

The primary component of the Matheson identity is the logo and so great care should be taken to ensure that its use is consistent at all times. This page covers the rules regarding the reproduction of the Matheson logo.

Construction

To maintain the integrity of the logo, the configuration of the logotype must not deviate from that shown here. The logotype for Matheson was created on a base of the typeface New Century Schoolbook.

Most of the characters have been altered to suit the brand name and to make it unique to the firm. This must not be altered in any way.

There are three versions of the logo

White logo out of red only, White logo with red keyline out of black only and Positive two colour logo on white only. The logo colour should only ever appear in one of these three ways.

PLEASE NOTE: The typeface New Century Schoolbook only applies to the logo and should not be included as a standard font in marketing or firm materials.

Colour

Matheson Red
Pantone 485
Print
C:0 M:100 Y:100 K:0
Screen
R:230 G:0 B:0
HEX: e60000

Black
100% black

White
White is a key element of the Matheson colour palette. White space not only makes things clearer, it is also a distinctive element of our look and feel.

White logo (Reversed out of red)



White logo with red keyline (Reversed out of black only)



Positive two colour logo (On white only)



The logo flexibility

Master Logo

Reverse out of red panel left or right.



Logo Red Box 1

For use in online sponsorship or restricted space situations.



Logo Red Box 2

For use in general marketing material in print and online.



Logo Red Box 3

For use in online sponsorship or restricted square space situations.



Exclusion zone

To maintain the integrity of the logo in the red box, use the width of the “o” in the Matheson logo (marked in blue below for guidance purposes only) as a guide to determine minimum exclusion zone distance between the logotype and the edge of the red box.

