

BRAND GUIDELINES



2023

LOGO VERSIONS

FULL LOGO



ICON



COLOUR PALETTE

CMYK 29, 0, 100, 0

PANTONE 389 C

CMYK 95, 70, 1, 0

PANTONE 300 C

CMYK 36, 29, 28, 0

PANTONE COOL
GREY 6 C

CMYK 82, 71, 59, 75

PANTONE BLACK
6 C

LOGO USAGE

ARTWORK REPRODUCTION

Only use authorized reproduction masters of the logo.

Email Nick MacGregor: nick.macgregor@macgregors.ca visit macgregors.ca for the latest version of this guide.

PROTECTIVE SPACE

To protect the logo from visual interference this space is required around all sides of the logo, including, but not limited to, borders, graphic elements and page edges.

Signage exception may apply.

MINIMUM SUGGESTED SIZE

In order to maintain the legibility and integrity of the MacGregors logo, it should not appear smaller than the indicated widths.



LOGO USAGE

DO'S AND DONT'S

Do not change the size or spacing of the logo elements



Do not change colours



Do not tilt or angle the positioning of the brandmark



Do not use horizontal or vertical scalling



Do not apply coloured logo directly over complex backgrounds



COLOUR PALETTE

Colour is an integral part of the MacGregors brand story. Colour has the ability to evoke so many emotions, and we want our audience to feel confident and in good hands with MacGregors.

ADDED DEPTH - HIGH VIS GREEN

Safety is a huge component of every job. The High Vis Green is a way to reflect the importance of safety and add interest to MacGregors marketing.

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TYPOGRAPHY

Montserrat is a strong, clean and bold font that represents the MacGregors brand well. It is a Google font that is widely compatible online. [Download Montserrat here.](#)

MONTSERRAT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+

light
regular
medium
semibold
extra bold
black



PHOTOGRAPHY

MacGregors has been built on long-standing customer relationships, so imagery should reflect those strong bonds.

Look for high contrast, bold, unique and professional photography that portrays high profile projects of a large, well known corporation.

Where possible, use darker, moodier photos as backgrounds to evoke excitement. In situations where the copy is plentiful, black and white photos should be used to provide context but not overpower the piece.

Where possible, use photography that displays diversity and properly protected workers.



VOICE

BRAND STATEMENTS

The following are sample brand statements that can be used as engaging statements on marketing materials.

SAFETY. QUALITY. SERVICE.

BUILT TO LAST.

LET'S BUILD SOMETHING GREAT.

24 / 7 / 365 SERVICE.

MAKE IT HAPPEN.

EXPECT MORE FROM MACGREGORS.

THE RIGHT TEAM. THE RIGHT TIME.



ICONOGRAPHY

BRINGING THE BRAND TO LIFE

Where possible, introduce bright pops of colour through the use of High Vis Green in basic graphical elements, such as squares, rectangles, angled bars and arrows. These icons and blocks of colour are a powerful way to introduce a little fun and interest into an otherwise serious business.

The High Vis Green elements should be laid over dark backgrounds or dark photos for the most impact.

The brand blue and black are to be used mostly as colour blocks for white text, while the brand grey should be used sparingly, for example, in icons shown below on white.

