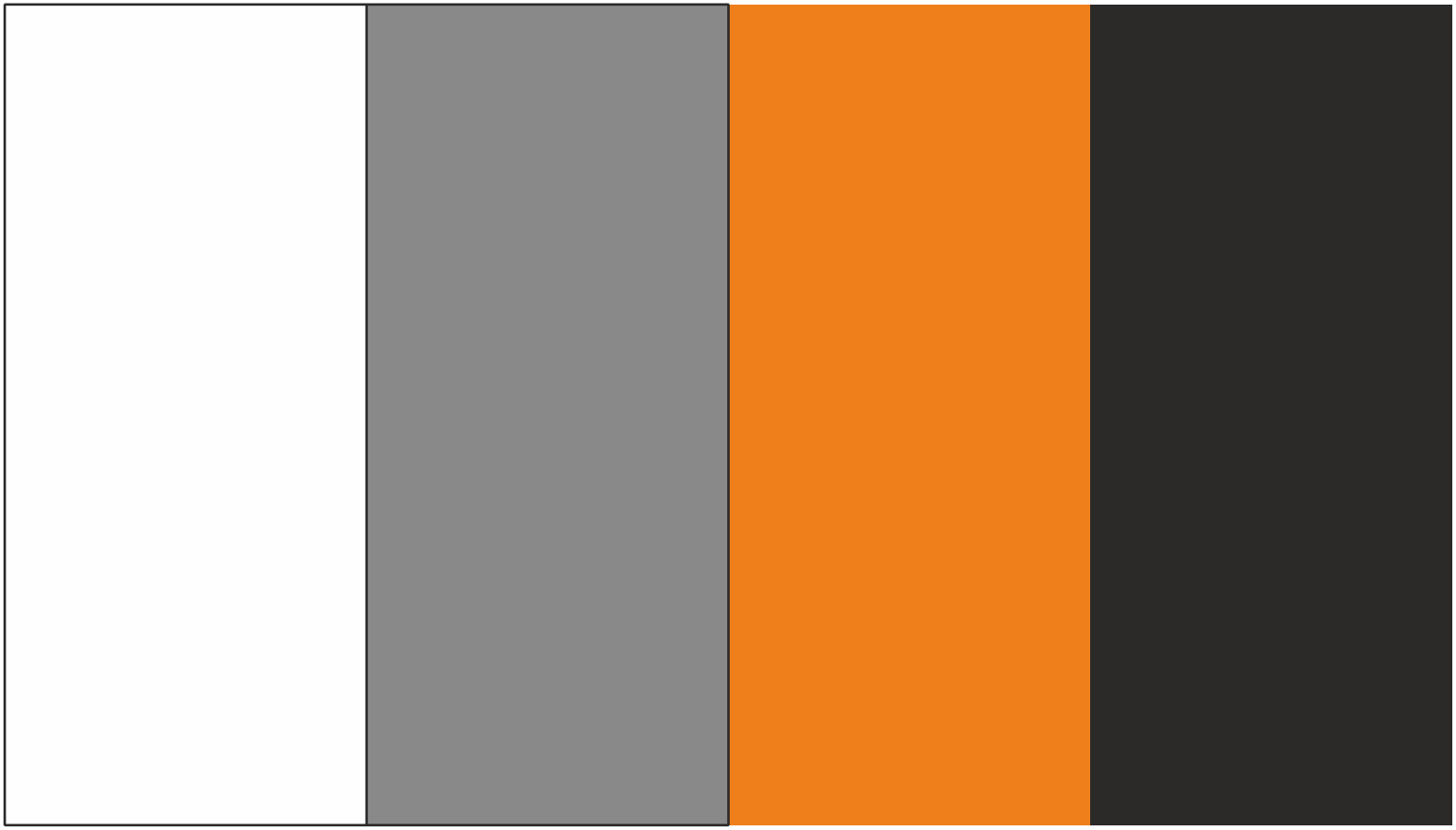
BRAND COLOUR



PANTONE	CMYK	RGB
PANTONE 162-2-6 C	00 00 00 60	137 137 137
PANTONE 8-1-6 C	00 60 100 00	239 127 26
PANTONE 165-1-7 C	00 00 00 100	000 000 000

LOGO DONT'S

Do not use other colors for the logo

Do not rearrange the logo

Don’t skew / rotate logo.

Don’t use harsh hues as a background for the logo.

Do not distort logo.

Don’t alter the transparency of logo