

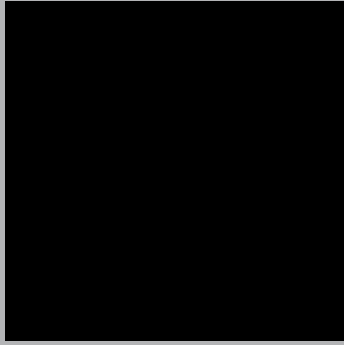


Brand Guidelines 2025

BRAND LOGO - OFFICIAL COLORS VERSIONS



COLOR PALETTE



CMYK C 0
M 0
Y 0
K 100

RGB R 10
G 10
B 10

Pantone 426

231f20

RAL 9005



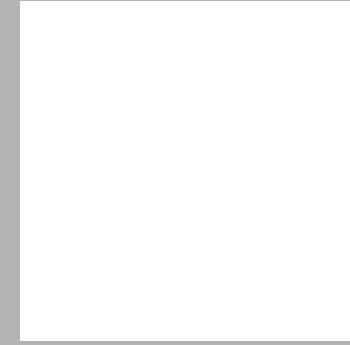
CMYK C 10
M 100
Y 100
K 0

RGB R 218
G 33
B 40

Pantone 1795C

da2128

RAL 3020



CMYK C 0
M 0
Y 0
K 0

RGB R 255
G 255
B 255

Pantone white

ffffff

RAL 9010

PROPORTIONS

The proportions of the MAK logo are approximately **1/4.5**.

When resized, the logo must always be enlarged or reduced proportionally, so this proportion is always kept. Even if a specific numeric value for length or height is defined, the other value has to respect this ratio.

MINIMUM SIZES & CLEAR SPACE

In any case, regardless of the type of media on which it will be printed, the length of the **MAK logo can never be less than 25 mm**, as it would not be legible. If, for some specific reason, the logo needs to be less than 25 mm, please contact us and we will give you a special version of the logo to use.

When the MAK logo is placed alongside other logos, the minimum space around the logo must have the same width as the vertical leg of the K letter.



The proportions of the logo are: Height = 1/4.5 Length



The minimum sizes of the logo must be mm 25 x 5,5



The minimum clearspace is equivalent to the length of the main leg of the K letter. (marked as X in the picture above)

LOGO USAGE DO NOT

01. Do not change the orientation of the logo.
02. Do not place the logo on a busy photograph or pattern.
03. Do not change the logo colors.
04. Do not add Glow effects to the logo.
05. Do not present the logo in Outline-only fashion.
06. Do not place the logo on similarly-colored backgrounds. Choose a different color combination as per page 01.
07. Do not put a white box around the logo when placed on a darker or busy background.
08. Do not reconfigure or change the size or placement of any logo elements.
09. Do not stretch or squeeze the logo to distort proportions.



01. Orientation



02. Busy background



03. Logo colors



04. Glow effect



05. Outlines



06. Similar background



07. White box



08. Reconfigure

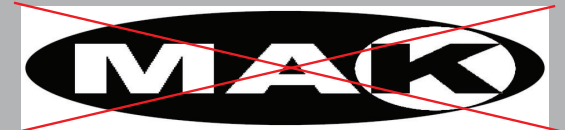
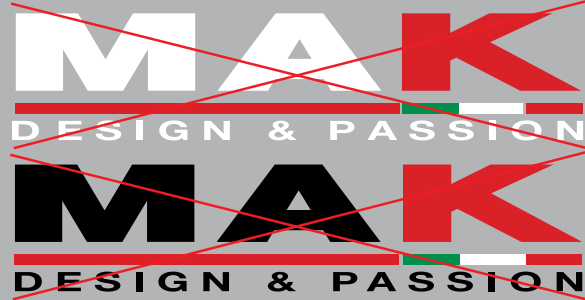


09. Stretch

OLD LOGOS NOT IN USE

Over the years, the MAK logo has undergone several changes until it reached the current version.

Here you can see some old versions of our logo: none of these are currently in use and must not be used in any circumstances. The only logos you can use are those listed on slide "Official Color Versions".





Thank you
for your attention



www.makwheels.it