MICKEY LOGO LOCK-UP

To preserve the Mickey logo legibility and visual integrity, it should always be surrounded by sufficient space. The minimum space around the logo is called the “clear space,” which is equivalent to the height measurement of the uppercase MICKEY, marked here with the green “X.” The gray “X” illustrates the clear space surrounding the entire logo. As a general rule, provide as much clear space as possible and do not allow other imagery to encroach this space. This ensures that the logo’s visual identity is clear and strong.

Logo Proportions

Logo Clear Space
The cap height of “MICKEY” is the standard height, equivalent to the green “X.” Clear space area is shown by the gray “X.”

Logo Proportions
To ensure legibility, do not reduce logo any further than a 1/2” in height.

Font Use
The recommended font for the Mickey identity system is Gotham family from Heofler & Frere Jones.
www.typography.com
MICKEY LOGO COLOR USE

**PMS #299**

OR **150G 215B**

**PMS #185**

250R 50G 50B

* For print use
† For digital use
Here are some, but not all, incorrect uses of our logo. The logo is carefully drawn artwork, so any alteration of the logo is considered misuse. Only use approved digital artwork.

**DO NOT** use the logo in a manner that the right-hand angle of the large blue “M” does not bisect the “S” in “Bodies”. In the correct logo, the “S” will extend beyond the line of the “M”.

**DO NOT** typeset the wordmark

**DO NOT** change the relationship of components

**DO NOT** repositions logo components

**DO NOT** change the colors or shade of the logo

**DO NOT** skew/distort proportions of the logo