



MURPHY
AUTO GROUP

LOGO GUIDELINES

Digital Logo Guidelines

This document contains a guide for the use and manipulation of the Murphy Auto Group (MAG) corporate logo. Follow these rules to keep brand consistency when you use and expose the MAG brand.

This guide helps you understand how to use the logo, its colors, typeface, etc., in order to keep consistency in all new materials you create with the logo.

The MAG brand consists of the logo for the main company and the logos of its subsidiaries.

You may reference this document often to become familiar with how the brand needs to always be shown.



NEVER

Change its colors or text. Omit elements. Change the size, proportion or positioning of the elements that make up the design.

The Lion Seal

This is the official crest or icon logo. You can use it as a stand-alone to better suit the final purpose.



COLOR



BLACK

ALTERNATE
DESIGN



COLOR



BLACK

Logotype MAIN LOGO

This is the official
MAG logotype for
the main company.



MURPHY
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COLOR



MURPHY
AUTO GROUP

BLACK

Logotype SUBSIDIARY'S LOGOS

This is the initial set of logos for the MAG brand. More will be added as the company continues to expand.



Colors

The colors have been set using three main branding colors. Use this setup when working with branding-colored backgrounds.

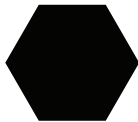
The herarchy of color usage percentage is at the discretion of the marketer or designer.



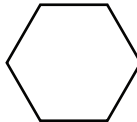
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The "MAG" RED
CMYK 0, 100, 100, 0
RGB 237, 32, 36
HEX # FF0000



The "MAG" BLACK
CMYK 75, 68, 67, 90**
RGB 0, 0, 0
HEX # 000000



The "MAG" WHITE
CMYK 0, 0, 0, 0
RGB 0, 0, 0
HEX # FFFFFFFF

** This is a RICH black created initially with a standard ink value. You need to adjust in the Prepress phase to match inks according to the setup that every commercial printer needs to meet output expectations.

Anatomy and Space

The distance between the logo and other elements is key to maintain clarity in the appreciation of the logo. Having a balance between the space and the surrounding elements will protect it from being hard to see, become confusing to distinguish it from other foreign elements that are not part of it, and it helps to keep things clean and professional.

The minimum espace around the elements is equivalent to that of the height of the crest size.



Minimum Size

Logo readability matters, scaling down the logo needs to have special attention. Do not use brand elements below the following pixel values.

Crest



30px

Horizontal



130px

Stacked



75px

Typography

The MAG brand uses the following fonts:

Sui Generis Heavy Italic

This font is available under any Adobe Creative Suite License



Agenda Bold Italic

This font is available under any Adobe Creative Suite License

Overlay

Many times it becomes necessary to use the logo over busy backgrounds. This is where the overlay logo file becomes useful to maintain brand integrity.

Make sure that the background is shaded with a darken shade in order to protect the visibility of the logo.



**MURPHY
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COLOR

WITHOUT VISUAL INTERFERENCE
Background with a 50% black fade

WITH VISUAL INTERFERENCE
Background as the image is

Types of Logo Files Available

Our team has created a portal for downloading all your logo assets. This is a permanent website for you to access at any time.

Visit it at mag.tampa-allegra.com

Posted on this website are all the files grouped per name kind. Inside each page you will find the four versions, two being raster PNG images, one vectorial version and one SVG version.

Please contact us with any questions or concerns.

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