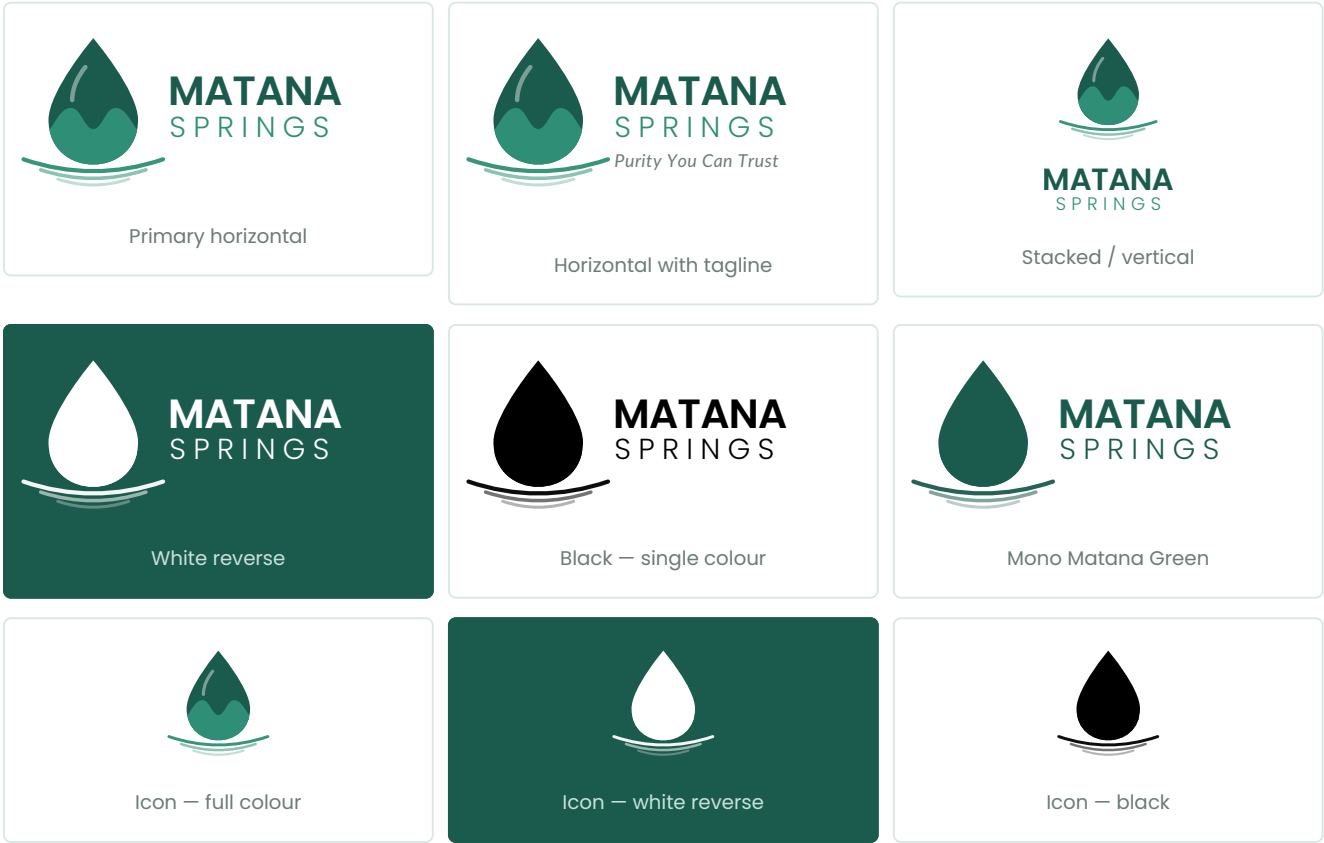


Matana Springs — logo usage sheet

This sheet accompanies the logo file pack. Full rules are in **Section 21 of the Matana Springs Brand Book**. Master vector artwork is issued only by the Brand Custodian — never re-draw, re-typeset or screenshot the mark.

The logo family



Which file to use

FORMAT	USE FOR	NOTES
SVG	Websites, apps, any further design work	Master editable vector. Scales infinitely. Give this to designers and printers.
PDF	Printers, signage, vehicle wraps, packaging, embroidery digitising	Vector. Send this when a supplier asks for "vector" or "print-ready" artwork.
PNG 4000px	Large-format artwork, presentations, documents, banners	Transparent background. Never enlarge beyond 100%.
PNG 1000px	Social profiles, email signatures, web graphics, WhatsApp	Transparent background. Use the stacked or icon file for square avatars.

Clear space and minimum sizes

RULE	SPECIFICATION
Clear space	Minimum 0.5X on all four sides, where X is the height of the droplet. Preferred 1X. Nothing may enter this zone — not text, rules, images, folds or trim edges.
Minimum print size	Horizontal lock-up 28 mm wide · with tagline 45 mm · stacked 18 mm · icon only 8 mm

RULE	SPECIFICATION
Minimum screen size	Horizontal lock-up 110 px wide · icon / favicon 32 px
Backgrounds	Full colour on white or Mist Grey. White reverse on Matana Green, Graphite or photography. Never full colour on Matana Gold or any mid-tone.

Brand colours

COLOUR	HEX	RGB	CMYK (REFERENCE)
Matana Green	#1B5B4D	27 · 91 · 77	70 · 0 · 15 · 64
Matana Gold	#E7BC1F	231 · 188 · 31	0 · 19 · 87 · 9
Spring Green	#2F8F76	47 · 143 · 118	67 · 0 · 17 · 44
Pale Mint	#C6E3DA	198 · 227 · 218	13 · 0 · 4 · 11
Deep Ink	#16241F	22 · 36 · 31	39 · 0 · 14 · 86

CMYK values are conversions for reference. Before any packaging, signage or large print run, the printer must supply a physical proof on the intended substrate and the Brand Custodian must sign it off as the colour standard.

Never do this

- Stretch, squash, rotate or re-proportion the mark
- Recolour it outside the approved palette, or add gradients, shadows, glows or outlines
- Re-typeset the wordmark — it is fixed artwork, not editable text
- Rearrange, re-stack or separate the elements, or build your own lock-up
- Place it inside a box or badge we did not supply, or use it as a repeating pattern
- Use a screenshotted, re-drawn or low-resolution copy
- Reproduce it below the minimum size for the medium

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