



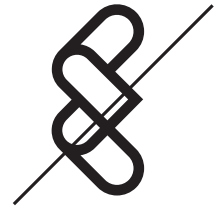
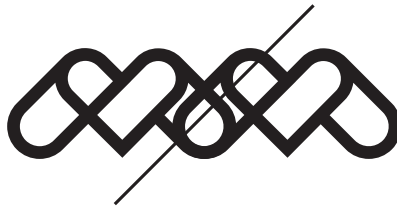
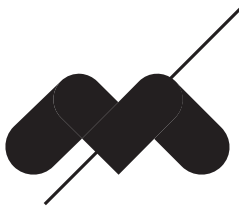
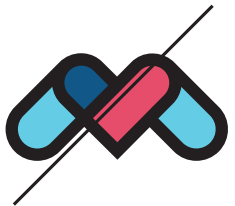
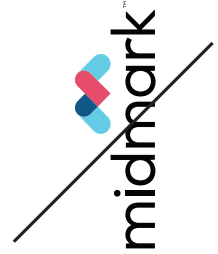
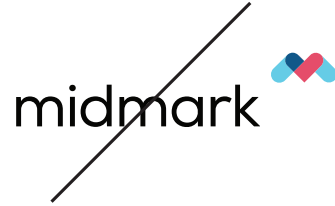
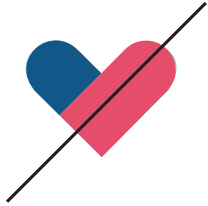
## Logo + Tagline Usage

All communications should contain the logo and, unless legibility is a factor, the tagline should be locked up with the logo. It should lay beneath the wordmark at the same distance as the "care mark." When in collateral, the tagline shall reach from the far left side of the "m" to the far right side of the "r." The tagline should only be used in Midmark Red.

Although our logo uses a lowercase "m," when writing about Midmark, we always capitalize the initial "M." Likewise, although our tagline is set with a period at the end, when writing it out standard sentence-case style should apply.



## How Not To Use The Logo



**NOTE:** The full-color version is NEVER to be used in greyscale.

## Safe Area

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A safe area around the Midmark logo is preserved to allow for maximum legibility of the logo. No other elements such as typography, other logos, graphics or photos may intrude upon this safe area. Extracting the "a" from the logo to use as a spatial guide will ensure our logo appears clean and clear in the context of most applications.

**NOTE:** The grey "frame" surrounding the logo is for demonstration purposes only. Similarly, there should be enough space around the logo to place the Midmark "a" on each side. These methods represent a safe area clear of any elements and does not print.

