

万络
Menlo[®]
万络国际物流

MENLO CHINESE LOGO GUIDELINES

Logo

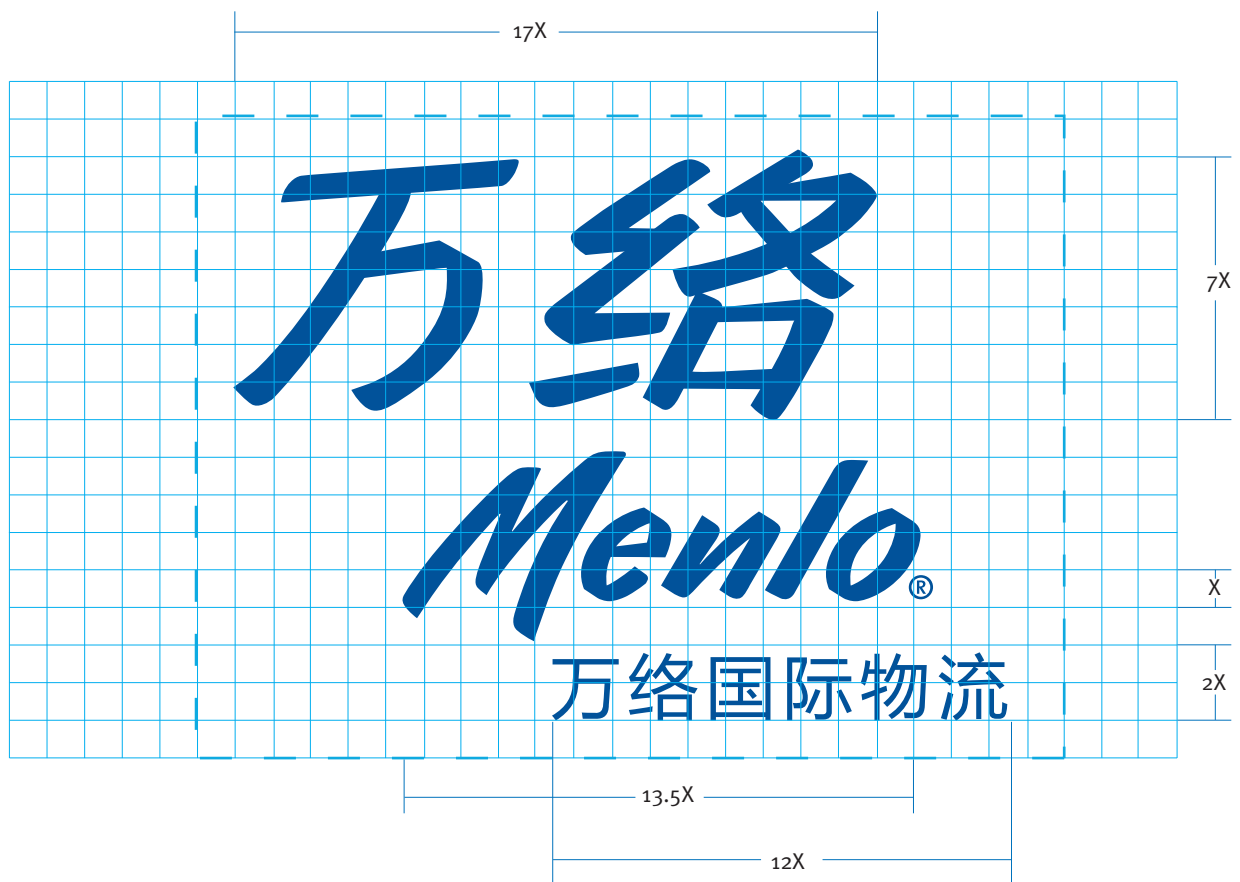
The two Chinese logotype are always used together with the Menlo logo.



The Clear Zone

Menlo's logo has been designed to make a highly legible graphic statement. A minimum "clear zone" around the logo serves to protect the company's visual identity.

The area indicated by the outer dotted line - the clear zone - must be kept free of graphics, typography, competing backgrounds or the edge of a printed piece.



Color Application Examples (correct usage)

In applying the logo in various situations, it will be necessary to make appropriate decisions regarding logo color and background colors. In general, a solid color, a photograph, or a pattern with sufficient contrast to the single color version of the Menlo logo are the best background choices.



Color Version



B&W Version



50% Gray Version



Minimum Logo Size

The minimum size recommended for the Menlo logo is 19mm in height. Reproduction of the logo in sizes smaller than 19mm reduces the logo's impact and should be avoided. Here are examples of the logos at minimum size:



Color



Pantone 287C