

MACRON BRAND BOOK

Macron:

[màcron] company name

The company's name derives from the Greek prefix "μακρο" (makro), the first element of compound words, in which it holds the meaning of "large".

The word was adapted to "MACRON", contrary to the unit of measurement "micron", to convey an idea of great magnitude.

It is pronounced with an accent on the letter A.



SCAN THE QR CODE
AND DISCOVER MORE
ABOUT **MACRON**



WE BELIEVE IN UNIQUENESS

Hopes and victories, but also disappointments and defeats. The emotions of each season are inextricably linked to the kits worn on the pitch, which become the concrete and tangible embodiment of the bond between the club, players and fans.

This is why we strongly believe that every shirt should be entirely unique. Through constant dialogue and a bespoke approach, we create original concepts to represent the identity of each club, each time in an innovative way.

In every Home, Away and, even more Third jersey, we express all our creativity, offering extensive possibilities to customise every component and feature in each and every kit.

BOLOGNA, THE CORE OF OUR ITALIAN STYLE

This is where 'all the magic happens'. Every jersey, every accessory, and every detail of every Macron product are conceived, designed and developed entirely within our Bologna Headquarters, and are strongly influenced by this city.

Bologna thrives on wellness, culture, and sports and it is a constant source of inspiration and creativity for everyone who lives and works here every day.

The 'Designed in Bologna' label on each of our products is a certificate of quality and authenticity, as well as a celebration of the Italian identity that is deeply rooted in each of our projects that we are proud to spread worldwide.

RESPECT THE PLANET, IT'S WHERE WE PLAY

Our commitment to sustainability translates into a virtuous approach that involves every aspect of our work, from our Headquarters to the production of technical sportswear.

All professional club kits are made from Eco Fabrics, obtained from 100% recycled plastics and fully recyclable. The sport socks are derived entirely from the recovery of textile waste.

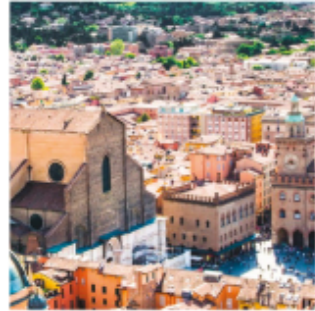
This is a conscious choice that allows us to reduce our impact on the environment, but does not affect the quality and performance of product designed for the highest level of each sport. And this also has an impact on sustainability.

DETAILS MAKE PERFECTION, PERFECTION IS NOT A DETAIL

We believe that the value of our products can be measured by the precision, accuracy and care we put into every detail of our work.

We are constantly researching and developing innovative materials and techniques that can best combine the need for functionality and performance at the highest levels of each sport, with the modern, creative style that characterises the design of our products.

In this process, we rely on the support and feedback of athletes from every sport, from grassroots to pro, enabling us to continuously improve the efficiency of our products and set the bar higher and higher.



Macron is founded in Bologna and starts its business as the exclusive Italian distributor of baseball equipment on behalf of MacGregor USA and other American baseball brands.

1971



Macron's adventure in professional football begins with the first sponsorship of a top-level club: Bologna FC 1909. From that moment, the Macron brand is seen on the jerseys of numerous professional teams.

2001



Macron changes course: new management officially takes office and appoints Gianluca Pavanello as the new CEO, opening a season of growth that is still ongoing.

2004



The Macron Store project is launched: a unique outlet displaying the full range of Macron products, from teamwear to accessories, from merchandising to leisurewear. Macron also opens its Official Online Shop to bring supporters closer to their teams.

2010



Macron signs its first technical sponsorship contract with a national team, Scottish Rugby Union, confirming itself as a leader in rugby.

2013



Macron becomes the official kit provider of Canadian Premier League (CPL), beginning with the 2019 season. "A new Hero is born", Macron presents the restyling of its logo, which contains a new icon: the Macron Hero, with a more modern, sharper and determined character.

2018



Macron moves into its new Headquarters, built with a focus on innovation, efficiency and environmental sustainability. The new site combines all operations into one single distribution centre. Launch of Macron 4 The Planet: initiatives and best practices to sustain the environment. Start of the partnership with the Welsh Rugby Union.

2020

OUR STORY



2001 - 2004



2004 - 2012



2012 - 2016



2016 - 2018



2019

HERO

EVOLUTION
OF THE
MACRON GLYPH

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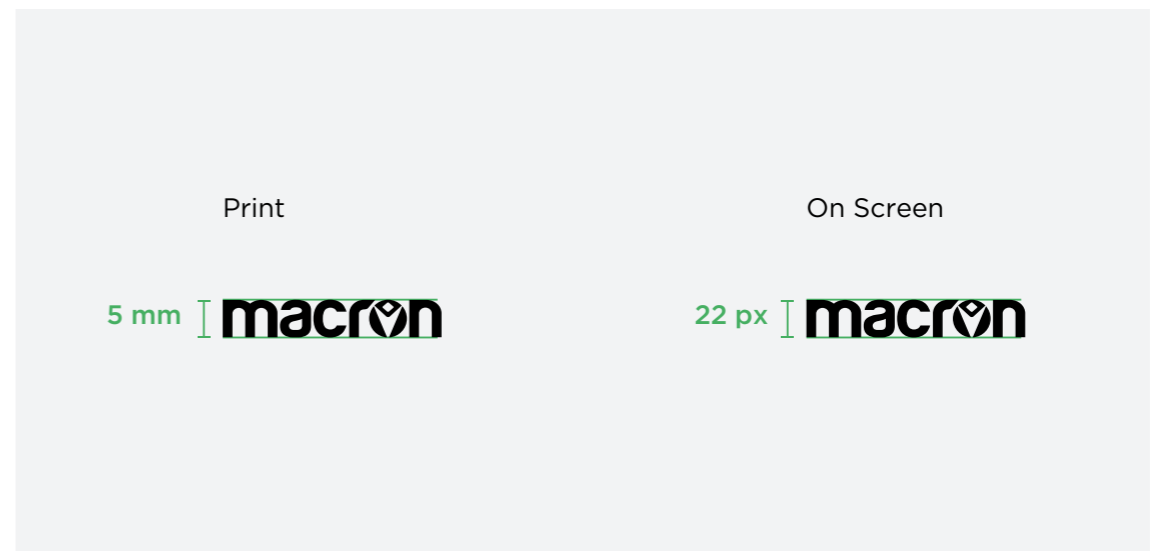
Third Parties 33



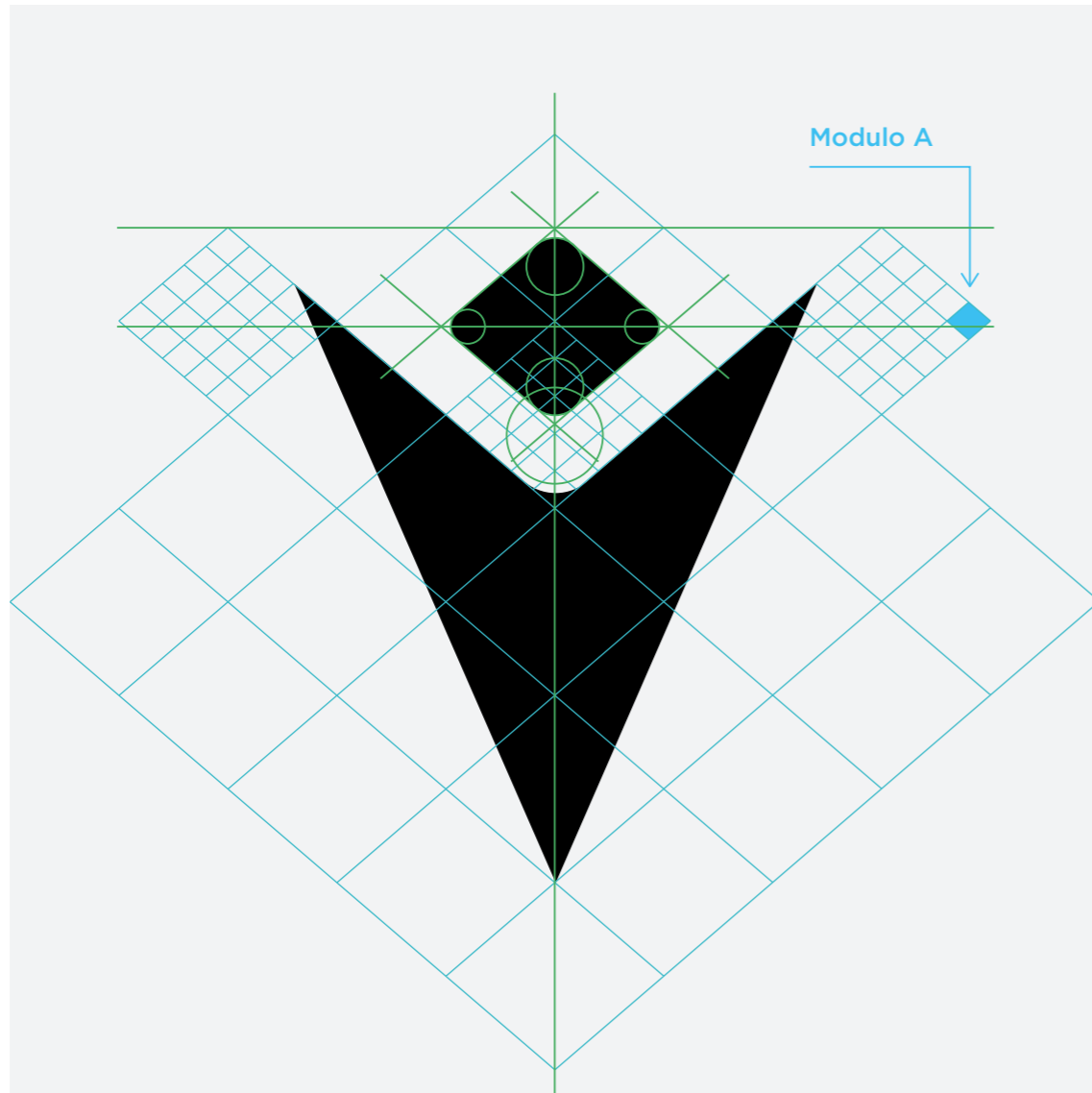
Clear space - Be sure to maintain a sufficient amount of clear space around the logo to maintain its integrity. The diagram below illustrates the minimum amount of clear space around the logo.



Minimum Size - To maintain legibility, the Logo should have a height of no less than 5 mm when used in print and 22 px when used on screen.



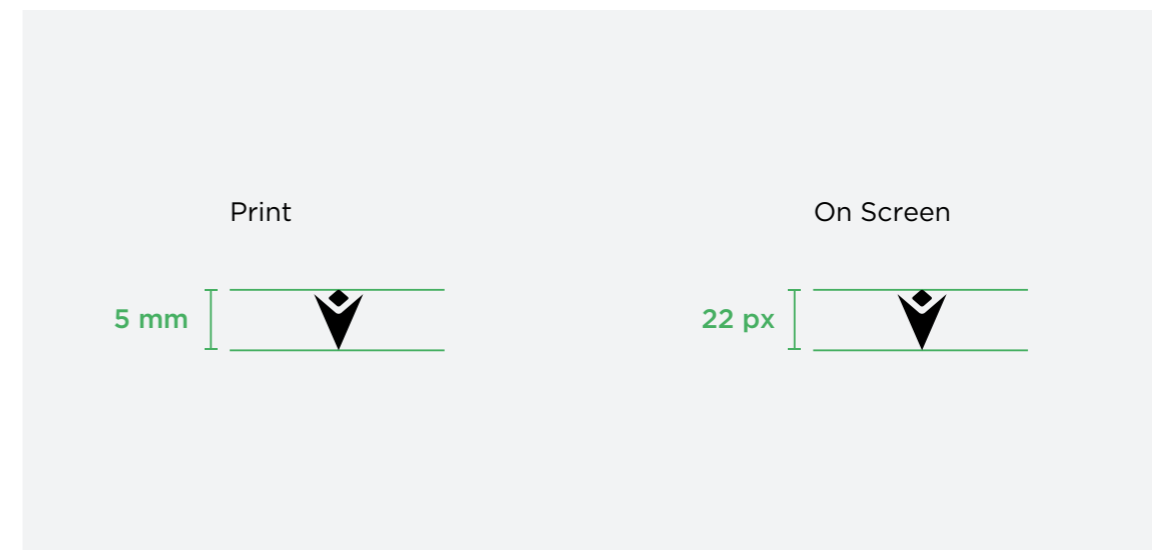
The Macron Hero Glyph represents a person who raises his/her arms, rejoicing over a personal goal achieved. It expresses victory, dynamism, and boundless potential of sports in a simple yet unique design.



Clear space - Be sure to maintain a sufficient amount of clear space around the logo to maintain its integrity. The diagram below illustrates the minimum amount of clear space around the logo.

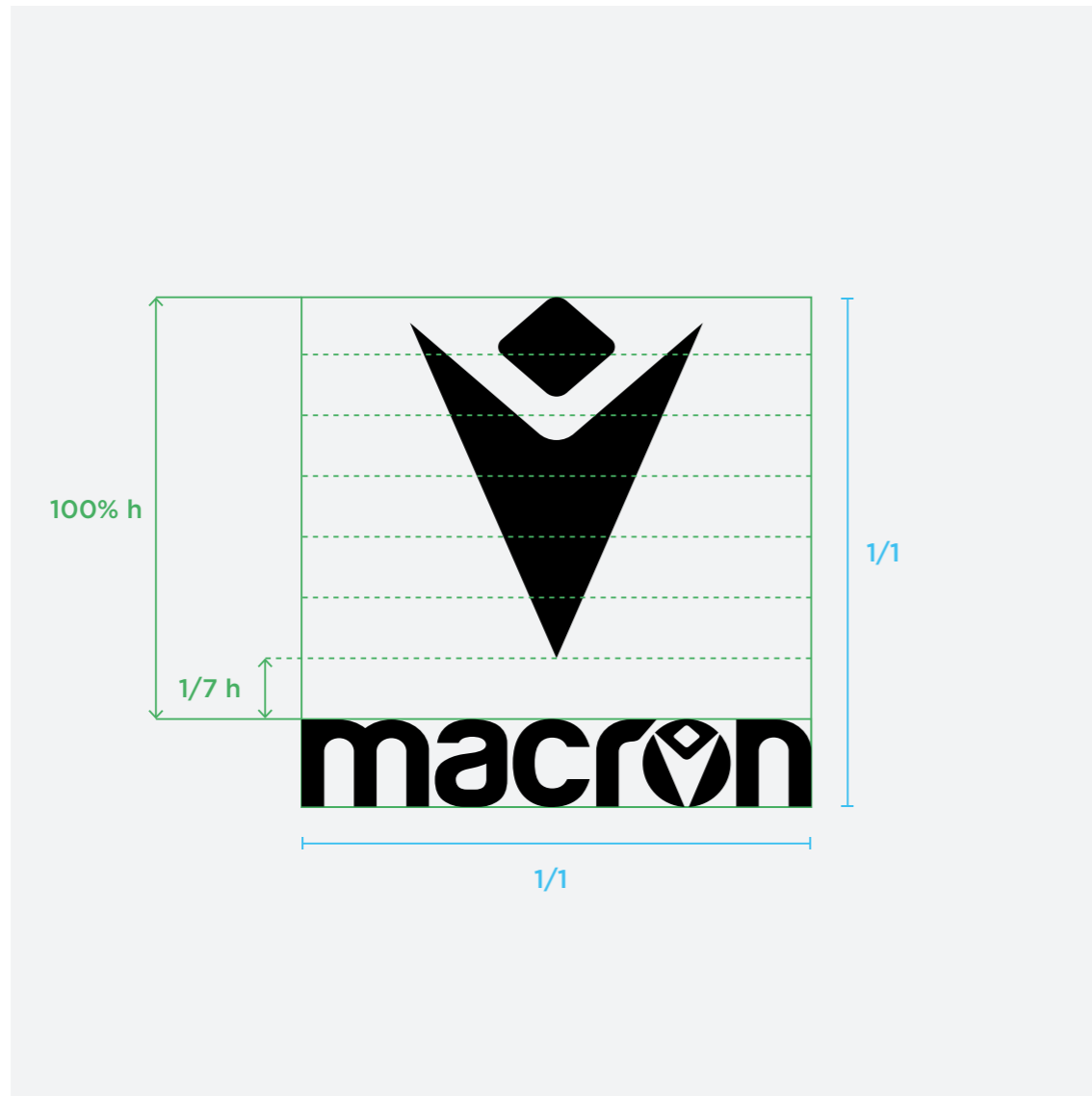


Minimum Size - To maintain legibility, the Logo should have a height of no less than 5 mm when used in print and 22 px when used on screen.



Logos Combination - Vertical version

The Macron Woodmark + Hero Glyph logo.
It should be used in vertical layouts.



- To maintain legibility, the Logo should have a

Clear space - Be sure to maintain a sufficient amount of clear space around the logo to maintain its integrity. The diagram below illustrates the minimum amount of clear space around the logo.



Minimum Size - To maintain legibility, the Logo should have a height of no less than 20 mm when used in print and 50 px when used on screen.



Logos Combination - Horizontal version

The Macron Woodmark + Hero Glyph logo.
It should be used in horizontal layouts.



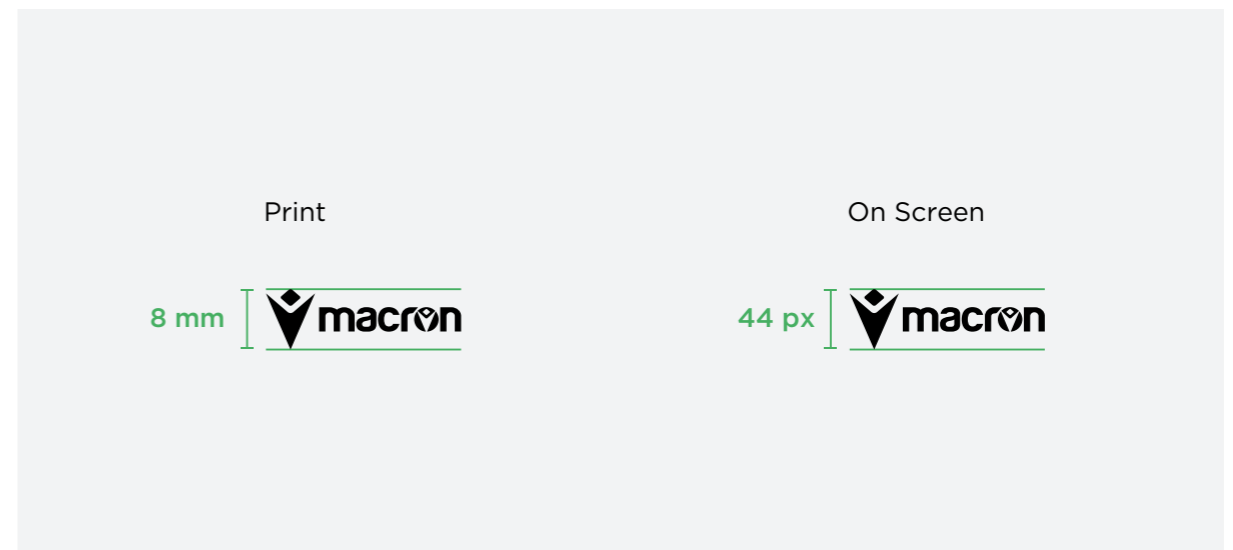
Construction



Clear space - Be sure to maintain a sufficient amount of clear space around the logo to maintain its integrity. The diagram below illustrates the minimum amount of clear space around the logo.



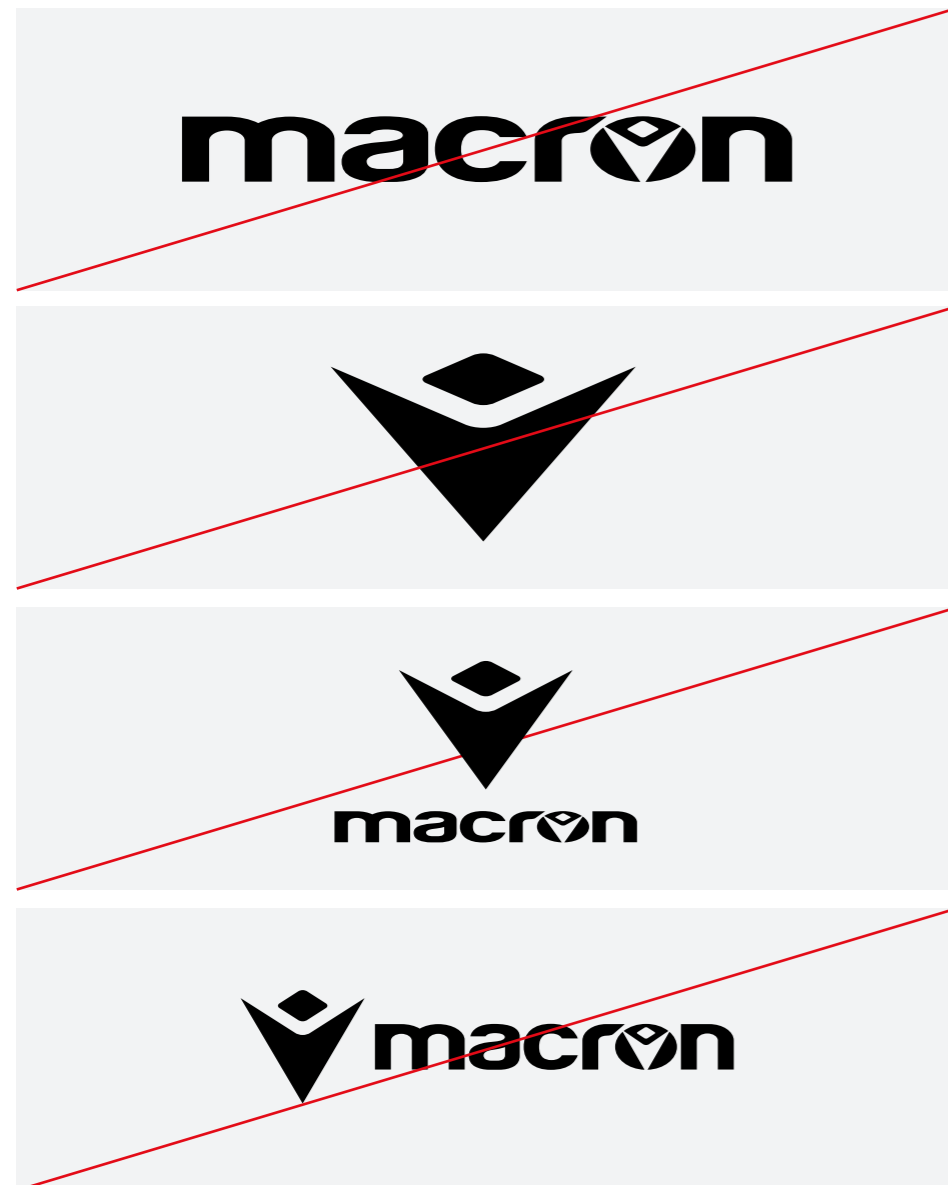
Minimum Size - To maintain legibility, the Logo should have a height of no less than 8 mm when used in print and 44 px when used on screen.



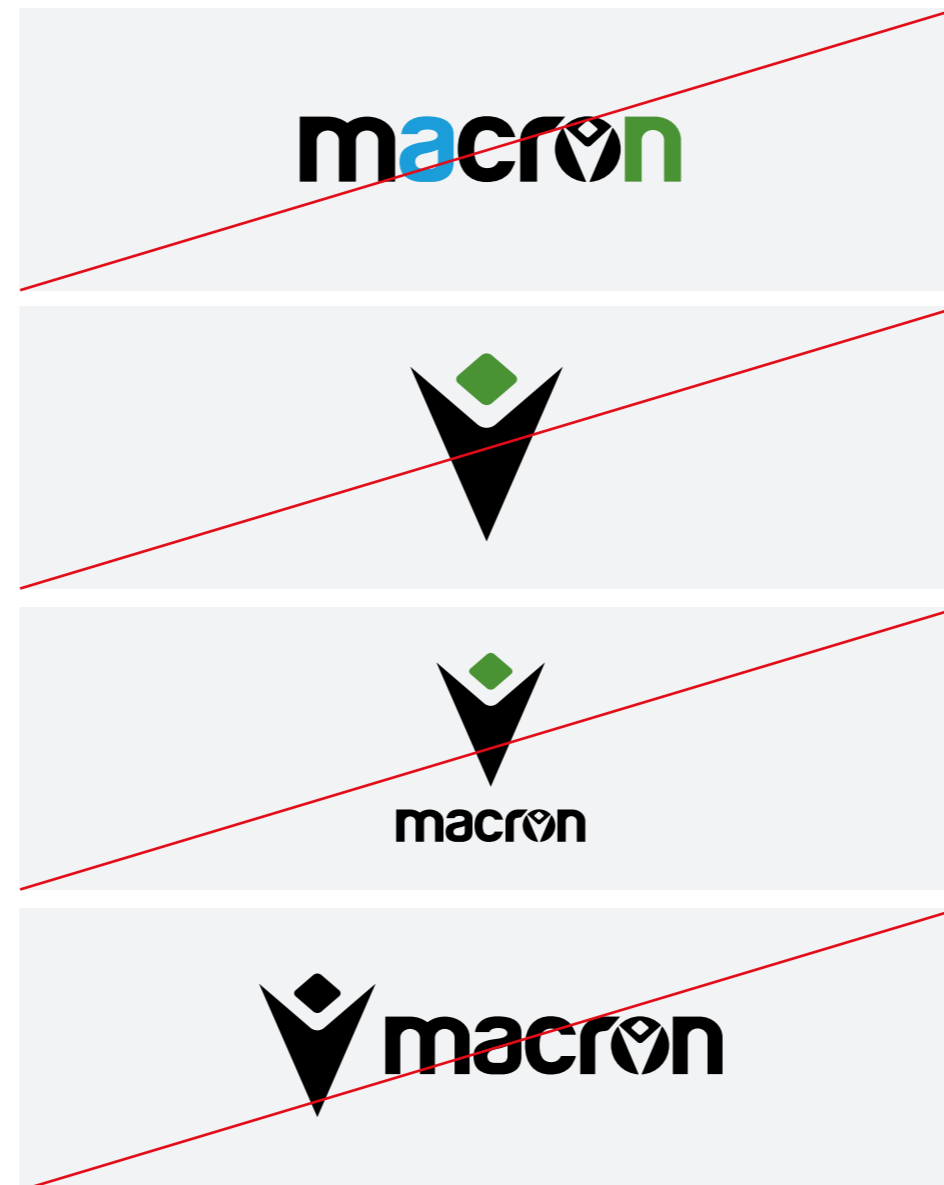
Prohibited usage - It is extremely important to present the Macron Logo with a consistent image to maintain its appeal and value. Macron Logos must always be used correctly to avoid loss of brand equity. Improper presentation can reduce the brand image's impact, resulting in lower brand value.

To firmly establish the Macron brand identity, be careful to use the Macron Logo brand mark correctly, referring to the examples of prohibited use below.

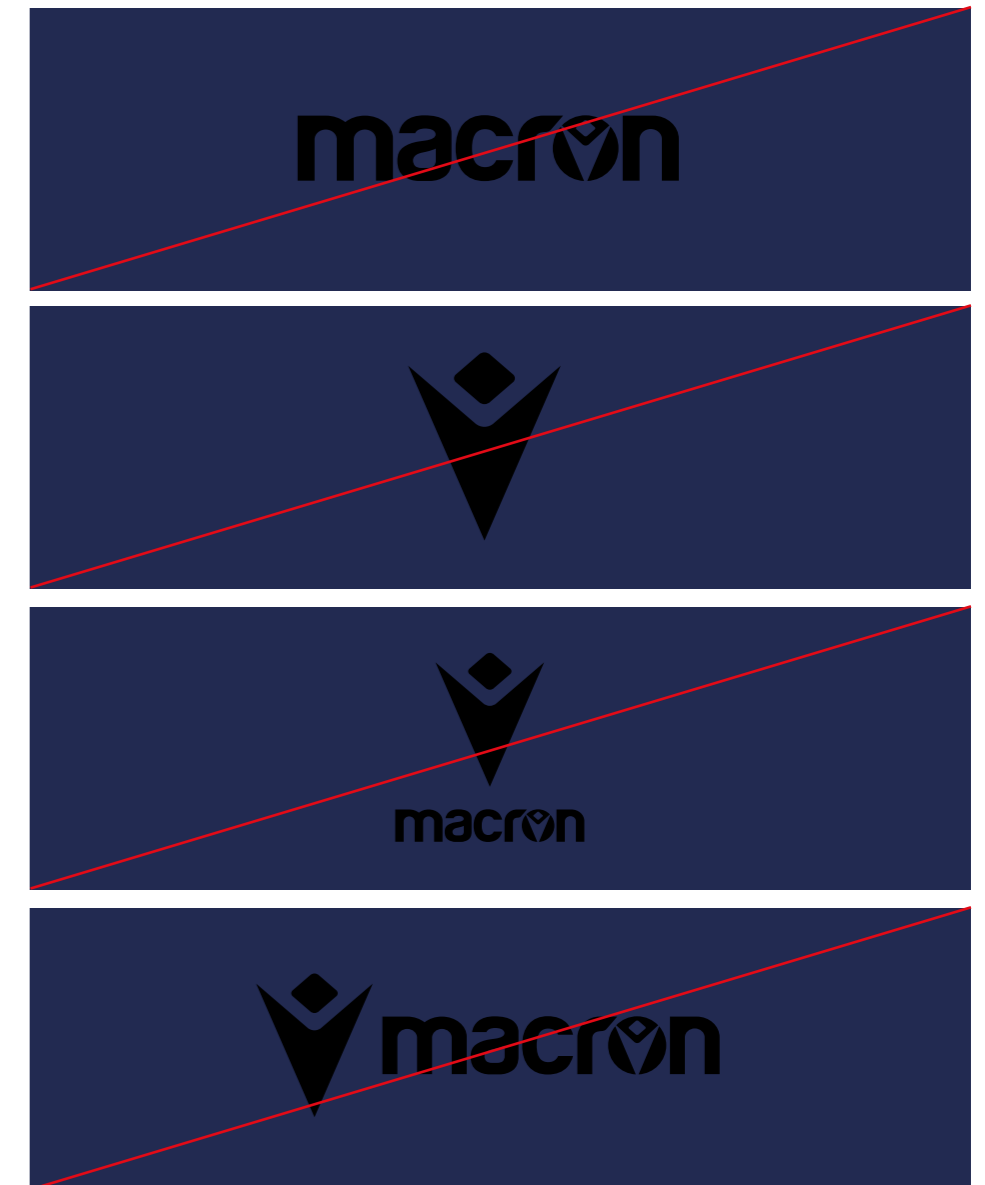
Never modify the logo



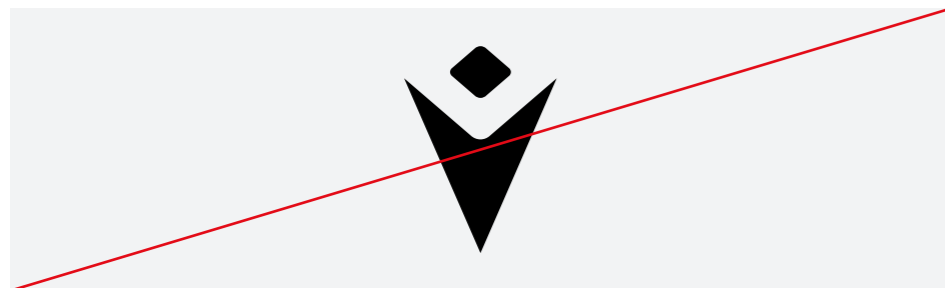
Do not display in more than one color



Do not display the brand mark without ensuring sufficient contrast against the background



Do not separate elements.



Do not add any visual effects on the brand mark



Do not add any graphics on the brand mark



The “BECOME YOUR OWN HERO” Payoff is the proud expression of the MACRON spirit.

Font: Gotham XNarrow Book Italic + Gotham XNarrow Book Italic
The type should be set in uppercase.

One-line version

BECOME YOUR OWN HERO. 



Three-line version

Text alignment without Hero.  *BECOME
YOUR OWN
HERO.*

Text alignment with Hero.  *BECOME
YOUR OWN
HERO.*

Three-line version on coloured background



Special Logo

Macron 4 The Planet comprises a series of initiatives that the company is undertaking to promote greater environmental sustainability. The Macron 4 The Planet logo expresses the “green” attitude of the Macron brand.



Clear space - Be sure to maintain a sufficient amount of clear space around the logo to maintain its integrity. The diagram below illustrates the minimum amount of clear space around the logo.



Dedicated colors

Green			
C	80	R	0
M	0	G	168
Y	100	B	45
K	0		
000000			
00A82D			

Black			
C	0	R	0
M	0	G	0
Y	0	B	0
K	100		
000000			

White			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		
FFFFFF			

Minimum Size - To maintain legibility, the Logo should have a height of no less than 15 mm when used in print and 50 px when used on screen.



Prohibited usage - It is extremely important to present the Macron Logo with a consistent image to maintain its appeal and value. Macron Logos must always be used correctly to avoid loss of brand equity. Improper presentation can reduce the brand image's impact, resulting in lower brand value.

To firmly establish the Macron brand identity, be careful to use the Macron Logo brand mark correctly, referring to the examples of prohibited use below.

Never modify the logo



Do not display the brand mark without ensuring sufficient contrast against the background



Do not separate elements.



Do not display in more than one color



Do not add any visual effects on the brand mark



Do not add any graphics on the brand mark



Be careful to use only the updated Macron Logos.



Primary Colours - Black, grey and white are the primary brand colours. When using brand colours, be sure to use the appropriate colour format to maintain brand consistency across mediums.

Black

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

000000

BLACK

Grey

C	0	R	110
M	0	G	110
Y	0	B	110
K	70		

1d1d1b

GREY

White

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

FFFFFF

WHITE

TYPO

GRA

PHY

HEADLINES

Gotham XNarrow Condensed Italic

Gotham is one of the core graphic elements of the Macron visual identity system. The XNarrow Italic Typeface Family is best used for large and medium scale headlines.

**Extra Light
XNarrow Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@#%&

**Book
XNarrow Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@#%&

**Medium
XNarrow Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@#%&

**Bold
XNarrow Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@#%&

**Black
XNarrow Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@#%&

BODY COPY

Gotham

The Gotham typeface should be used to support the primary typeface to provide contrast, clarity, and greater readability for longer copy. In use, it should appear significantly smaller than the primary Typeface.

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#%&*()_+

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#%&*()_+

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#%&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#%&*()_+

Black

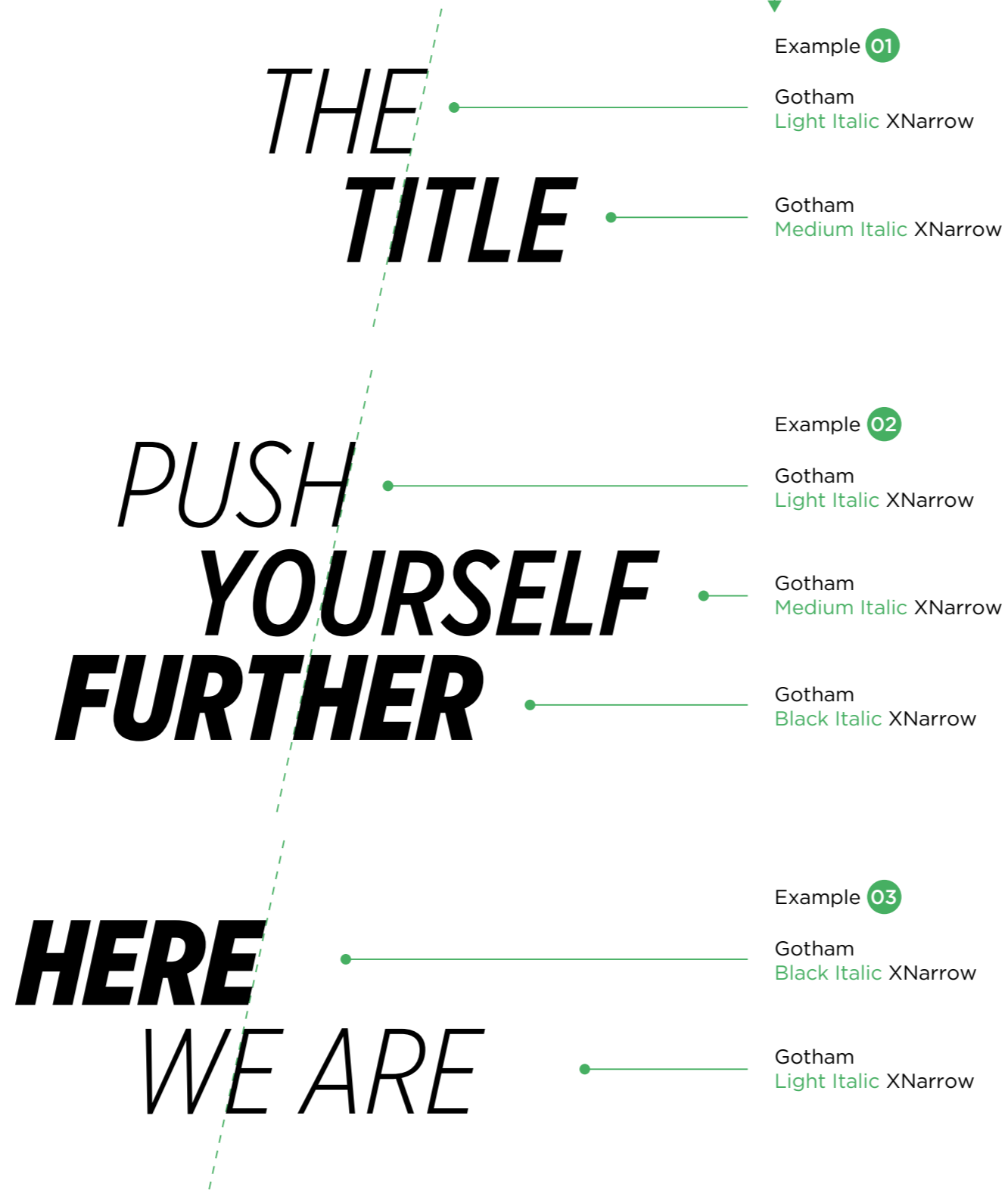
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890 !@#%&*()_+

Notes: In most cases, the type should be set in uppercase.

When you do not have access to Gotham
Arial (system font for mac and windows) should be used as alternative.

Titles construction examples
Text alignment

Composition examples
with different font weight



Business card



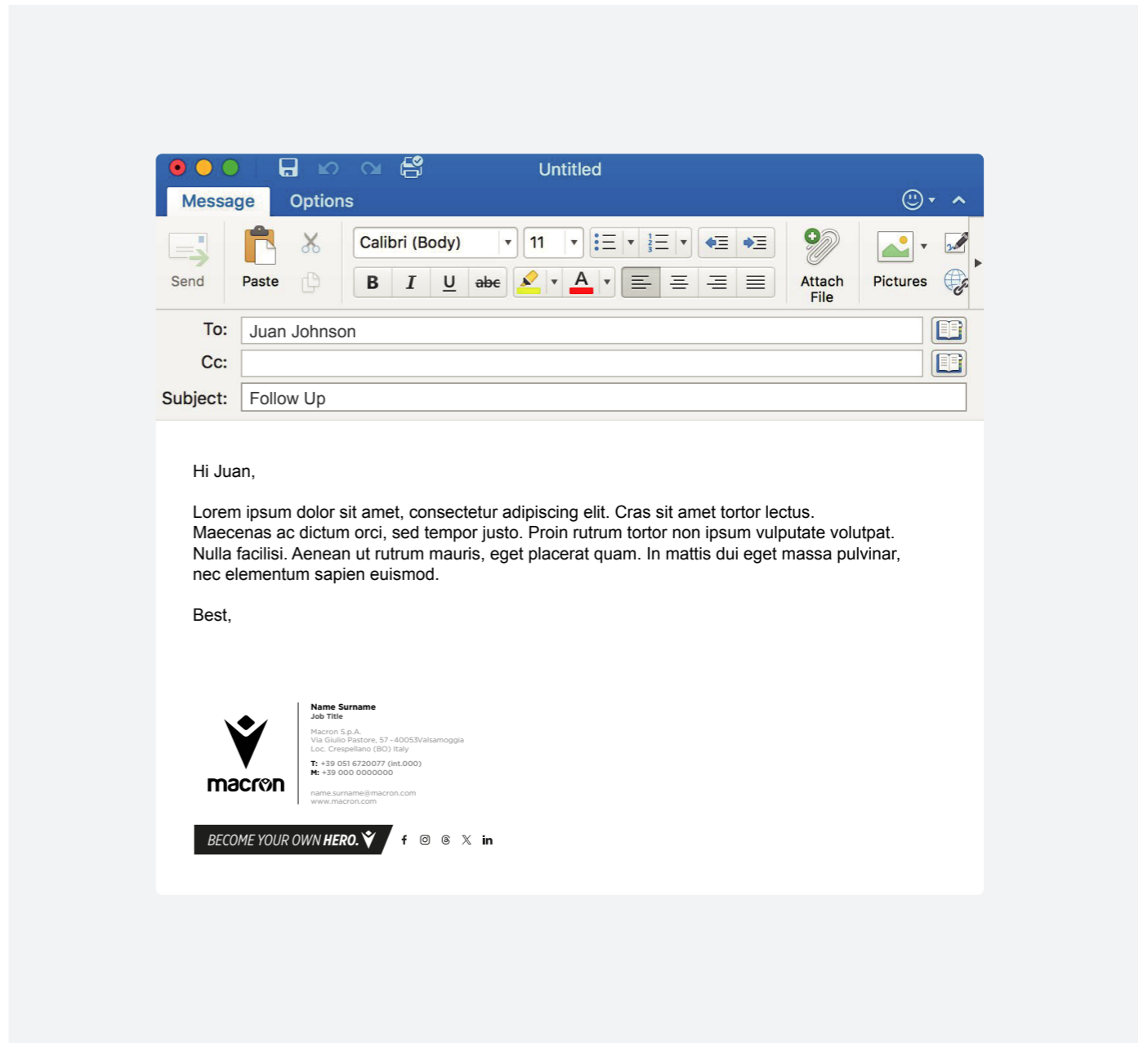
Letterhead



Envelope



Email signature



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Collections

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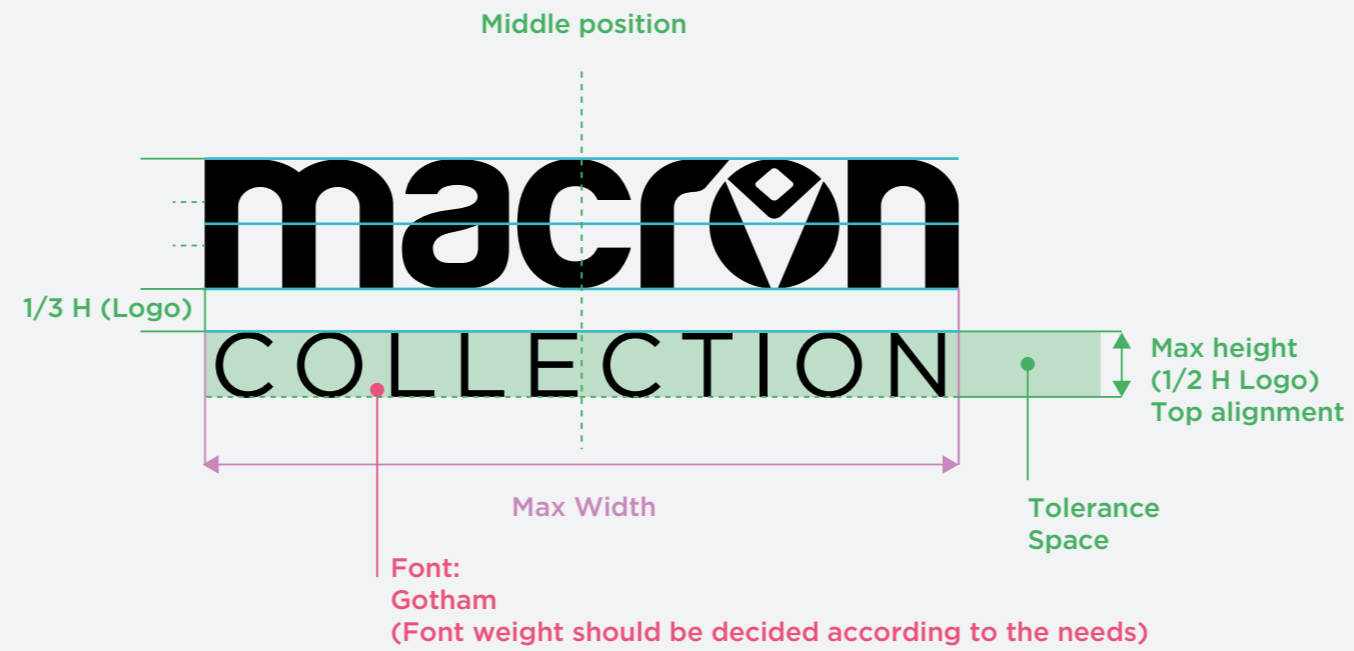
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When creating a lock-up use the following placement, font and proportions.

Primary:
Vertical Lockup Construction



Product category collections

macron
ATHLEISURE

macron
ACTIVEWEAR

macron
PADEL

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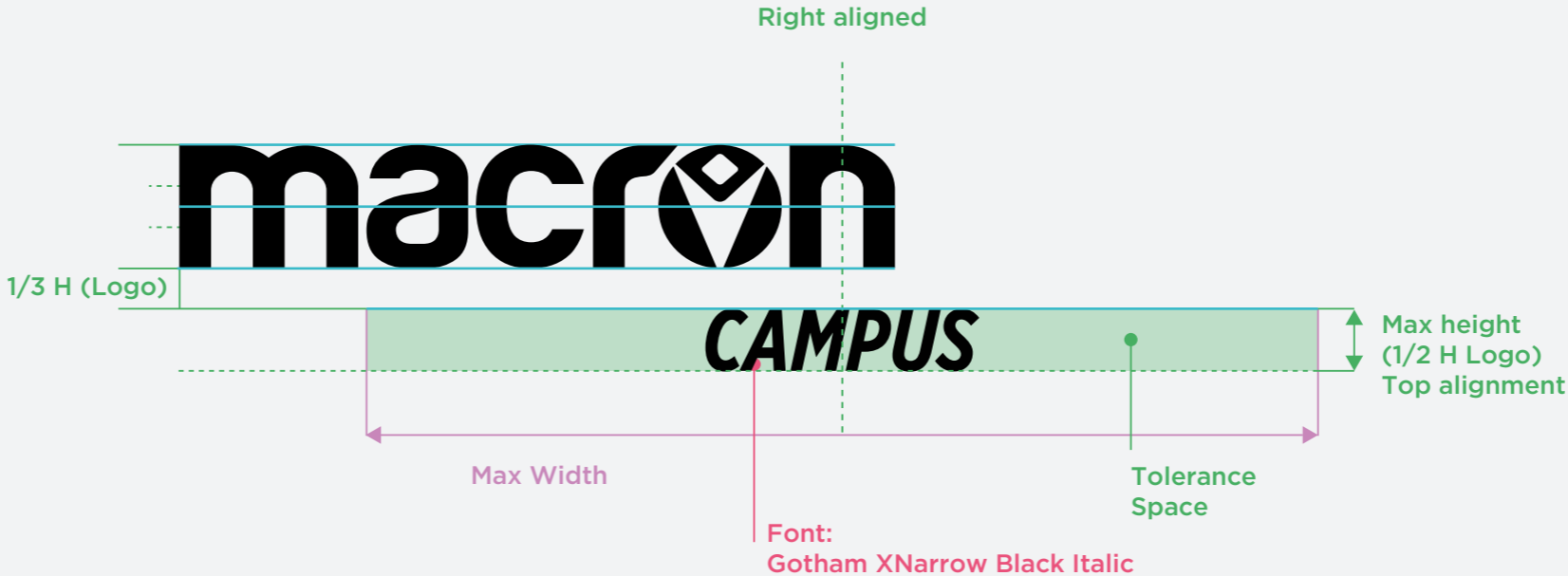
Macron Campus & Subsidiaries

Macron Campus & Subsidiaries logo construction

Campus Logo	
Vertical Construction	26
Building Logos	
Vertical Construction	28
Subsidiaries Logos	
Vertical Construction	30

When creating a lock-up use the following placement, font and proportions.

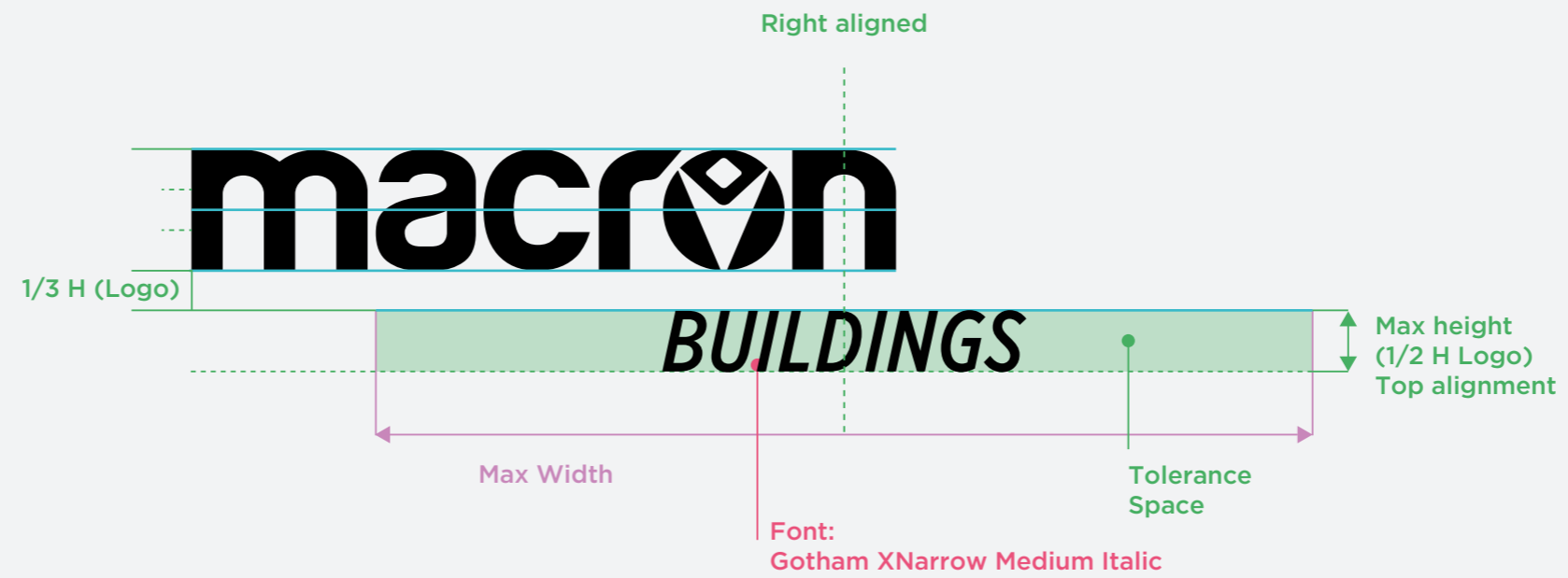
Primary:
Vertical Lockup Construction





When creating a lock-up use the following placement, font and proportions.

Primary:
Vertical Lockup Construction



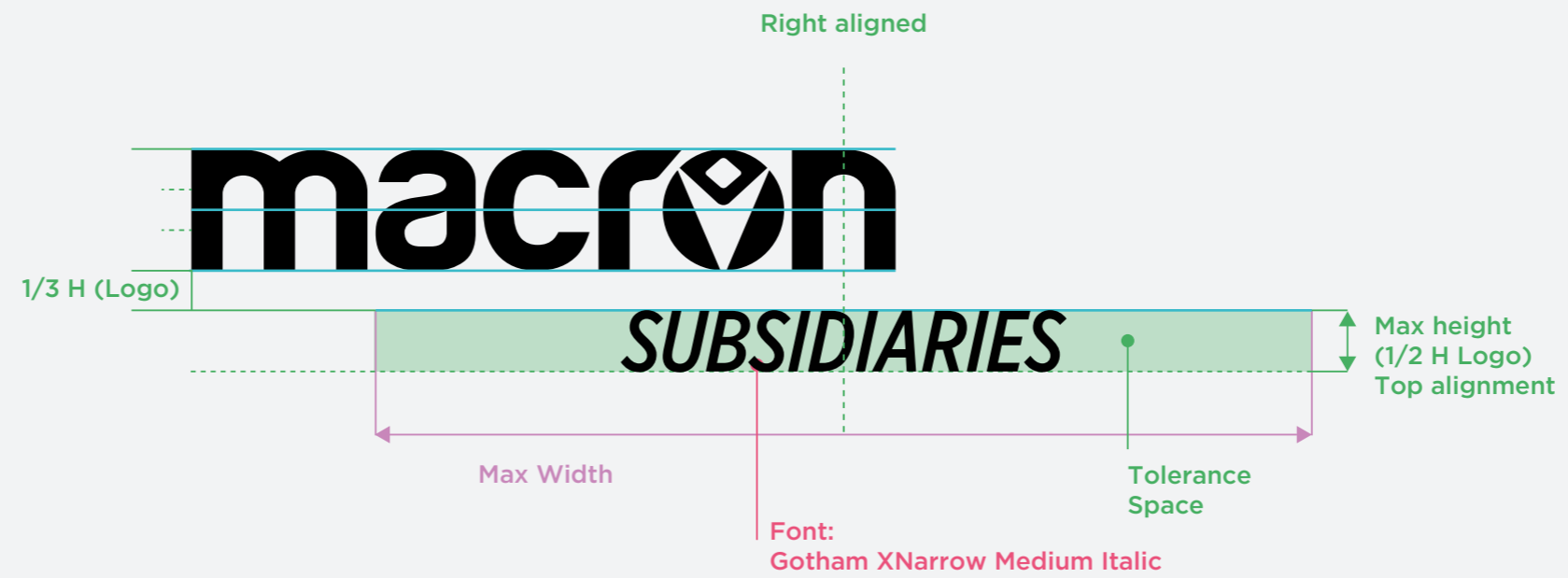
macron
FACTORY

macron
DISTRIBUTION CENTER

Subsidiaries/business units

When creating a lock-up use the following placement, font and proportions.

Primary:
Vertical Lockup Construction



macron
MIDDLE EAST DMCC

macron
SPORTSWEAR US

macron
RETAIL UK

01

Design Tools

07

Third Parties

Third Parties logo construction

Horizontal woodmark
+ Hero Glyph Pack 33

Horizontal woodmark
+ Hero Glyph Line 34

Vertical woodmark
+ Hero Glyph Pack 35

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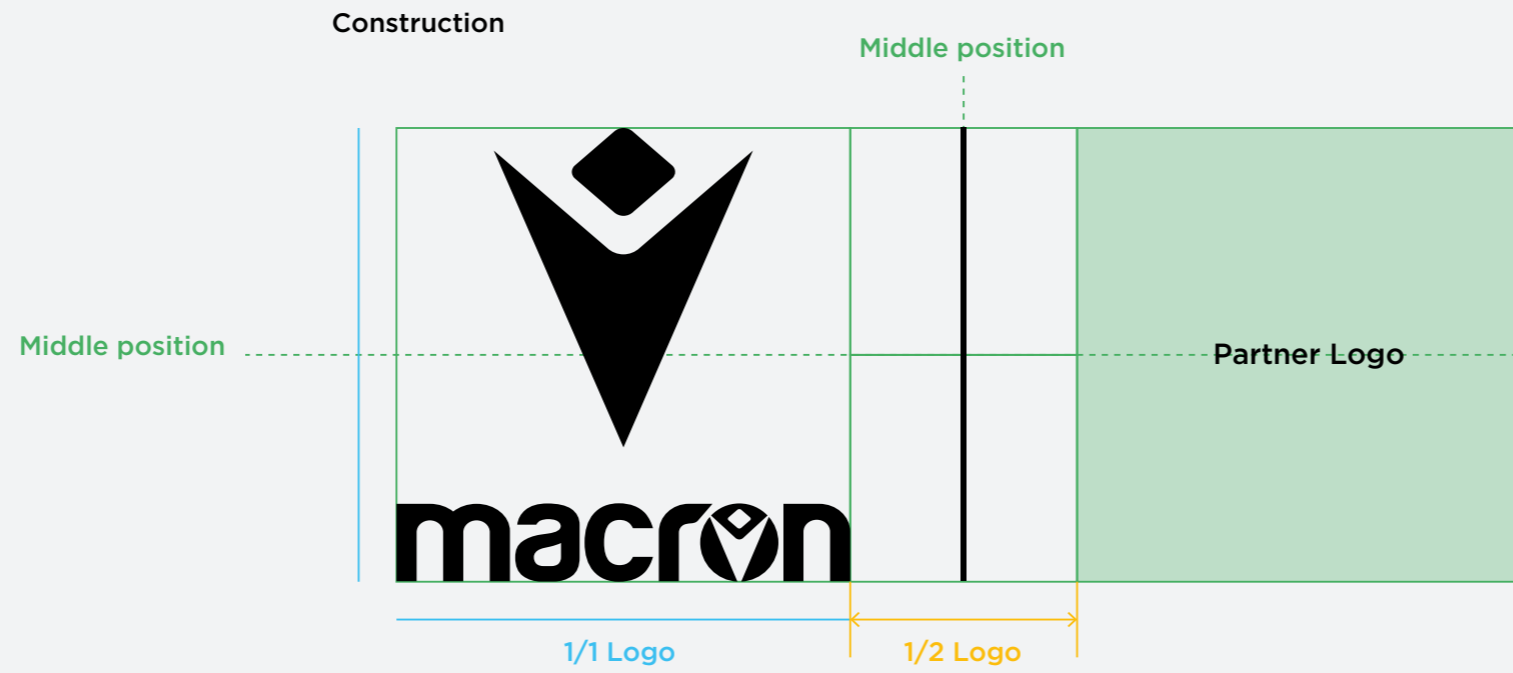
32

Primary version

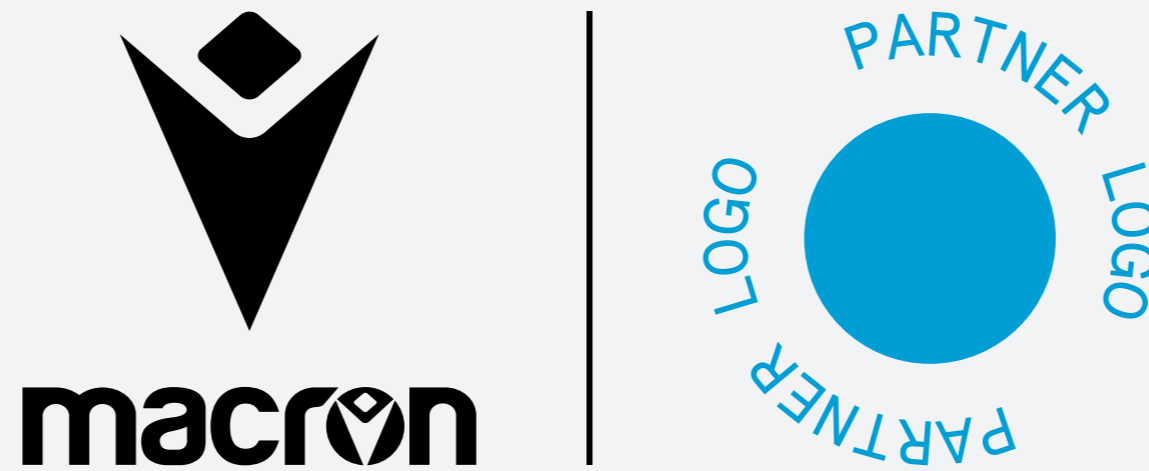
When creating a partner or sponsorship lock-up, use the following placement and proportions.

The Macron and partner logo should have similar visual impact. You may adjust the logo sizes to achieve this, but you must maintain the specified spacing.

Secondary:
Horizontal Construction
Woodmark + Hero Glyph



Example

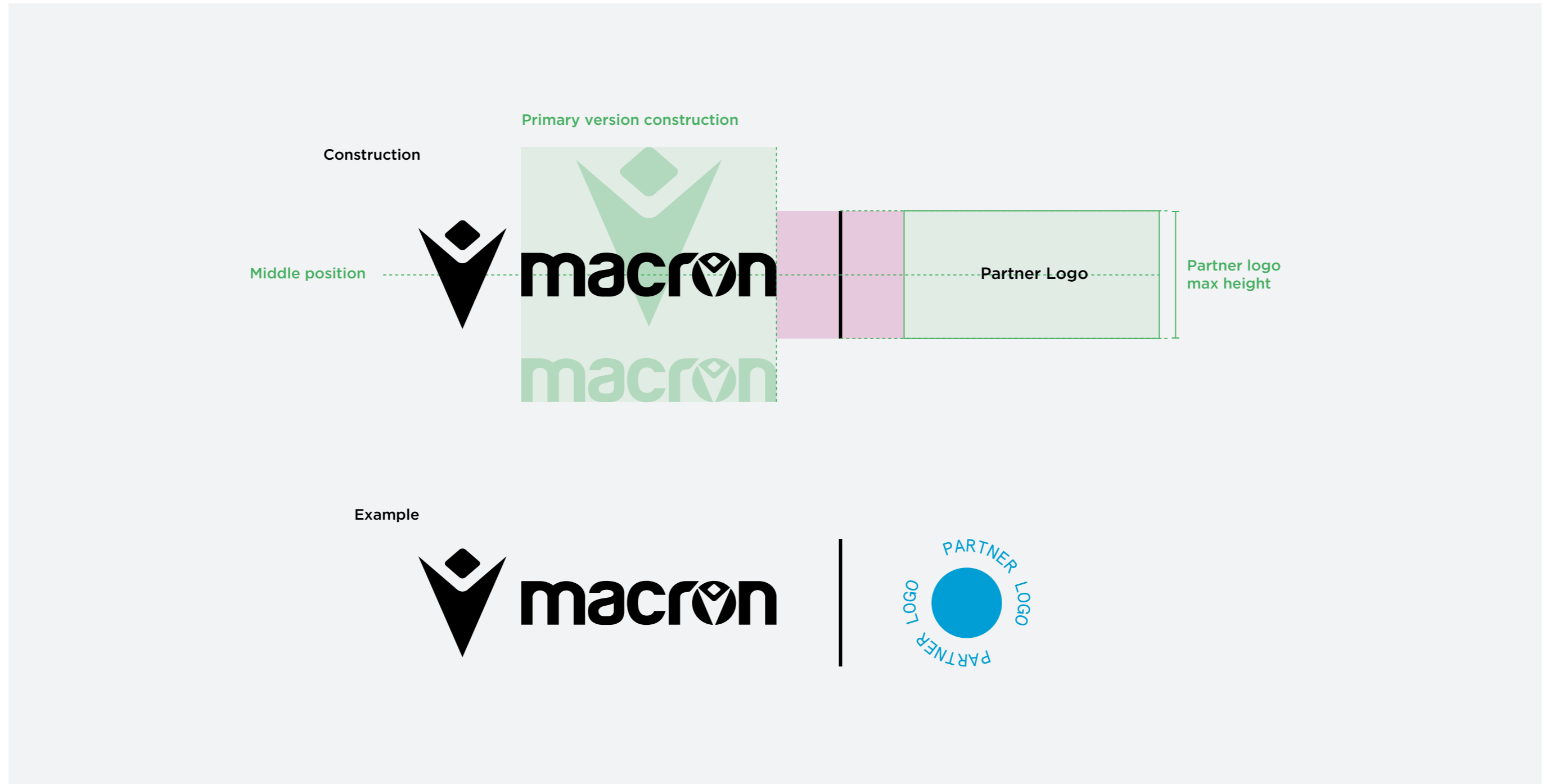


Secondary version

When creating a partner or sponsorship lock-up, use the following placement and proportions.

The Macron and partner logo should have similar visual impact. You may adjust the logo sizes to achieve this, but you must maintain the specified spacing.

Use only on narrow landscape layouts, where it is not possible to use the primary version.

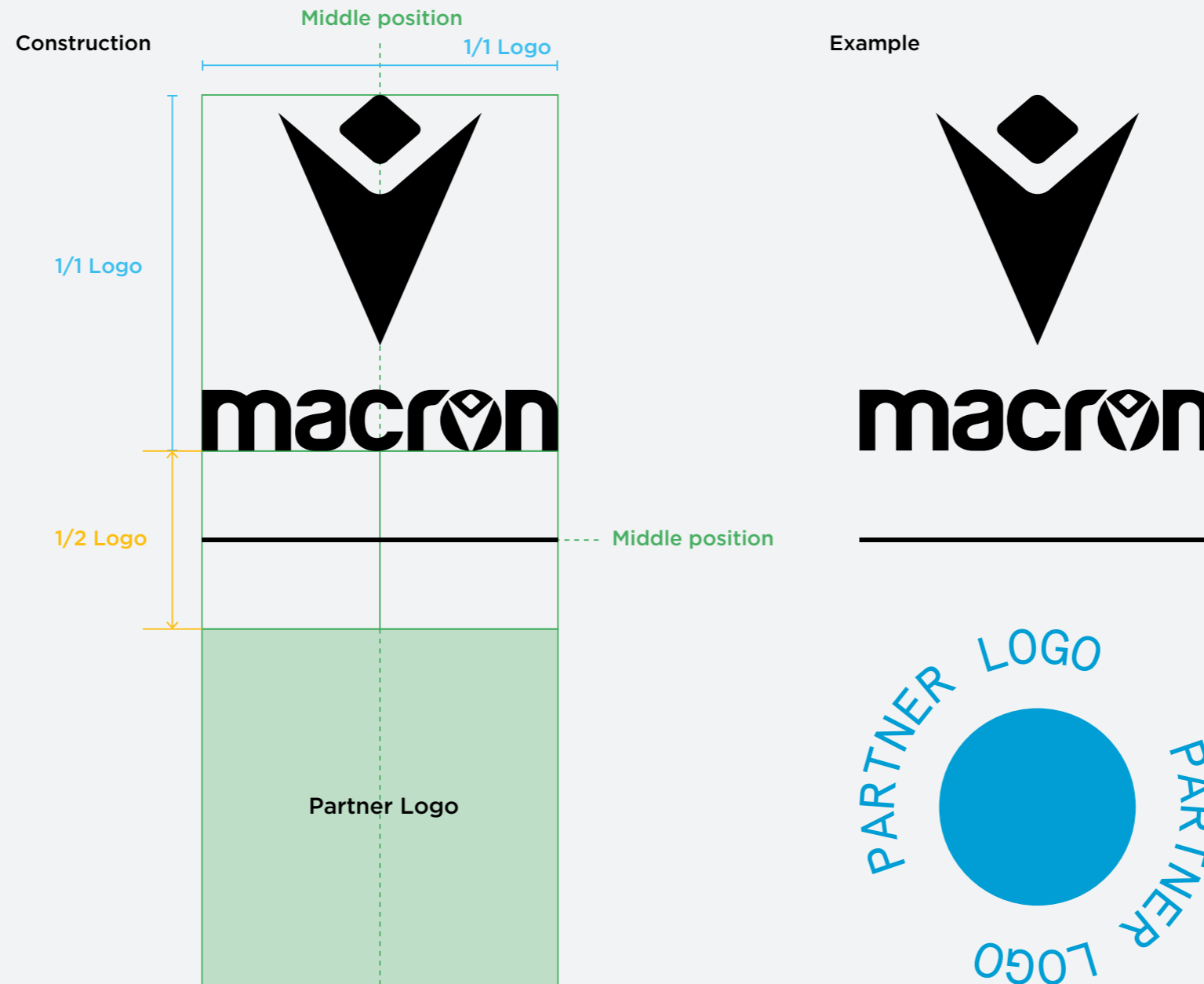


Secondary version

When creating a partner or sponsorship lock-up, use the following placement and proportions.

The Macron and partner logo should have similar visual impact. You may adjust the logo sizes to achieve this, but you must maintain the specified spacing.

Use only on narrow portrait layouts, where it is not possible to use the primary version.



Backdrop (Vertical logo)



Backdrop (Horizontal logo)



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MACRON BRAND BOOK