**Clear space and minimum sizing**

Our logo has been created with a specific clear space so it always stands out and isn’t compromised by any other element. A minimum size has also been defined to ensure in can be read even in smaller placements.



**MYOB logo lock-up**

Simplify success. It has a nice ring to it, don’t you think? Not only is our tagline positive and upbeat, it perfectly conveys our brand promise to clients in just two words. Simplify success says that whatever goals or ambitions a business may have, MYOB has the tools, knowledge   
and experience to help them achieve them. In fact, no one else understands the needs of business better.



**Logo usage**

The main logo should not appear more than once on a single page or screen. The logo should also be the largest of all logos (including Partner and Product) within any application. Never alter a logo file, especially to remove surrounding clear space. Do not use the logo as part of a sentence.

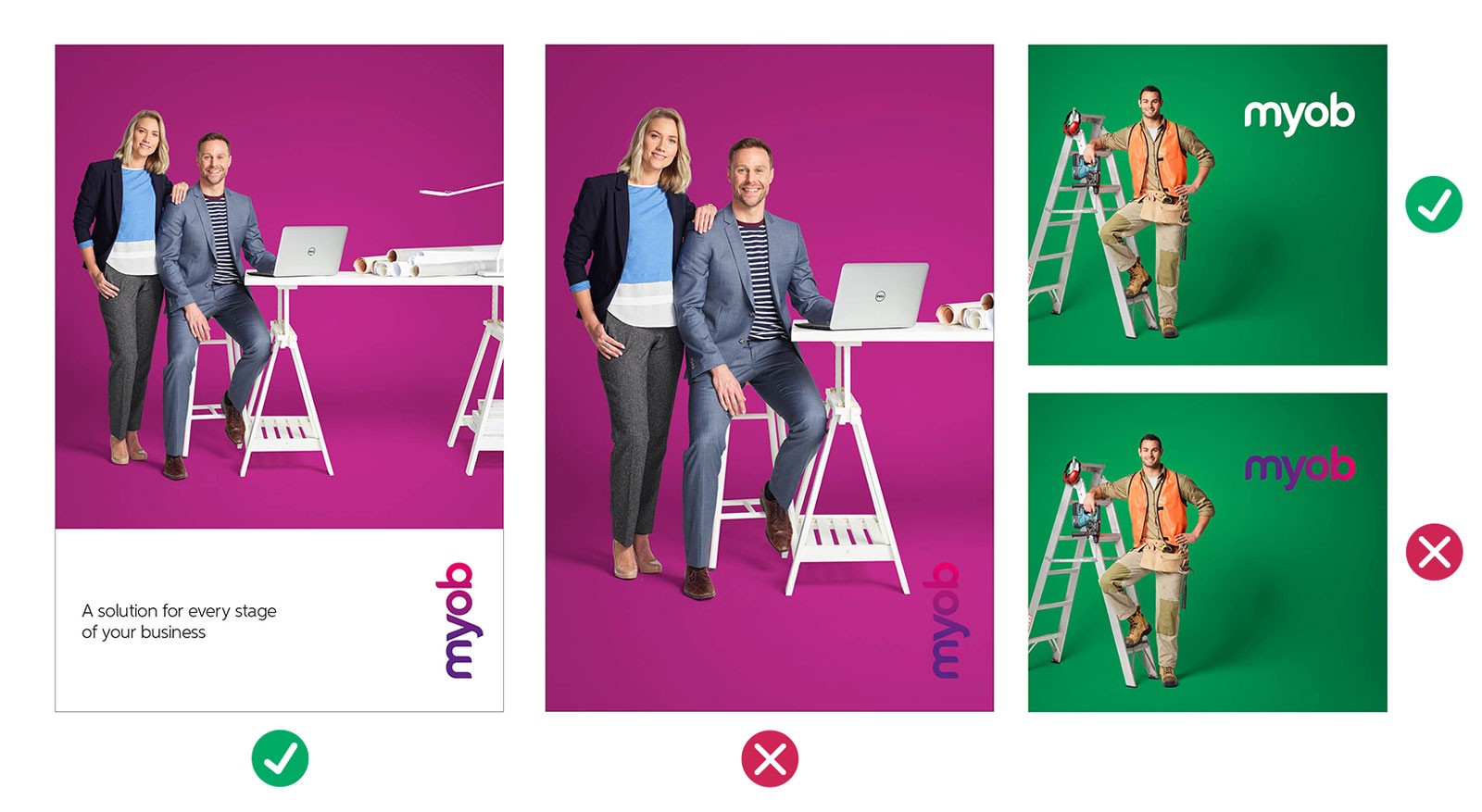


| **DO** | **DON'T** |
| --- | --- |
| The logo should always be prominent in the logo hierarchy | Stretch/distort the logo |
| Use the supplied master logo | Rotate the logo |
| Make sure the logo is legible | Change the colour of the logo |
| The master logo must appear on white background | Alternate the logo |
| Only mono or reversed versions when colour is not an option | Crop the logo |
|  | Change the opacity of the logo |
|  | Add drop shadow |
|  | Put on a patterned background |

**NOTE:** The 4 letters of the MYOB logo cannot be dismantled for graphic purposes.

**Usage with imagery**

When used over imagery the white clear space should be kept at all times and the logo anchored to the edge   
of the image.



**Positioning and placement**

Placing any element too close to the logo diminishes its importance. A boundary around the logo protects its prominence and integrity. The logo should always be set a distance from text, photos and other design elements.   
Never reduce the clear space created around any MYOB logo.

**Status logos**

Coming soon with the new Partner Program!

**Product logos**

**Usage in headings:** when typing the MYOB product name for headings, Partners must use Neutro MYOB Medium and the product name must use Neutro MYOB Light.   
**Usage in copy:** when typing the MYOB product name in a text document it must be used in the same weight as the text used in the document.









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