

## The MADRIX® Logo:

MADRIX is a registered trademark by inoage GmbH. All rights / copyrights are held by inoage. The MADRIX® logo consists of the word mark (MADRIX), the claim (LIGHTING CONTROL), and the picture mark (green icon).



The main version has a black background, white text, and a green icon. If your overall background is black, use the main version.



The second version has a white background, black text, and a green icon. If your overall background is white, use this version.



When using the MADRIX® logo with the green colored icon, it is required to only use it on a purely white or a purely black background.

The logo has to be completely white or completely black if it used on a colored background.

Use either white or black to achieve the highest contrast between logo and background color.

## Usage:




The logo is always surrounded by a minimum clear space area on all sides (shown as gray lines), which must remain free from other elements. Do not place photos, typography, or other graphic elements inside the minimum clear space area. Allow more space whenever possible.



Minimum size requirements for the reproduction of our logo help maintain brand presence and legibility. The minimum height is 5 mm for use in printed materials and 30 pixels for digital use.

## Colors:

 **CMYK 40/0/100/0**  
**RGB 177/219/24**  
 PANTONE 375 C  
 HKS 67 (80%)

 **CMYK 30/0/0/100\***  
**RGB 0/0/0**  
 PANTONE Process Black C  
 HKS 88 (100%)

 **CMYK 0/0/0/0**  
**RGB 255/255/255**

\* Black CMYK values can vary depending on the printing service. Please ask for a rich, saturated black.

## Placing The Logo On Imagery:

Use the minimum clear space area as a guide to protect the logo from distracting elements. You can place the MADRIX® logo on a background image only if it does not affect the readability of the logo.



## Download:



Go to **www.madrix.com >**  
**Contact > Press**

Be careful when using digital files.  
 Please always use the original MADRIX files.

Please use RGB files for websites, newsletters, etc. Use CMYK files only for printing.

## Do you have any questions?

Do you have specific questions relating to the MADRIX® logo? We are always happy to help. Please contact:

**inoage GmbH**

E-mail **info@madrix.com**

Phone **+49 351 862 6869 0**