

# BROTHER LOGO GUIDELINES

We're happy you're going to use our logo! To make sure your message looks great and stays true to the Brother brand, keep it simple! Check out our fuss-free guidelines, below:

## USE OF MATERIALS

The images and logos in this Marketing Library are property of Brother Canada. Use them only to promote Brother's products, programs or promotions. The materials found in this Marketing Library shouldn't be used for any other reason. Like, if you were thinking of using our logo to sell something on Craigslist or at your kid's craft fair, sorry, no can do!

- Changes to any of the materials found in this Marketing library are not allowed.
- We might change these rules as needed and without prior notice. Be sure to check back every once in a while.

## VISUAL IDENTITY

### Here are the minimum sizes for using our logos online and in print:

Always use our corporate logos in a horizontal position. No distortion, no added borders or graphics. Keep them true to their original format.

#### MINIMUM SIZES

Print = 20 mm  
Web = 70 Pixels



Use the blue logo on white background only.

brother  
at your side



Use the white version on Brother brand blue color (shown below) or black.

### Here are a few handy guidelines for printing and online use:

#### BROTHER BRAND COLOUR



CMYK  
100.70.0.10



Pantone  
661 C



RGB 13.46.160  
WEB #0d2ea0

If you want to use any of the logos from this Marketing Library, you'll need to get written approval from Brother Canada's marketing department. We just want to make sure that we're all doing our absolute best to represent and respect the Brother brand!