BRANDING GUIDELINES
MainConcept Logo & Colors
SUBORDINATE USAGE

• Your company and product identity (brand) should be more prominent than the MainConcept® logo.

LOGO VARIATIONS

• Depending on the space you have to display the MainConcept logo, you have several options to chose from:

LOGO VARIATIONS WITH ICON

LOGO WITHOUT ICON
COLOR USAGE

• Display the MainConcept logo in a way that is consistent with the color scheme of the overall design piece.

• Versions of the MainConcept logo are provided for use on dark and light backgrounds. Use the version appropriate for your design.
SPACE & SIZING

• The MainConcept® logo should be scaled not smaller than the point where the letter M in “MainConcept” is 4mm in height.

• When used electronically (e.g. on websites), the MainConcept logo should be at least 50 pixels high.

• The MainConcept logo must be displayed with clear space surrounding it on all sides equal in distance to the height of the letter M in “MainConcept”.

FORM & FUNCTION

• The inside of the badge should always be transparent.

MISCELLANEOUS

• Do not excessively display the MainConcept logo.

• Display the MainConcept trademark attribution on all materials.

• When using the term “MainConcept” in a sentence, please use text only. Do not use the MainConcept logo as a replacement for text. “M” and “C” are capital letters.
Use the approved logo in its standardized forms on a white, black or color background. Here are examples of incorrect logo usages:

- Do not combine the logo with concept or family logos or text
- Do not combine the logo with another visual element
- Do not use the logo with effects or treatments
- Do not change the logo's orientation
- Do not use framing or custom backgrounds
<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PANTONE</th>
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</table>
THANK YOU.

QUESTIONS?

Contact us:
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