

# MYOB Third Party Logo Guidelines

## – Connected Accounting Practice



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The MYOB name and lozenge (or logo), represent the company and the products of MYOB Australia. MYOB is among the most recognised brand names in Australia, and is protected by copyright and trademark laws, so it is important that third parties know how to reference it correctly and consistently.

If you have been given permission to use an MYOB Third Party logo to promote your business, or in your marketing collateral, please follow the requirements in these guidelines.

### Sizing

The Third Party logo must be scaled proportionally, and may not be distorted, skewed or cropped. The minimum width permitted is 25mm.

### Example



### Clear space

It is important to keep the area surrounding the logo clean and uncluttered. The logo should be placed on a single-colour (preferably white), non-patterned background that keeps the logo edges clearly visible.

Any graphics, type, photographs, illustrations, borders or boundaries should not enter the clear space area.

Ensure that the clear space surrounding the logo is at least equal to the width of the MYOB logo. For example, if the MYOB logo's width is 10mm, there should be a minimum clear space of 10mm above, below, to the left and to the right of the logo. No text, graphics or borders should enter this clear space. A 10mm high logo would therefore be placed in the centre of a clear space with a minimum height of 30mm.



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### Colour

The simple logo design enables you to use it on a wide range of background colours within a document (although a non-patterned, white background is preferred).

The logo itself may only be printed using the following colour breakdowns:

#### Single-colour printing

For single-colour print jobs, use the following special purple: 100% PMS 2603

#### Four-colour printing

For CMYK print jobs, use the following purple breakdown:

C=71, M=100, Y=0, K=5



### Colour background

The logo also features a one colour version with a coloured background and should only be used with the following breakdowns:

#### Single-colour printing

For single-colour print jobs, use the following special purple: 100% PMS 2603

#### Four-colour printing

For CMYK print jobs, use the following purple breakdown:

C=71, M=100, Y=0, K=5



### Accessing the logo

Click on the logo below to download a complete set of logos:

