

Mastercam®



**DYNAMIC
MOTION**

BRANDING GUIDELINES

LOGO

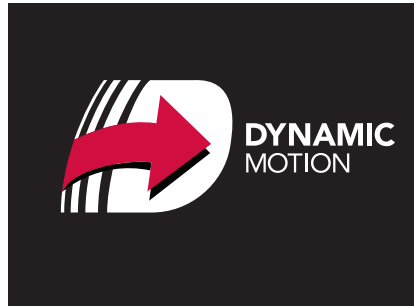
Use the logo as you see it here. Do not stretch the logo in any direction (taller or wider). Be sure to maintain the text and logo sizing relationship.



Don't place the original logo on a dark background. Use the reverse:



xWRONG



✓RIGHT



At 70% color density, the "Red D" (reverse version two) allows the logo to stand out as well.



✓RIGHT

To introduce the Dynamic Motion brand, use these combination logos:



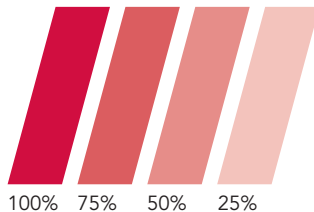
POWERED BY



COLORS

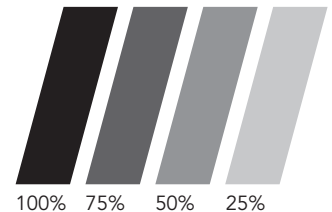
Mastercam Red

PANTONE® 193
C0 M100 Y66 K13
R209 G18 B66
RGB for Web: #CC0033



Black

C0 M0 Y0 K100
R0 G0 B0
RGB for Web: #000000



FONT: AVENIR

AVENIR BOOK

A B C D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678

AVENIR HEAVY

A B C D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678