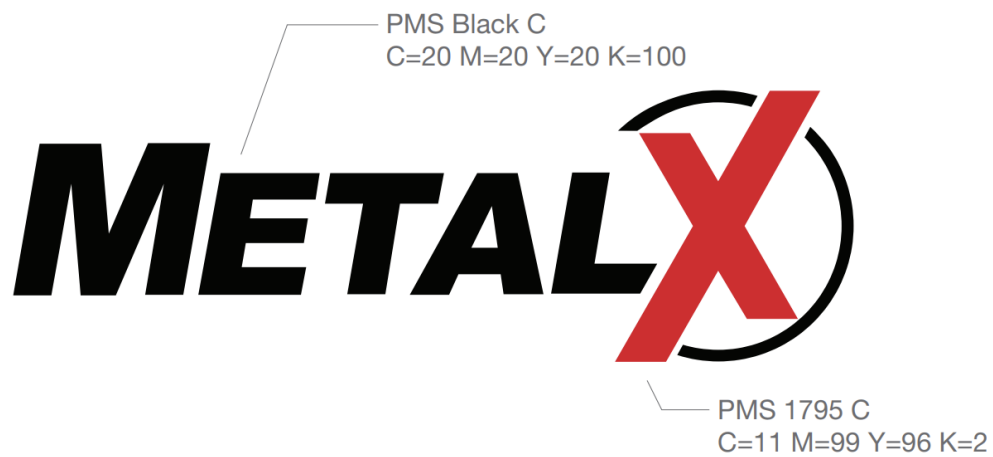




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## Logo Standards



## Logo Options

The X in MetalX should never be used on its own. The Metal and X in the logo should always stay within scale. The X should never be made larger

### Primary

The primary logo is Black and Red on a White background.



Spot or 4-Color Process



1-Color

### Alternate

An alternate logo in White and Red may be used on black or dark backgrounds.



Spot or 4-Color Reversed

## Clear Space and Minimum Logo Size

To ensure the legibility of the logo, all designs should leave a clear space equivalent to the width of the "A" around all sides of the logo. To ensure preservation of detail, the logo should never appear less than shown below and in 100 percent of the ink color.

### Clear Space



### Minimum Sizes



## **Incorrect Logo Usage**

The MetalX logo is a discrete piece of artwork that should not be recreated or altered in any way.

### **Do Not:**

Do not stretch horizontally or vertically, skew or distort the logo in any way.

Do not make Metal or X disproportionate.

Do not use the X by itself.

Do not change the color or screen back the logo.

Do not place on a background that reduces readability unless approved by corporate