



LOGO GUIDELINES

For External Distribution

CONTENTS

LOGO LOCK-UP	1
LOGO COLOR USE	2
LOGO MISUSE	3

MICKEY LOGO LOCK-UP

To preserve the Mickey logo legibility and visual integrity, it should always be surrounded by sufficient space. The minimum space around the logo is called the “clear space,” which is equivalent to the height measurement of the uppercase MICKEY, marked here with the green “X.” The gray “X” illustrates the clear space surrounding the entire logo. As a general rule, provide as much clear space as possible and do not allow other imagery to encroach this space. This ensures that the logo’s visual identity is clear and strong.

Logo Proportions



Logo Clear Space

The cap height of “MICKEY” is the standard height, equivalent to the green “x.” Clear space area is shown by the gray “x.”

Logo Proportions

To ensure legibility, do not reduce logo any further than a 1/2” in height.

Font Use

The recommended font for the Mickey identity system is Gotham family from Hoefler & Frere Jones.

www.typography.com

MICKEY LOGO COLOR USE



PMS #299*
OR 150G 215B†



PMS #185
250R 50G 50B

* For print use
† For digital use

MICKEY LOGO MISUSE

Here are some, but not all, incorrect uses of our logo. The logo is carefully drawn artwork, so any alteration of the logo is considered misuse. Only use approved digital artwork.



DO NOT use the logo in a manner that the right-hand angle of the large blue "M" does not bisect the "S" in "Bodies". In the correct logo, the "S" will extend beyond the line of the "M".



DO NOT typeset the wordmark



DO NOT change the relationship of components



DO NOT repositions logo components



DO NOT change the colors or shade of the logo



DO NOT skew/distort proportions of the logo