

Magellan Logo and Magellan Professional Logo Specifications

The logos which represent the Magellan and Magellan Professional brands appear below. To maintain a consistent level of quality in the reproduction of this mark, always use electronic art provided by the company. Do not attempt to recreate the logo. To receive the correct artwork, email your Channel, Sales, Product Marketing or Marketing Communication contact.

Size and Proportion

The minimum allowable size restriction for the Magellan logo is 1" (25.4mm) wide and Magellan Professional logo is 1.25" (31.75 mm). To ensure the logo's integrity, clarity and impact, it should never be presented smaller than the minimum size. The proportions of the Magellan logo and Magellan Professional logo must never be altered. Always enlarge and reduce the logo proportionally. If the Magellan Professional logo must be reproduced smaller than 1.25", drop the "Professional" and revert to the original Magellan logo.

Minimum Clear Space

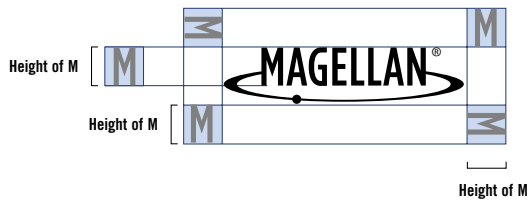
It is required that the logo be positioned with a minimum amount of clear space around all four sides to ensure it will not be crowded or violated by typography or other graphic elements. The unit of measurement used to determine the minimum amount of clear space allowable is the height of the "M" in the Magellan logo. Must be able to comfortably leave space equal to the height of the M clear all the way around the logo in all applications.

This rule applies regardless of the size or color of the logo. There is no maximum clear space allowance. This logo works best with plenty of space around it, so feel free to give it lots of room whenever possible.

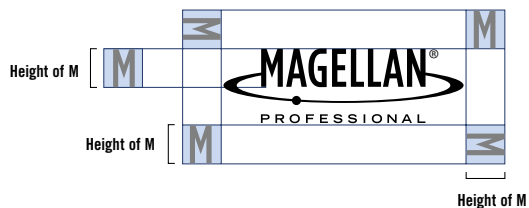
Logo Color Applications

The Magellan logo and Magellan Professional logo only appear in one of three colors – black, white or blue/black. The logo is printed in black or blue/black on a white or light background. If shown on a dark background, the logo appears in white.

1: Minimum Clear Space



File named "MAG@_Logo_BLK"



File named "MAG_PRO@_Logo_BLK"

2: Minimum Size Requirement



3: Logo Color Applications:



Black Color

Blue(PMS285C)/Black Color

White Color

Magellan Logo and Magellan Professional Logo Treatments

Logo with Registered Trademark

The registered version of the logo should be used on all Magellan packages, print and digital collateral.

Only the first appearance within a print application requires the registered mark.

To maintain legibility of the ®, the large version is used when the logo appears at 1.75" (44.5mm) wide or larger.

Regardless of size, the proper proportion of the ® to the logo is always maintained.

The small version, with a larger ®, is used when the logo appears smaller than 1.75", rather than reducing the large version. Do not enlarge the small logo, or the ® will appear too big.

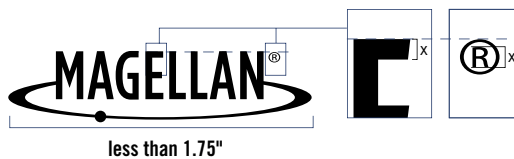
Unacceptable Logo Treatments

Modifying the Magellan logo or using the Magellan logo vertically undermines the logo and weakens the brand. Below, to the right, are some examples of what NOT to do with the logo. These rules apply to Magellan Professional logo as well.

1: Logo with Registered Trademark



The height of the ®, including the circle, matches the height of the top bar of the "E" in Magellan.



The height of the R within the circle matches the height of the top bar of the "E" in Magellan.

2: Unacceptable Logo Treatments



Do not use any kind of a drop shadow on the logo.



Do not use any other color than black white or blue PMS/black for the logo.



Do not use the Magellan logotype without the orbit. Always keep all elements of the logo together.



Do not use old logos no longer used by the company. The dated teal color of the logo is a weak representation of the brand.



Do not use a non-authorized typeface for the logo



Do not use any kind of "glow" to highlight the logo. If there is not enough contrast from a dark background, use a white logo.



Turn it on and go!

Do not use the logo with taglines that breach the clear space. Such taglines are not part of the logo, though they may be appropriate positioned elsewhere on the page.



Do not stretch or squeeze the logo. Size the logo proportionally.



Do not use deformed logo or change the orientation of the letters or logo

