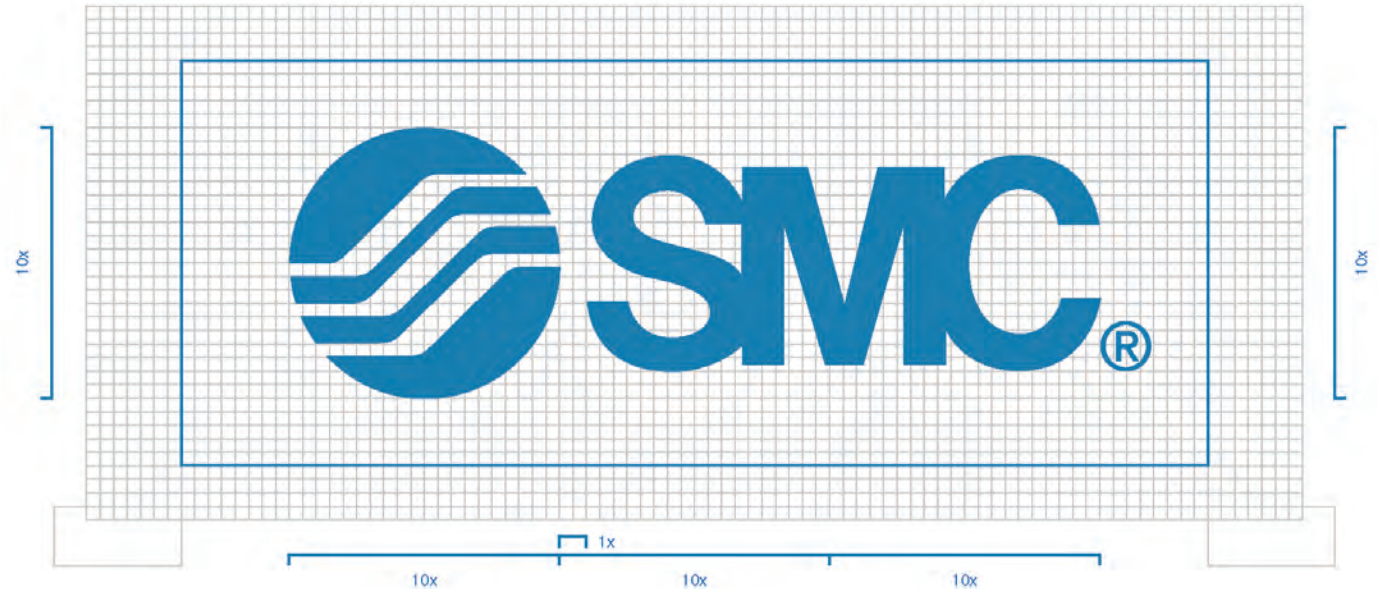# Logo construction

Detail of logo construction and protected area.

The protected zone, as detailed below, highlights the minimum distance around the logo, which should be free of text, images or diagrams.

Protected zone

The larger the free area around a logo, the more gravitas and power it generates.

We will use the SMC logo's "M" as a reference to correctly place the logo. 1/2 "M" height will be the minimum free distance around it.

Claim placement

Detail of claim location under logo

Depending on the logo's location, the claim will be aligned either to the left or right of the logo, while always maintaining the free zone already detailed taking the bottom of the letter 'M' as a reference.

When not to add the claim

The claim will go with the logo except from internal documentations and those elements where it could be repetitive as redundant (ex. catalogue's interior pages).

Do not add the claim to the logo, when the logo is smaller than 6 mm ("M" as a referrence).

Left side of page claim alignment

Logo with claim protected area (Left side)

Right side of page claim alignment

Logo with claim protected area (Right side)

Logo usage colours

Colours and backgrounds

The standard SMC logo colours used throughout the world are SMC blue and SMC black.

An alternative to these colours is silver.

The pantone colour used as corporate blue shall be 285C (Coated). For printings on matte or un-coated surfaces, equivalent ink colours 285M and 285U shall be used, respectively.

In order to provide a "blue" SMC environment, the white application of the logo on a blue background is highly recommended in catalogues and publications.

Both applications are valid and their use will depend on the photo used and the intended use of the material. Also, white on dark backgrounds will be easier to see on dark/backlighted points of application.

The colours of the SMC Corporate Design are usually used in 100%.

SMC blue
Pantone 285C

Pantone	285C
CMYK	91% Cyan; 44% Magenta
RGB	R0 / G116 / B190
Dainippon ink	DIC 183
Munsell No.	6.5PB4.5/12
RAL	5015 sky-blue
NCS	S2065-R90B
Web pantone	#0074BE

Pantone	BLACK
CMYK	100% K
RGB	R0 / G0 / B0
Tone	Min.13% - Max.80%

Dainippon Ink	DIC 621
Process colour chart	Silver 100%