



Back to Mac Mark | Brand Standard and Use Case Scenarios

**BRIGHTER
WORLD**

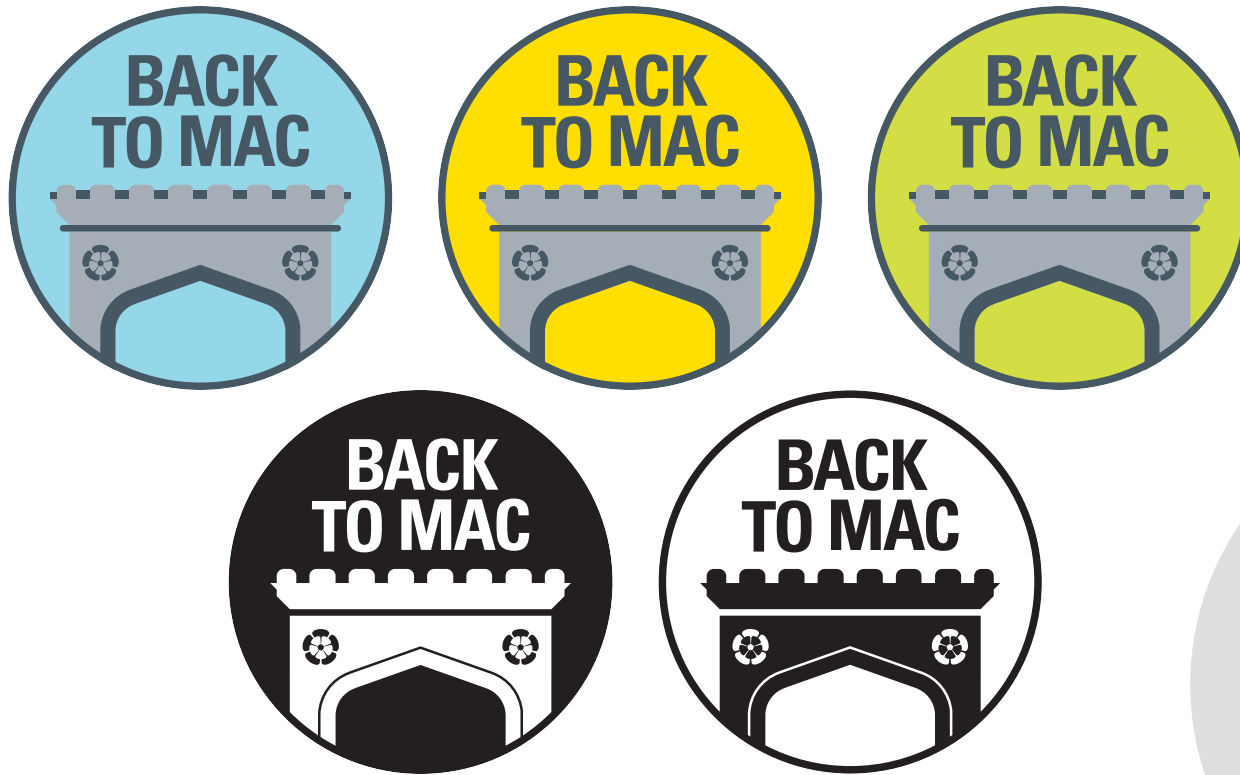


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- 1. Use of 'Back to Mac' mark with the McMaster logo:** The 'Back to Mac' mark is not part of the brand standards tiered logo structure for faculties and administrative office logos. This means that the mark will not be locked up with the McMaster logo. However, the McMaster logo must be visible and placed within the creative or communication. **The 'Back to Mac' mark cannot be used without the McMaster logo in its vicinity but should not be locked up together.**
- 2. 'Back to Mac' heritage mark:** For communications to community members, such as at a Town Hall, addressing the entire McMaster community through official social media channels, posters, online events and other materials, it is recommended that the below mark leveraging the McMaster heritage colours, be used. Alternatively, a black and white or one colour white mark should also be used. Similar to the 'Back to Mac' mark, the 'Back to Mac' heritage mark must have the McMaster logo visible somewhere within the creative.



- 3. Brighter World 'Back to Mac' mark:** An alternative 'Back to Mac' mark uses a more causal, lighter, positive tone which plays nicely with the use of the Brighter World secondary colour pallet. The black and white or one colour white mark may also be used. It is recommended that the Brighter World 'Back to Mac' mark be used primarily for fun, student and alumni communications, events and other return to McMaster activities or experiences including via social media accounts.



Back to Mac' assets:

Assets can be found on the Brand Standards Resource Library [here](#).