



# Moorebank Intermodal Company Brandmark Guidelines

Version 1—April 2013

## The brandmark

The Moorebank Intermodal Company brandmark is made up of the icon and logotype. The brandmark is a specifically drawn artwork and should not be redrawn or altered in anyway. It should always be reproduced using the supplied artwork files.

The preferred brandmark is the positive version.

Icon

Logotype



MOOREBANK  
INTERMODAL  
COMPANY

Positive



Reversed

## Minimum size

The minimum size for the Moorebank Intermodal Company brandmark is no smaller than 40mm in width.

If the logotype is scaled any smaller there may be legibility problems.



MOOREBANK  
INTERMODAL  
COMPANY

40mm

## Clearspace

The outer blue rectangular lines refer to the clear space required around the logotype. No other elements are to enter into the clear space area. The clear space is measured with the height of two 'M's' in the brandmark.



## Colour palette

The primary colours for the Moorebank Intermodal Company are Silver, Eucalyptus, Yolk, Terracotta and Ocean.

The only way to ensure consistent colour reproduction is to use the given values for the appropriate mode of production.



Silver

Pantone Black U 50%  
Pantone Black C 50%  
C=0 M=0 Y=0 K=50  
R=147 G=149 B=152  
#949599



Eucalyptus

Pantone 7711U  
Pantone 7711C  
C=100 M=0 Y=40 K=0  
R=0 G=151 B=169  
#0097a9



Yolk

Pantone 130U  
Pantone 130C  
C=0 M=25 Y=86 K=0  
R=242 G=169 B=0  
#f2a900



Terracotta

Pantone 158U  
Pantone 158C  
C=0 M=71 Y=90 K=0  
R=232 G=119 B=34  
#e87722



Ocean

Pantone 7685U  
Pantone 7685C  
C=79 M=54 Y=0 K=0  
R=44 G=86 B=151  
#2c5697



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## Correct usage

To maintain a unified appearance, the Moorebank Intermodal Company brandmark must always be reproduced consistently. To the right are some examples of how **not** to treat the brandmark.



1. Never stretch the brandmark.



2. Never slant or distort the brandmark



3. Never use tints on colours which do not belong to the Moorebank Intermodal Company palette



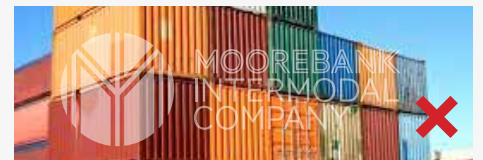
4. Never rotate or angle the brandmark.



5. Never place the brandmark on a background that conflicts with the brandmark colour palette or renders the brandmark illegible.



6. Never place the brandmark on a busy background that compromises legibility



7. Never tint or crop the brandmark on an image background

## Typography

The primary font used for Moorebank Intermodal Company is National. The complimentary cross platform font is Arial.

# Aa

The quick brown fox  
jumps over the lazy dog

## What file formats do I use?

### Onscreen and online

The Moorebank Intermodal Company RGB Brandmark should be used for all onscreen and online mediums.

### Print production

The Moorebank Intermodal Company CMYK, PMS, mono and reversed brandmarks should be used for all print mediums.

- » Files for full colour offset and digital printing are in CMYK format.
- » Files for two colour offset printing are in PMS format (coated and uncoated versions).
- » Files for single colour offset and digital printing are in mono formats.