

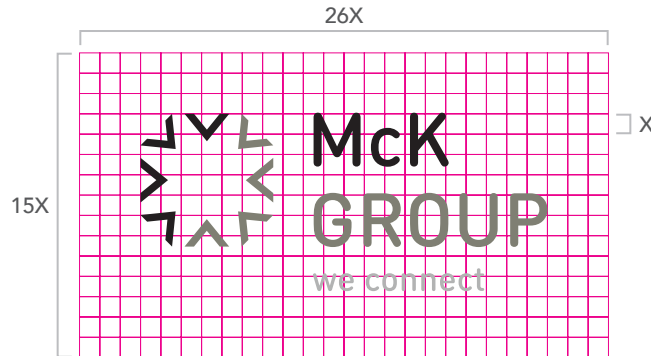
Summary Style Guide

Grid Structure

The distribution grid should be used to position each element of the **McK Group** corporate logo. Unit height (X) determines the grid structure.

The **McK Group** logo should be positioned on a 15X by 26X grid as shown below.

The grid also indicates clear space to be maintained around the logo unit.



Corporate Colours and Breakdowns

A corporate colour system preserves the integrity of a brand through the consistent use of colour across a range of applications.

Displayed below are the Pantone (spot colour for offset printing on coated or uncoated stocks), CMYK (for conventional

four-colour printing) and RGB (digital screen) values of the **McK Group** corporate colour palette.



Pantone
PMS BlackC / PMS BlackU

CMYK
C 00 M 00 Y 00 K 100

RGB
R 000 G 000 B 000



Pantone
PMS 416C / PMS 416U

CMYK
C 51 M 42 Y 52 K 10

RGB
R 127 G 127 B 117



Pantone
PMS 421C / PMS 421U

CMYK
C 12 M 8 Y 9 K 21

RGB
R 180 G 184 B 185

Typography

The **McK Group** corporate logo has been created using the font DIN Rounded Pro Medium.

The name **McK Group** should appear as two words in general copy with an upper-case letter used at the beginning of each word and the letter 'K'.

The DIN Pro font family is to be used on all **McK Group** marketing material. For documents produced in-house, if the DIN Pro font family is not available, please use Arial.



Summary Style Guide

Colour Variations

Colour variations of the corporate logo can be produced using black, the primary corporate colours and white.

Please refer to the individual logo files on the Summary Style Guide CD for all colour variations.



3PMS - THIS IS THE PREFERRED LOGO TO USE



3PMS - Reverse



1 colour black



Reverse white on black

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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 your Summary Style Guide authors, DAIS, as per the contact details contained below. Thank you.

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