



MYOB  
LOGO USAGE GUIDE

## The MYOB logo

The MYOB name and logo represent the MYOB business. MYOB is a valuable brand name and is protected by copyright and trademark laws, so it's important that everyone at MYOB knows how to reference it correctly and consistently.

Use of the MYOB logo itself, as shown here, is exclusively limited to MYOB, and may not be used by any company other than MYOB. However, there are a number of groups we grant permission to use specific MYOB logos in certain situations, please refer to page 6.

**NOTE:** The logos used within this document are low resolution and intended for viewing on screen only. They must not be extracted, copied or used in any other way. Please email the MYOB Marketing Services team at [MYOBANZ-MarketingServicesEnquiries@myob.com](mailto:MYOBANZ-MarketingServicesEnquiries@myob.com) to be supplied with original logos to suit your requirements.



## Logo sizing

The MYOB logo must be scaled proportionally and may not be distorted, skewed or cropped. The minimum width permitted is 20mm when printed or 50 pixels for digital use.



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Print minimum size



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Digital minimum size



## Colour usage

Our primary logo is vibrant, purple and easily recognisable. There are three variations:

### Purple

**Black to be used only on black and white documents**

**White in reverse.**

The colour guidelines in this section outline both print and digital use. The appearance of the logo in print and on-screen must always be consistent, so the correct colours must always be used for both.

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

**The MYOB logo must never be printed or reproduced in any other colour other than what is shown here.**

### Purple logo



### For print

1 colour PMS 2603  
4 colour C71 M100 Y0 K5

### For digital use

RGB R92 G36 B123

### Black logo



### For print

100% Black

### For digital use

RGB R0 G0 B0

## Logo clear space

Clear space is an integral part of the MYOB logo, so keep the area surrounding the logo clear and uncluttered. Graphics, type, photographs, illustrations, borders and boundaries should not enter the clear space area.

A minimum clear space equal to half the height of the MYOB logo should be left all around the logo to ensure that the logo is not crowded too close to other text or graphical elements, a border surrounding the logo, or the edge of a page.

For example, if the MYOB logo appears at 20mm high, then there should be a minimum clear space of 10mm both above and below and to the left and right of the logo which is clear of any other text, logos, graphics, or borders. A 20mm high logo should, therefore, be in the centre of a clear space with a minimum height of 40mm.



## The tagline

The primary purpose of the tagline is to create a memorable phrase that sums up the tone and promise of the MYOB brand. Typically this tagline is used in marketing material and advertising.

A specific MYOB logo including the tagline as shown above has been developed.

To ensure consistency with the use of the MYOB logo and tagline, there are only 2 colour variations which should be used the majority of times.

### **50% black**

#### **Reversed (white) on a solid background**

In some instances the tagline colour can be changed to complement the colour palette of photography used within marketing and advertising campaigns. To ensure correct use that also complements the MYOB logo, these instances should be created in consultation with Marketing Services. Please email the MYOB Marketing Services team at [MYOBANZ-MarketingServicesEnquiries@myob.com](mailto:MYOBANZ-MarketingServicesEnquiries@myob.com) if you have any questions.

The tagline should always appear angled over the bottom right hand corner of the MYOB logo and not be repositioned. The tagline can only appear separated from the MYOB logo in certain instances such as positioned in the footer of a communications such as an email when the MYOB logo appears at the top of the communication in the header.



## Who can use the logo

There are a number of groups granted permission to use the MYOB logo in certain situations:

**MYOB team members and approved suppliers  
(such as advertising agencies)**

**MYOB Authorised Resellers**

**Publishers of MYOB product related materials**

**MYOB Accredited Trainers**

**Business partners (joint venture partners with MYOB)**

Whenever permission is granted to use the MYOB logo, it must only be used in accordance with any guidelines provided by MYOB, such as those detailed in this document. However, the guidelines and rules described in this document apply to everyone (not just the groups listed above). Permission must always be granted for the use of the MYOB logo.

There are a number of accredited groups who have specific Third Party MYOB logos developed for their use. Separate logo guidelines are available for these Third Party MYOB logos. Please refer to these guidelines for correct use of these logos.

You may, from time to time, see examples of logo use which appear to contradict the guidelines given in this document. These examples may be exceptional cases or may have been produced without MYOB approval, so you should not use them as a source of guidance. The only appropriate source of guidance on using any MYOB logo is the MYOB Logo Usage Guidelines (this document) or instructions specific to your own case as directed by MYOB.

If you detect improper use of MYOB trademarks and images by external parties, please advise the MYOB Marketing Services team at [MYOBANZ-MarketingServicesEnquiries@myob.com](mailto:MYOBANZ-MarketingServicesEnquiries@myob.com)

## General rules

A consistent brand identity will be achieved when the correct MYOB logo is used in every situation. As such, the following guidelines must be observed when using an MYOB logo on any communication or promotional material.

External parties who wish to use any of the MYOB logos in any way must adhere to the following rules and restrictions:

- > Seek permission to use the MYOB logo before finalising any advertising or promotional material
- > If permission is granted to use an MYOB logo, then follow the instructions and guidelines, as described in this MYOB logo usage guide
- > Drafts or proofs of any material displaying an MYOB logo must be provided to MYOB on request
- > Logos provided for a specific purpose must not be used for any other purpose without further authorisation
- > Use only an appropriate logo as supplied by MYOB and not other likenesses or facsimiles of it (for example, do not scan an MYOB logo from an existing piece of printed material, or download any logos from the MYOB website)
- > Do not attempt to recreate, redraw or alter any MYOB logo
- > Do not attempt to reproduce or simulate any MYOB logo by using a similar font
- > The MYOB logo should appear only once on any surface or page of advertising
- > Use only one version of the logo on any piece of material (do not use both the colour and black and white version on the same item)
- > The MYOB logos must always appear with the appropriate registered trademark symbol
- > MYOB Third Party logos (such as the MYOB Certified Consultant logo or MYOB Authorised Reseller logo) may only be used by the individuals or groups who are entitled to use them, and then only in ways approved by MYOB, as described in the appropriate logo in the guidelines document
- > No logos used as a border or background pattern around or behind text or headings
- > No multiple logos on any one surface or page
- > No logos used to replace the term “MYOB” in titles or text
- > No logos used as bullets in text
- > No logos at sizes smaller than 25mm width when printed or 50 pixels in width when used in electronic
- > No alteration of logo colours
- > No solid logos in any colour other than PMS 2603, black or white
- > No logos on low contrast or heavily textured backgrounds
- > No slogans or taglines added close to logos other than the approved MYOB taglines - see page 5
- > No type or graphics laid over the logo

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## Different file formats

All MYOB logos are available in a number of different electronic file formats which are suitable for use in different situations. A logo provided for one specific purpose may not be suitable for different uses in the future, so you should make sure you are using the correct version of the logo each time.

For the best possible results you should find out which file format is best for the application you, your designer, or your printer is using to produce your material. If the file format you require has not been supplied, please contact MYOB Marketing Services for the correct file.

You **must not download logos from the MYOB website** for use in your own printed material. These logos are low resolution and intended for on-screen use only. They are not suitable for printing purposes and will give unsatisfactory results in the finished printed product.

### WHICH FORMAT IS APPROPRIATE FOR YOU?

#### Desktop Publishers and Designers

**EPS** files are usually required by Desktop Publishers and Designers for material which is going to be professionally printed. EPS formats of the MYOB logo are supplied in all colour combinations for printing (B&W, 1 colour, CMYK). They are Vector format and are fully scalable, which means you can enlarge or reduce in size without loss of quality.

#### Word processing and desktop publishing

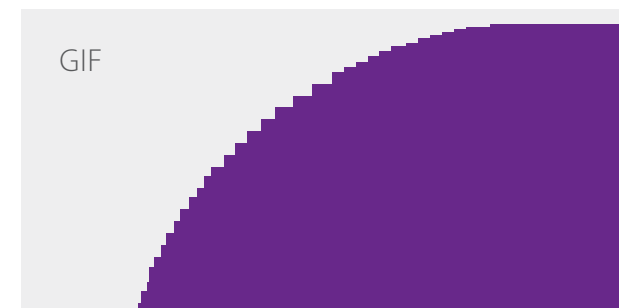
**TIFF** files can be used in Word Processing and Desktop Publishing applications. When using TIFF files you will only be able to view them on screen if you have TIFF filters loaded in the software you are using. Colour TIFF formats of the MYOB logo are supplied in CMYK for full-colour printing. They are 300dpi for high resolution printing. They can be reduced in size, but should not be enlarged as this will reduce the resolution and result in a loss of quality.

#### Electronic media

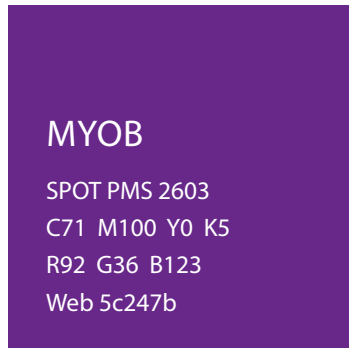
**JPEG** and **GIF** files are often used for electronic uses such as websites. These are usually lower quality than EPS or TIFF and are often not good enough for print purposes. The colour JPEG and GIF formats of the MYOB logos supplied are in RGB colour format for electronic use only and are low resolution (72dpi).

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**Examples show smooth edges of an EPS (Vector) file against the pixelated edges of a TIF (raster) file when logo is scaled up larger than the original file size.**



## MYOB colour palette



PRIMARY  
COLOUR



SECONDARY  
COLOURS

MYOB