



**MASTER
ELECTRICIANS
AUSTRALIA**

Logo

Style Guide

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Introduction

The Master Electrician logo is the foundation of our brand identity. As it is one of the most important pieces of intellectual property we own, the logo must be protected through proper use. This guide details the visual elements that support our brand as well as providing rules on how to use and how not to use various elements.

These guidelines are designed to help present our brand and image in a consistent way in all communication materials. By following the guide, you help define the Master Electricians brand for our customers and the industry by ensuring a unified look that is so vital to a strong brand identity.

It may also be helpful to pass this Style Guide onto your graphic and web designers or printers to ensure the guidelines are followed.

If you cease to be a part of MEA, all branding connected to MEA and its programs must be removed from your company's marketing material, signage and vehicles.

Logo Colours

There are 3 different versions of the Master Electrician logo; Gold Master Electrician, Silver Master Electrician and Bronze Master Electrician. You are only permitted to use the one version you have been supplied.

The logo consists of a square 'plate' including three 'bars' inside as well as the text 'Gold Master Electrician', 'Silver Master Electrician' or 'Bronze Master Electrician' positioned to the right.

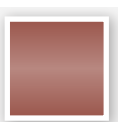
It may not be redrawn, digitally manipulated or altered. The logo should only ever appear in the colour variants shown in this guide or provided in the logo package. Please avoid any other colour combinations.



Pantone Coated (PMS)
533 C - coated
5395 U - uncoated

CMYK
C 95
M 72
Y 15
K 62

RGB
R 16
G 40
B 76



Pantone Coated (PMS)
PMS 876 C - coated
PMS 876 U - uncoated

CMYK
C 31
M 71
Y 68
K 19

RGB
R 154
G 85
B 75



Pantone Coated (PMS)
PMS 877 C - coated
PMS 877 U - uncoated

CMYK
C 0
M 0
Y 0
K 40

RGB
R 167
G 169
B 172



Pantone Coated (PMS)
PMS 871 C - coated
PMS 871 U - uncoated

CMYK
C 39
M 40
Y 85
K 10

RGB
R 153
G 133
B 69

PLEASE NOTE: This is a digital print reproduction. Colours will vary from actual PMS and CMYK ink colour. To be used as a guide only. For additional information or queries relating to information contained in this document, please contact the MEA Marketing team on 1300 889 198 or email marketing@mea.asn.au.

Protection Zone

In order to maximise the visual presence of the logo, it requires a surrounding area clear of any other graphic elements or text. This is known as the protection zone.

The protection zone specifications are proportionate to the logo and are derived from the height of the text. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the protection zone is maintained at all times.

The minimum clearance space is recommended in order to protect the logo. This will appear on many different applications and formats and will help to give it clarity, legibility and presence.



Minimum Logo Size

The Master Electricians logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 24mm measured across the width of the logo.

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded and must always be scaled up or down in proportion.

The logo does not have a maximum reproduction size.



Logo Don'ts

The logo must never be:

- Stretched, rotated, or distorted
- Represented with a border around it
- Represented in any other colour combinations other than those outlined in this guide.

Care should be taken in controlling the background on which it is presented in order to optimise legibility. For maximum readability it is strongly recommended that the logo only appear on solid backgrounds.

Avoid using busy backgrounds such as photos, illustration or patterns.

COMPRESSED LOGO



ROTATED LOGO



BORDERED LOGO



LOGO WITH UNAPPROVED COLOURS



LOGO ON A BUSY BACKGROUND



If you have any questions regarding the use of the Master Electricians logo, do not hesitate to contact the Marketing Team on 1300 889 198.

Logo File types

You will notice that you have access to three different logo file types (EPS, JPG and PNG). Below is a short summary of the different file types that you will receive.

JPG & PNG

JPG (or JPEG) and PNG files are the most common image file formats. You will find these files in your logo package in both CMYK and RGB colour modes:

- CMYK is the four inks used in most colour printing: cyan, magenta, yellow and key
- RGB is the three colours used on computers: red, green and blue.

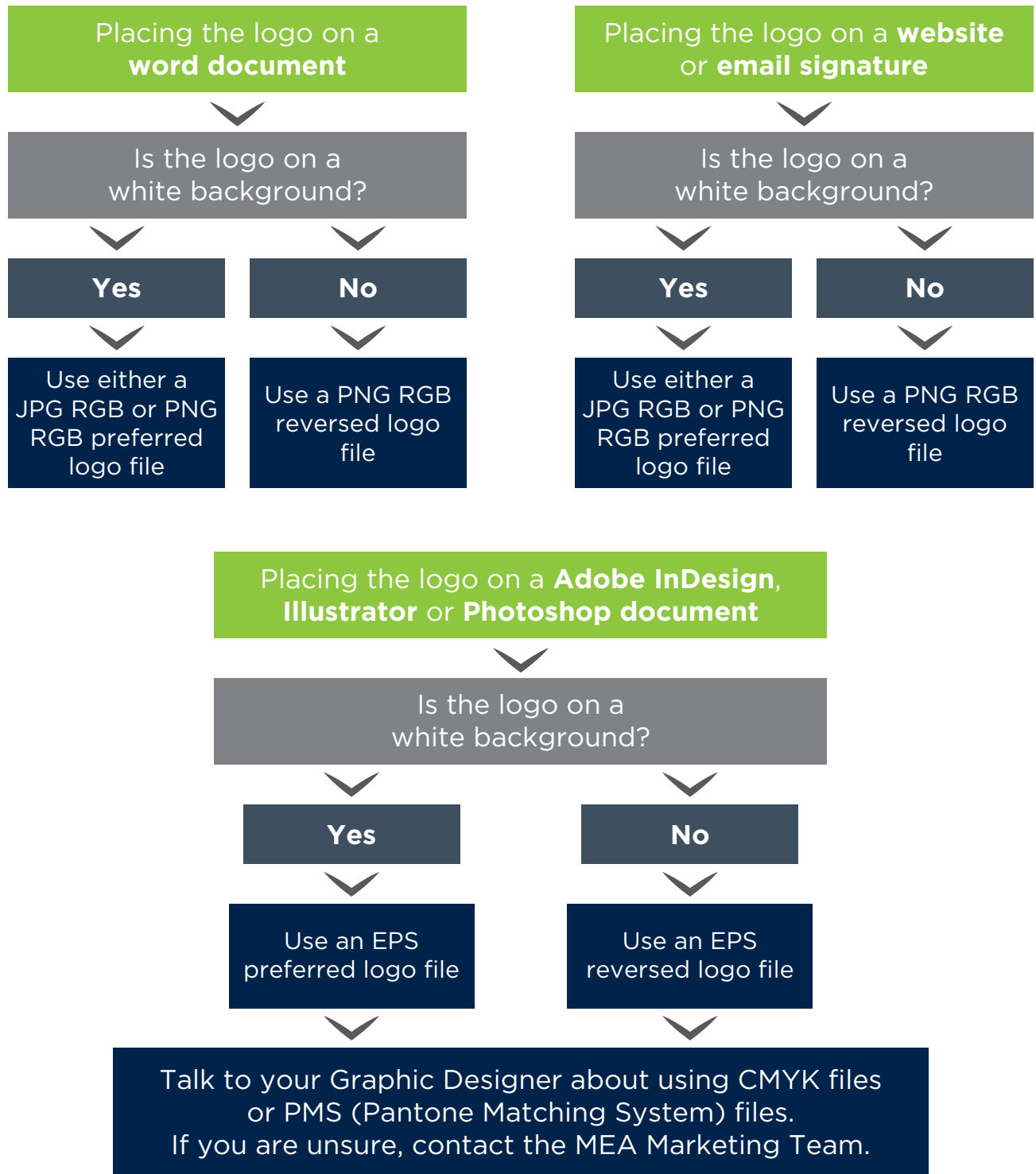
Both JPG and PNG file types are supported by HTML and web applications, which means that you can use the RGB versions of these files to insert the logo onto your website or email signatures.

When using the logo on your printed stationery, it is best to use CMYK JPG as the format is better suited for print production.

EPS files

EPS is a vector file requiring specific software applications, such as Adobe Illustrator. This file is predominantly used by graphic and web designers, and print houses.

Selecting the correct logo file



How You Can Make the Most of Your Master Electrician Logo



Display the logo on your marketing material and stationery:

- ✓ Company Vehicles
- ✓ Uniforms
- ✓ Website
- ✓ Business cards
- ✓ Letterhead
- ✓ Email signatures
- ✓ Quotes and Invoices
- ✓ Social Media
- ✓ Office Signage
- ✓ Presentation folders
- ✓ Advertising

The list goes on!

Educate your staff and customers

Feature your Master Electricians logo in your client presentation or sales pitch, to highlight your commitment to the highest standards of quality, safety and integrity.

Educate your staff about your MEA membership, and what it means for your business to ensure unity in your branding strategy.

How do I become a Silver or Gold Master Electrician?

Full details on the Industry Recognition Program are available at:
www.masterelectricians.com.au/industry-recognition-program