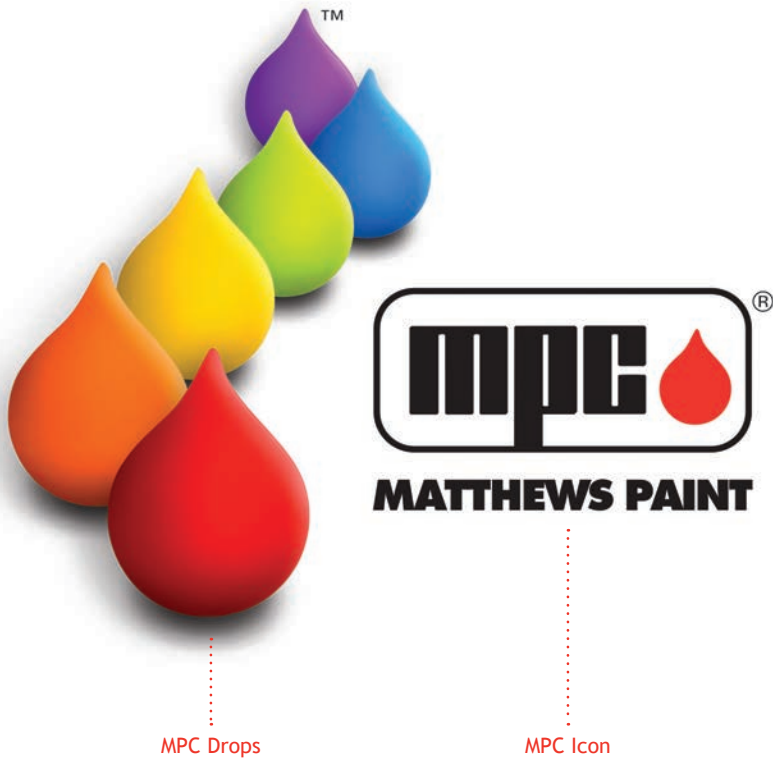




MATTHEWS PAINT

Graphic Standards Manual

Matthews Paint Logo	Page 2
MAP Ultra Low VOC Logo	Page 3
EZ Spray Logo	Page 3
Lacryl Logo	Page 4
Series20 Logo	Page 4
1-Shot Logo	Page 5
Chromatic Logo	Page 5
Sign Strip Logo	Page 6
Booth Strip Logo	Page 6
Field Master Logo	Page 7
MPC Quick Tip Logo	Page 8



MPC Drops Colors

Drops are provided in CMYK or RGB color formulas. Pantone colors are provided below for color matching purposes.

Red Pantone 186	Orange Pantone 166
Yellow Pantone 116	Green Pantone 369
Blue Pantone 300	Purple Pantone 2583

MPC Icon Colors

Red Pantone 1795	Black Pantone Black
C 0 M 93 Y 95 K 0	C 0 M 0 Y 0 K 100
R 255 G 0 B 0	R 0 G 0 B 0

Reversed MPC Icon

Reversed MPC icon is specified for use on dark backgrounds.



- Entire Matthews Paint logo consists of MPC drops and MPC icon (including “Matthews Paint” type).
- No portion of the Matthews Paint logo may be altered, omitted, enhanced or distorted in any way.
- Entire Matthews Paint logo is to be used whenever possible.
- MPC icon can be used alone in cases where color application is not available or if MPC drops are located somewhere else in the document.
- MPC drops cannot be used alone, without the presence of the MPC icon located somewhere in the document.
- Matthews Paint logo is a registered trademark of PPG Industries Ohio, Inc. Registered trademark is always to be located outside of MPC icon in the upper right corner as shown.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.

mpc PAINT DROPS DESIGN in color is a trademark of PPG Industries Ohio, Inc.
mpc MATTHEWS PAINT and Droplet and Rounded Rectangle is a registered trademark of PPG Industries Ohio, Inc.



MAP Ultra Low
VOC Drop

MAP Ultra Low
VOC Typeface

- Entire MAP Ultra Low VOC logo consists of drop and typeface.
- No portion of the MAP Ultra Low VOC logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.

MAP is a registered trademark of PPG Industries Ohio, Inc.

MAP Ultra Low VOC
Drop Colors

The MAP Ultra Low VOC drop is provided in CMYK or RGB color formulas.



MAP Ultra Low VOC
Typeface Colors

Green		Black	
Pantone 361		Pantone Black	
C	70	C	0
M	0	M	0
Y	100	Y	0
K	0	K	100
R	80	R	0
G	185	G	0
B	72	B	0

EZ Spray Logo



- No portion of the EZ Spray logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed EZ Spray logo is specified for use on dark backgrounds.

EZ SPRAY logo is a trademark of PPG Industries Ohio, Inc.

EZ Spray Logo Colors

Red		Black	
Pantone 1795		Pantone Black	
C	0	C	0
M	93	M	0
Y	95	Y	0
K	0	K	100
R	255	R	0
G	0	G	0
B	0	B	0

Reversed EZ Spray Logo





- No portion of the Lacryl logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed Lacryl logo is specified for use on dark backgrounds.

Lacryl is a registered trademark of PPG Industries Ohio, Inc.

Lacryl Logo Colors

Orange		Black	
Pantone 021		Pantone Black	
C	0	C	0
M	82	M	0
Y	100	Y	0
K	0	K	100
R	255	R	0
G	80	G	0
B	0	B	0

Reversed Lacryl Logo



Series20 Logo



- No portion of the Series20 logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed Series20 logo is specified for use on dark backgrounds.

SERIES20 is a trademark of PPG Industries Ohio, Inc.

Series20 Logo Colors

Orange		Black	
Pantone 021		Pantone Black	
C	0	C	0
M	82	M	0
Y	100	Y	0
K	0	K	100
R	255	R	0
G	80	G	0
B	0	B	0

Reversed Series20 Logo





- No portion of the 1-Shot logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed 1-Shot logo is specified for use on dark backgrounds.

1 SHOT and arrow and concentric circles designs is a registered trademark of PPG Industries Ohio, Inc.

1-Shot Logo Colors

Red		Black	
Pantone 1795		Pantone Black	
C	0	C	0
M	93	M	0
Y	95	Y	0
K	0	K	100
R	255	R	0
G	0	G	0
B	0	B	0

Reversed 1-Shot Logo



Chromatic Logo



- No portion of the Chromatic logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed Chromatic logo is specified for use on dark backgrounds.

Chromatic is a registered trademark of PPG Industries Ohio, Inc.

Chromatic Logo Colors

Black	
Pantone Black	
C	0
M	0
Y	0
K	100
R	0
G	0
B	0

Reversed Chromatic Logo



Sign Strip®

- No portion of the Sign Strip logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed Sign Strip logo is specified for use on dark backgrounds.

Sign Strip is a registered trademark of PPG Industries Ohio, Inc.

Sign Strip Logo Colors



Pantone Black

C	0
M	0
Y	0
K	100
R	0
G	0
B	0

Reversed Sign Strip Logo



Booth Strip Logo

Booth Strip®

- No portion of the Booth Strip logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.
- Reversed Booth Strip logo is specified for use on dark backgrounds.

Booth Strip is a registered trademark of PPG Industries Ohio, Inc.

Booth Strip Logo Colors



Pantone Black

C	0
M	0
Y	0
K	100
R	0
G	0
B	0

Reversed Booth Strip Logo





- No portion of the Field Master logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK, RGB, or Pantone colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.

FIELD MASTER is a trademark of PPG Industries Ohio, Inc.

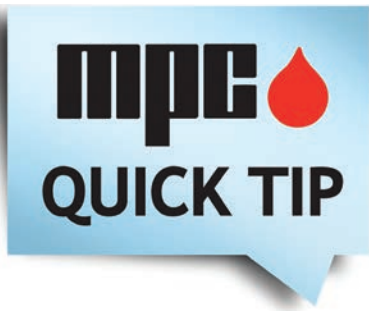
Field Master Logo Colors

Black		Orange 1	
Pantone Black		Pantone 165	
C	0	C	0
M	0	M	75
Y	0	Y	95
K	100	K	0
R	0	R	245
G	0	G	105
B	0	B	40

Orange 2		Orange 3	
Pantone 715		Pantone 7409	
C	0	C	8
M	45	M	25
Y	90	Y	100
K	0	K	0
R	245	R	245
G	140	G	175
B	45	B	30

Yellow	Green 1	Green 2	Blue 1	Blue 2	Purple 1
Pantone 101	Pantone 380	Pantone 7489	Pantone 639	Pantone 7455	Pantone 7680
C 8	C 22	C 65	C 80	C 85	C 90
M 0	M 0	M 8	M 30	M 65	M 100
Y 85	Y 95	Y 100	Y 5	Y 5	Y 10
K 0	K 0	K 0	K 0	K 0	K 0
R 245	R 220	R 115	R 0	R 60	R 85
G 230	G 225	G 170	G 150	G 95	G 50
B 70	B 70	B 80	B 200	B 170	B 120

Purple 2	Purple 3	Red
Pantone 7662	Pantone 7434	Pantone 485
C 65	C 30	C 0
M 90	M 95	M 100
Y 15	Y 55	Y 100
K 0	K 10	K 0
R 125	R 160	R 225
G 65	G 50	G 40
B 130	B 90	B 40



- No portion of the MPC Quick Tip logo may be altered, omitted, enhanced or distorted in any way.
- Logo must be in used in approved CMYK and RGB colors only. Color substitution is not allowed.
- Backgrounds must not interfere with the visibility of the logo.
- Other design elements or text must not touch any portion of the logo.

MPC Quick Tip Logo Colors

Red		Black	
C	0	C	0
M	93	M	0
Y	95	Y	0
K	0	K	100
-----		-----	
R	255	R	0
G	0	G	0
B	0	B	0
Medium Cyan		Light Cyan	
C	50	C	20
M	0	M	0
Y	0	Y	0
K	0	K	0
-----		-----	
R	134	R	217
G	190	G	238
B	217	B	250