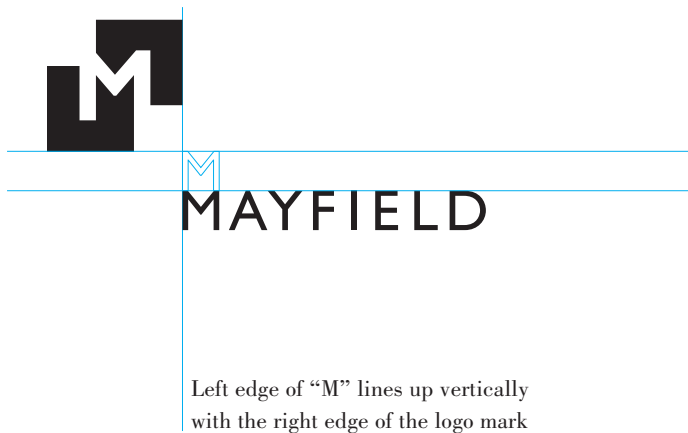# MAYFIELD LOGO
Guidelines for Usage
Revised 10/02/00

Consistent Lockup

As shown below, the relationship between the logo and the
wordmark "Mayfield" is fixed. This lockup is used in the
majority of Mayfield applications.

The distance separating the logo mark
and the "Mayfield" type is equal to the
cap height of the word "Mayfield"

Left edge of "M" lines up vertically
with the right edge of the logo mark

Other Uses

On some applications, the relationship of the logo to the
wordmark "Mayfield" may be more flexible than shown above.

A current example is the 9" x 12" folder. In this instance
we have made the logo much larger than the word "Mayfield",
in order to allow the logo to become a graphic element.

Mayfield Colors-Primary

The primary color palette for Mayfield consists of a specific
Pantone green and gray, as shown below.

Mayfield
GRAY=PMS 7530 U
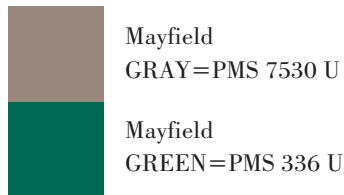
Mayfield
GREEN=PMS 336 U

Mayfield Colors-Secondary

The Secondary Color Palette for Mayfield involves the addition
of colors to represent Mayfield's speciality industries, such
as E-Commerce, Communications and Bio-tech. At this time,
no specific secondary color has been assigned to represent a
specific industry.

Mayfield
BLUE=PMS 540 U

Mayfield
YELLOW=PMS 124 U

Mayfield
PURPLE=PMS 269 U

Mayfield
RED=PMS 166 U

Other things to Consider

The "M" in the logo mark should always drop out to
whatever background color it is placed on.

For example, here are three examples of correct and
incorrect usage:

CORRECT USAGE

INCORRECT USAGE