

BRAND GUIDELINES

MACGREGOR INDUSTRIAL SUPPLIES

PRIMARY LOGO

Our Main logo should be used whenever possible to protect and enhance the brand



SECONDARY LOGOS

Our alternative logos should only be used when necessary
i.e. on a blue/red/dark background or where space dictates



Should be used as a shorter version of our logo where our full brand has already been established.

White logo should be used when against darker or multicolour images.



INCORRECT USAGE

- Do not reverse the logo
- Do not apply colours
- Do not rotate, distort, or skew the logo
- Do not stretch the logo in any way
- Do not change the arrangement of the logo



ALTERNATIVE LOGOS

MII MACGREGOR
Forest and Groundcare

MII MACGREGOR
Trailers & Fencing

MII MACGREGOR
Hygiene & Catering

MII MACGREGOR
Washroom Services

MII MACGREGOR
SCHOOLWEAR

MII MACGREGOR
Charity Committee

MII MACGREGOR
Industrial Supplies

INCORPORATING **Balgownie**

RELATED LOGOS



HIGHLAND LOCKSMITHS
& SECURITY SYSTEMS



MACGREGOR
PROPERTIES



LOGO POSITIONING

Logo should always be in our Pantone Colours or the White Alternative



Width of the border should always be at least half of the width of the M



PRIMARY BRAND COLOURS

MIS brand colours that represent the MIS brand identity across various mediums including logos, marketing materials and digital assets.

MacGregor Industrial Supplies



100% PANTONE 280 C

HexCode = #00247D
RGB: 0, 36, 125
CMYK: 100, 71, 0, 51
HSL: 223, 100%, 25%



100% PANTONE 185 C

HexCode = #E4002B
RGB: 228, 0, 43
CMYK: 0, 100, 81, 11
HSL: 349, 100%, 45%



100% PANTONE 246 C

HexCode = #262728
RGB: 38, 39, 40
CMYK: 5, 2, 0, 84
HSL: 210, 5%, 15%

Forest & Groundcare

Primary Colours

Main colours associated with MIS F&G, used in the logo and prominently throughout marketing material.



100% PANTONE 355 C

HexCode = #009437
RGB: 0, 148, 55
CMYK: 100, 0, 63, 42
HSL: 142, 100%, 29%



100% PANTONE 246 C

HexCode = #262728
RGB: 38, 39, 40
CMYK: 5, 2, 0, 84
HSL: 210, 5%, 15%

Secondary Colour

Accent colour used sparingly throughout marketing materials to highlight and differentiate.



100% PANTONE 165 C

HexCode = #E95821
RGB: 233, 88, 33
CMYK: 0, 62, 86, 9
HSL: 17, 86%, 52%

PRIMARY FONTS FOR ADVERTISEMENT

The following are acceptable font families and how/ when they are used.

HEADER FONTS FOR ADVERTS

SUBTITLE FONTS FOR ADVERTS

Body text for adverts

AVANT GARDE LT MEDIUM

SWIS721 BT (Bold)

SWIS721 BT (Roman, Normal)

Where fonts are not available **Arial** is acceptable.

BRAND TONE OF VOICE

General

MacGregor Industrial Supplies tone of voice is **professional**, **dependable**, and **straightforward**.

It emphasises expertise, reliability, and a commitment to serving industrial needs, particularly in the North of Scotland. Our communication conveys trustworthiness, with a focus on high-quality service, product knowledge, and support across various industrial sectors.

Social Media

MIS uses a **professional**, **informative**, and **approachable** tone on our social media content.

Our posts are focused on highlighting our product offerings, services, and promotions in the industrial and trade sectors. The tone balances authority with accessibility, emphasising reliability, quality, and expertise.

EMPTY BORDER
1/2 WIDTH OF THE M

PRIMARY LOGO
FULL COLOUR ON WHITE BACKGROUND

HEADER/TITLE
AVANT GARDE LT MEDIUM

SUBTITLES
SWIS721 BT (Bold)

BODY
SWIS721 BT

MACGREGOR
Forest and Groundcare

AGRI CULTURE

Scan Me..

ELECTRIC BIKES
FOR MORE INFORMATION
SCAN CODE

ATV'S AVAILABLE
FROM MACGREGOR INDUSTRIAL SUPPLIES

INVERNESS: 15-17 Henderson Road,
Longman Industrial Estate, Inverness,
IV1 1SN, tel. 01463 717 999

ELGIN: 16-18 Perimeter Road,
Pinefield Industrial Estate, Elgin,
IV30 6AF, tel. 01343 514 424

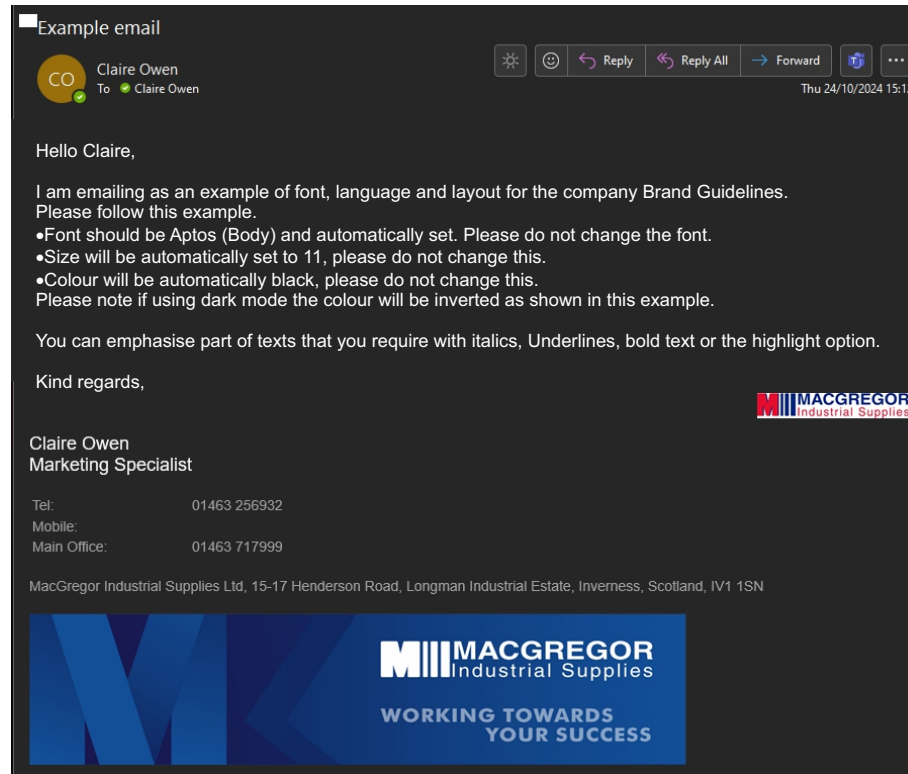
ABERDEEN: Hareness Road,
Altens Industrial Estate, Aberdeen,
AB12 3LE, tel. 01224 896 406

sales@macgregorindustrial.co.uk

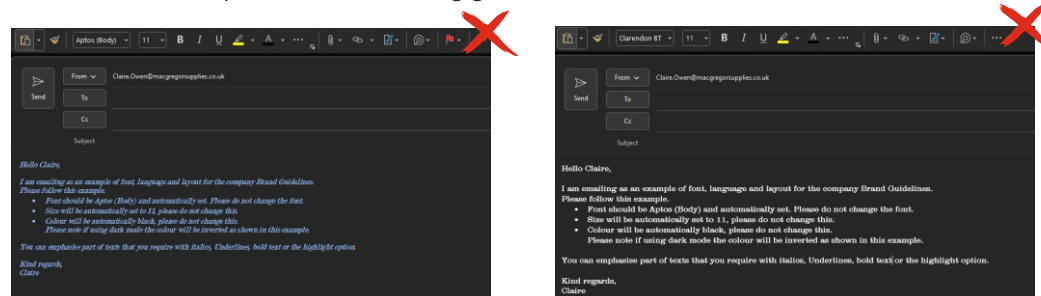
www.macgregorindustrial.co.uk

COMPANY EMAILS

All company emails, external and internal should follow company guidelines
See below for example email following guidelines



See below for example email not following guidelines



EMAIL SIGNATURE

All company employees will have an email signature allocated to them that follow the company brand guidelines. **Please do not add your own!**
This will double the email signature you have been issued with and we will be unable to update it from the server.

Please see the below example of your automatic Signature.

If any information is incorrect in your email signature please email IT to resolve.



This e-mail and any files transmitted with it, including replies and forwarded copies (which may contain alterations) subsequently transmitted from the Company, are confidential and solely for the use of the intended recipient. If you are not the intended recipient of this transmission, please be advised that you have received it in error and that any use is strictly prohibited. If you have received this e-mail in error please notify the sender. Also any views or opinions presented in this email are solely those of Claire Owen and do not necessarily represent those of Macgregor Industrial Supplies.

COMPANY DISCLAIMER
DEPENDANT ON BRANCH