The MXL logo is a trademark of MXL Microphones belonging to Marshall Electronics. The MXL logo may be used to promote the MXL brand and/or products through online and printed promotional material. The following guidelines should be strictly followed.

The MXL logo may be used independently of the slogan.

1. Color

The standard color combination is a white logo on a black background. The white logo can be used on any background that provides adequate contrast for the logo and slogan to be legible. The MXL logo can be black if placed on a white or light colored background. The logo and slogan should always be the same color when used together.

2. Design

The MXL logo should always appear in the proportions outlined below. It should never be stretched, distorted, tilted or rotated.
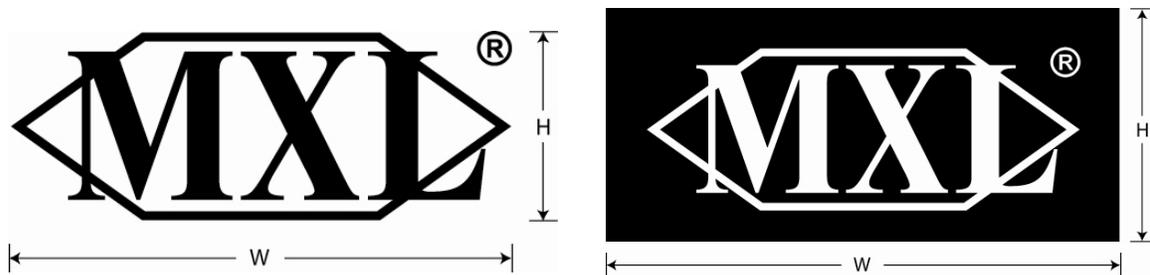
The MXL logo and slogan should always be sized large enough as to be legible.

The MXL logo should not be cropped so that only part of it shows. It must be displayed in its entirety.

The ® symbol must always appear in the upper right and remain in the same proportion.

The font used for the slogan "Where Great Recordings Begin" is Helvetica Neue 45 Light. This font should be used any time the slogan appears with the logo. The first letter of each word should always be capitalized. No punctuation is used.

Do not alter typography. Do not add shading, strokes, gradients, or any effect to the logo that could compromise legibility.

3. Spacing

A space equal to the distance between the left point of the hexagon and the first vertical line of the M should surround the logo on all sides. No other images or text should be included inside this space. If the slogan is used with the logo, the blank space should start at the edges of the slogan. The logo and slogan should not overlap images that could interfere with legibility.

4. Incorrect usage of logo

This is not intended to be a complete list of improper usages. Follow all guidelines.

Do not angle logo.

Do not use different background color inside logo.

Do not shrink or stretch logo.

Do not remove ® symbol.

Do not use a font other than Helvetica Neue 45 Light for slogan.

Do not apply a shadow to the logo.

Do not apply a stroke.

Do not apply a pattern.

Do not apply a gradient.

Do not distort logo.

Do not apply a bevel.

Do not apply metallic finishes.