

MITCHELL LOGO STYLEGUIDE OVERVIEW

CORE LOGO:



4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage



Chrome: 4/c Usage



Chrome: 4/c Usage

VARIANT LOGOS:

Mitchell Electric logo has variant colors in the grey tone range. The grey tone can be used in 1/c and 4/c situations, as needed.



Graphite: 4/c and 1/c Logo Usage



Grey: 4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage



Light Grey: 4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage

COLOR USAGE:



Black



White



PMS 426C
C76, M60, Y50, K60
Greyscale: 80%K



PMS 425C
C63, M55, Y55, K28
Greyscale: 60%K



PMS 423C
C46, M38, Y38, K2
Greyscale: 38%K

Europa Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONTS:

Acumin ProCondensed Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin ProCondensed Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890