



BRAND MANUAL GUIDELINES

MEGA International

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01

THE CORPORATE LOGO DESIGN

The logo should always be completed and in an appropriate version, created from digital artwork, check that you have respected the minimum size clearspace requirement.

THE LOGO INTRODUCTION

The corporate logo comprises two elements, the logo symbol and logo type.

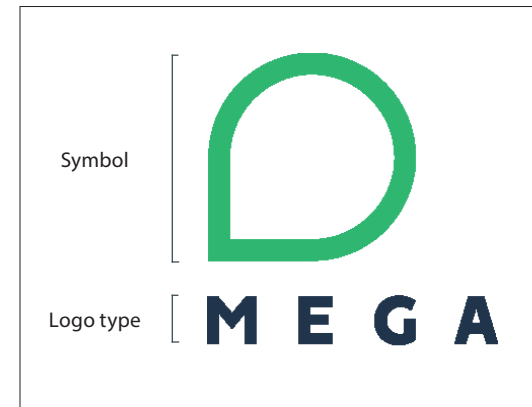
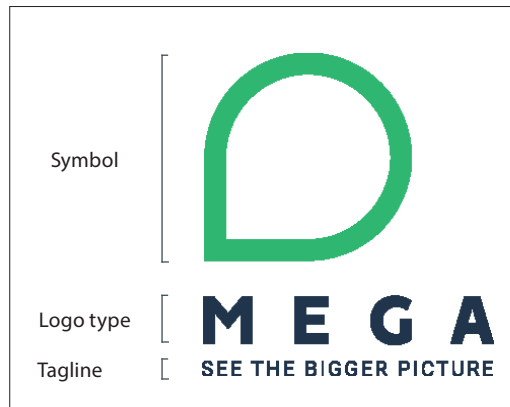
The logo symbol is a powerful image evoking 360° collaboration services. It's color is green. It's a modern version of the previous symbol used by MEGA. We can recognize MEGA with this symbol.

The logo type has been further enhanced by the use of upper case letters. The typeface is Montserrat Bold in capital letters and has also been chosen to compliment and balance perfectly with the logo symbol. It's color is dark blue.

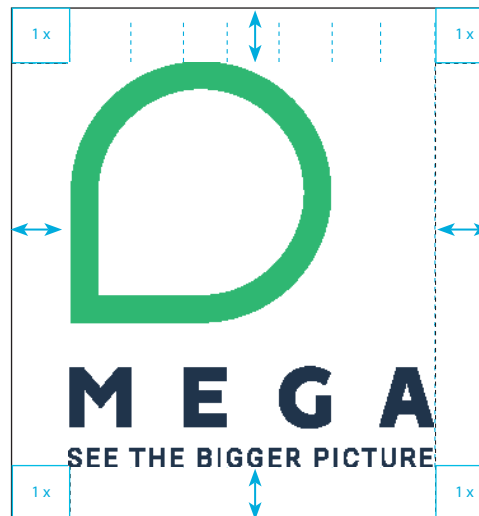
The logo is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The colors have been selected according to international software industry standards.

The primary logo

The logo with dark blue font and green symbol on top with white background is to choose with priority.



LOGO CONSTRUCTION



LOGO CONTRUCTION CLEARSPACE AND COMPUTATION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Alternative Logo 1



Dark background

The logo with white type and green symbol should be used on dark background.

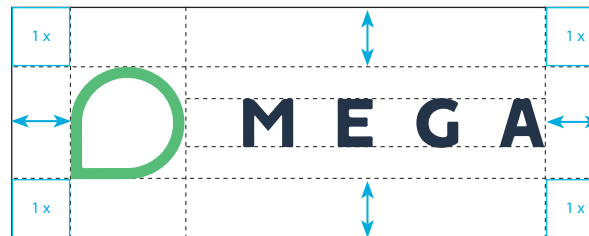
Alternative Logo 2



Difficult background

If the green symbol can't be visible, then use the full white logo

LOGO DECLINAISON



MINIMUM LOGO SIZES

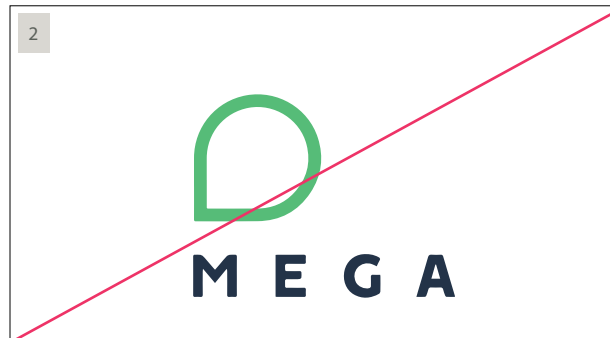
Full Logo
Minimum Size: 20mm x 3.33 mm



LOGO WITH INCORRECT USE



1 **Distortion of the logo**



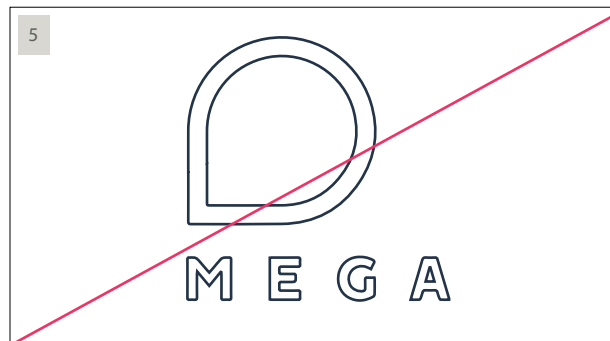
2 **Modify the ratio symbol/title**



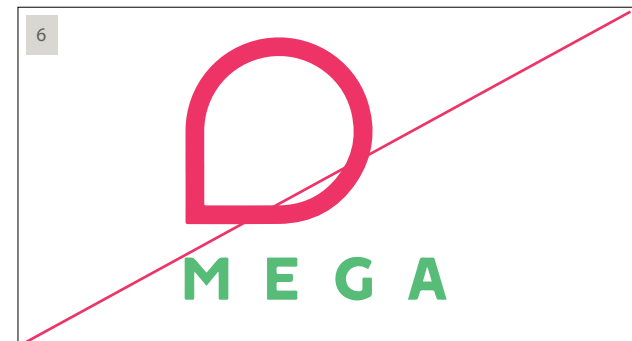
3 **You cannot tilt the logo**



4 **Poor visibility of the logo**



5 **Stroke the logo**



6 **Modify the defined colors**



02

THE TYPOGRAPHY AND TEXT HIERARCHY

Fonts and typography play an important role to communicate an idea or an information. We have selected Montserrat, Oswald book and Verdana.

PRIMARY FONT

All print and web documents except Powerpoint

Please use Verdana as default

MONTERRAT

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TITLE FONT

OSWALD BOOK

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POWERPOINT FONT

VERDANA

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TEXT HIERARCHY FOR PRINT

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all MEGA's communications.

Remember that this text hierarchy is only for print. Web will have his own specific hierarchy.

HEADLINES AND TYPOBREAKS

CONTEXT TEXT AND INNER HEADLINES

H1

Big Headlines
and Title

Brand guidelines

-
Oswald Book - Small caps
26 pt Type / 28 pt Leading

H2

Big Headlines
and Title

Brand guidelines

-
Oswald Book - Capital Letters
22 pt Type / 28 pt Leading

H3

Sublines
Sections

Brand guidelines

-
Oswald Book - Lower cases
14pt Type / 16pt Leading

H4

Sublines
Sections

Brand guidelines

-
Montserrat Bold - Lower cases.
12pt Type / 10pt Leading

Brand guidelines

-
Montserrat Light
10pt Type / 14 pt Leading

- Line 1
- Line 2

Space before 0,5



03

CORPORATE COLORS SYSTEM

Color plays an important role in the MEGA corporate identity program. Consistent use of these colors will contribute to the cohesive and harmonious look of the MEGA brand identity across all relevant media.

THE PRIMARY COLORS SYSTEM

MEGA's identity color system consists in two main primary colors: dark blue and green. The secondary color is pink.

Dark blue is the color of the logo type and is mainly used for text color.

Green is the color of the logo symbol and is used to illustrate all communications supports.

Pink is essentially used for digital communications support, call to action.

Primary Colors System



DARK BLUE

COLOR CODES

RGB : R034 G053 B075
CMYK : C090 M075 Y046 K042
Web : #22354B
Pantone : 7546 C

GREEN

COLOR CODES

RGB : R49 G182 B114
CMYK : C074 M00 Y076 K00
Web : #31B672
Pantone : 7480 C



PINK

COLOR CODES

RGB : R238 G038 B101
CMYK : C00 M097 Y041 K00
Web : #EE2665
Pantone : 1925 C

04

IMAGE AND BLENDING MODES

Brand imagery is the aesthetic appearance of your brand's core messaging.

CORPORATE IMAGES BLENDING MODES

Image effects and blending modes are key to recognize the brand.

Our corporate images are defined by a green light overlay and the logo symbol in transparency (around 60% transparency).

The images should be modern, businesslike, with smiling peoples and preferably bright .

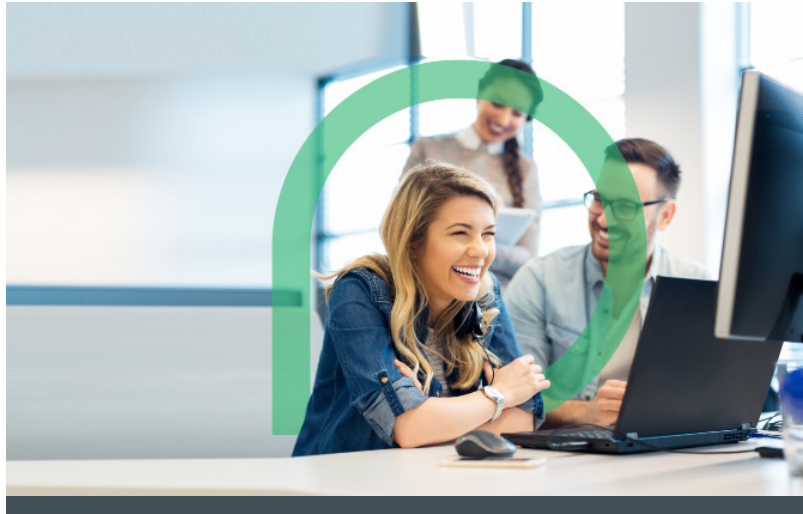


Image with a green light overlay in background



Image with a white overlay in front



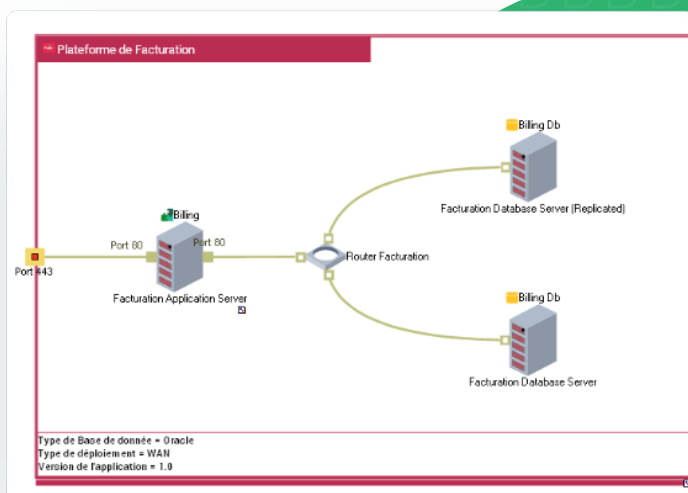
round image in adequation with the logo symbol

PATTERN

Mega's pattern is constituted with the logo symbol in white light transparency.

It should be used on white, dark blue or green solid color background in order to fill the void of a page or a document.

Exemple of background behind a screenshot



Dark / blue background. White light transparency. (3%)

**Color plays an important role
in the MEGA corporate identity
program.**

Green background. White light transparency. (7%)

**Color plays an important role
in the MEGA corporate identity
program.**

IMAGERY WITH INCORRECT USE



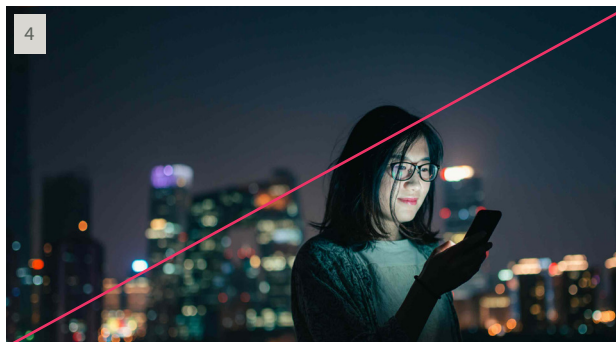
1 No blurry image



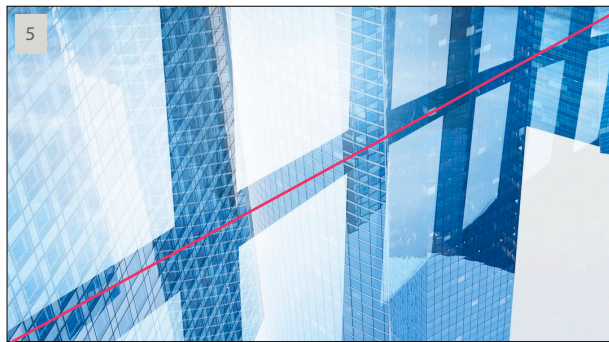
2 No black and white images



3 No vector images



4 No dark images



5 No images without peoples



6 No graphical creations

05

CORPORATE STATIONERY

Stationery is a primary means of communication and are necessary to improve and maintain the credibility and performance of your MEGA. Stationery can help you maintain and develop good relationships with clients , customers , and business partners .

THE COMPANY

BUSINESSCARDS & ENVELOPE

Explanation:

This shows the approved layouts with the primary elements of the MEGA stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of MEGA company.

SPECIFICATION

Dimensions

85 x 55 mm

DIN A4

Weight

120g/m Uncoated white

ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the MEGA stationery system for envelopes.

Dimensions

220 x 110 mm

Weight

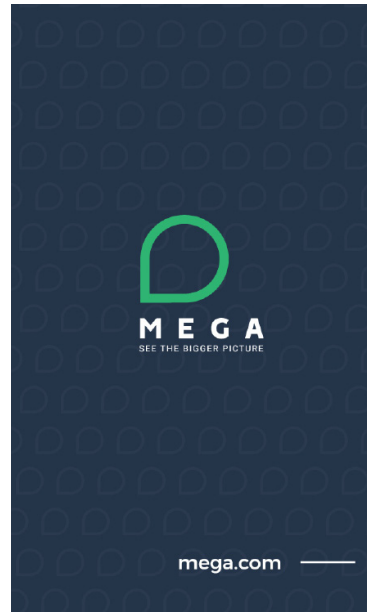
400g/m

Uncoated white

Print

CMYK

Back Side



Front Side



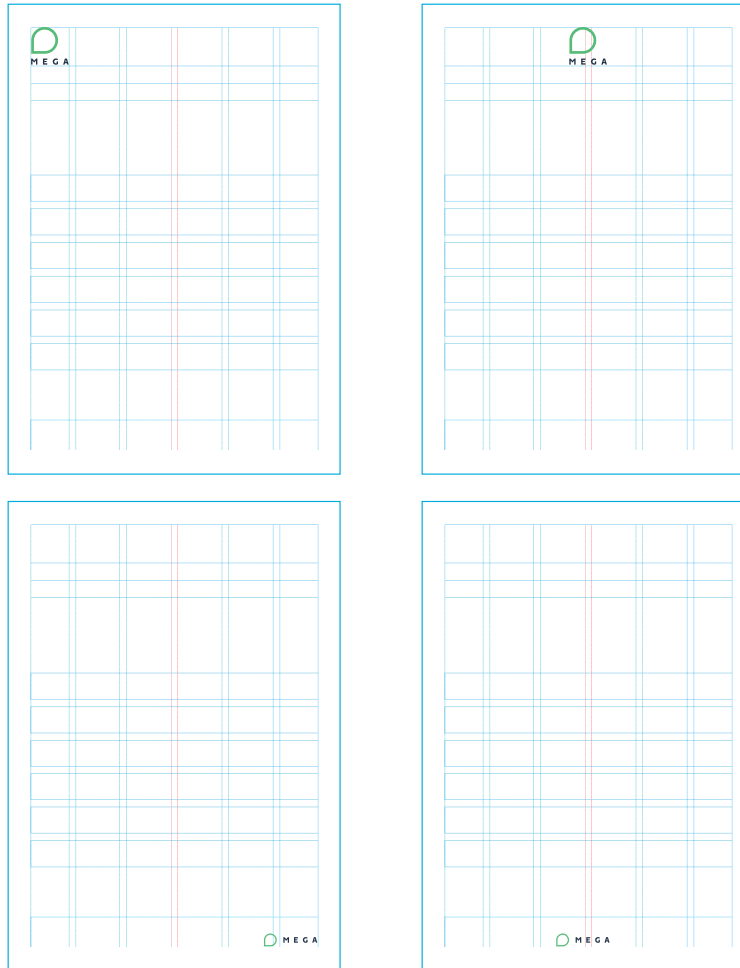
THE CORRECT LOGO PLACEMENT

Explanation:

To place the MEGA logo in the correct way please use one of the approved styles that are shown on the right. To place the MEGA logo in other ways is not allowed.

SPECIFICATION

Dimensions
297 x 210mm
DIN A4





ADDRESS

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