

Brother Guidelines

Material Usage

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Modifications of material provided in this Marketing library are strictly prohibited.

All registered trademarks referenced herein are the property of their respective companies.

All specifications are subject to modification without prior notice.

Visual Identity

The minimum print or on-line formats of our logos are indicated below. Our corporate logos should always be used in a horizontal position and without any distortion from their original format.

- Brother, At Your Side: 20mm (Length) or more
- Brother: 15mm (Length) or more

If printing with a CMYK process – please use the following breakdown C100 M70 Y0 K10 for 4 colour printing. This should be used for all brochures, flyers, 4 colour printing.

When printing on coated material use Pantone 661 C, when printing single colour Brother blue on uncoated material - use Pantone® 2935 U.

When using the logo for web usage, please use RGB R13 G46 B160 or WEB HTML #0D2EA00.

For text or font, HELVETICA is required for print and ARIAL is required for presentation materials.

The use of logos from this Marketing Library will require prior written approval from the marketing department of Brother Canada.