

Brand Guide



RESOURCE SECURITY LOGISTICS

Brand logo

Our primary logo represents all parts of MadiganGill. It explains who we are, simply and clearly.

This new company ID, is an evolutionary one built on the heritage and recognition of our previous logo.

Each line represents a division by its colour and designation.

The MadiganGill logo must always be shown, unaltered and wherever possible on a white background.

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Primary Logo

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Alternative Lockups

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Placement

Group Logo ID



Group Logo Assembly



MADIGANGILL STRIPES

The height of the MadiganGill Stripes are precisely 3x that of the Cap letters in the name. The stripes must never be extended, shortened or altered in any way.

SPACING

The 'X' height is used to denote the minimal space required around the main logo mark. Do not place any other element within this space.

COLOURS

The logomark is available in a variety of colours that themselves have design rules that must be adhered to at all times.

Our group logo assembly is our primary logo mark and is to be used at all times across our communications. Please follow the guides here clearly on the usage of our logo.



20mm

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 50px for digital applications.

Logo Principles



There are in total four logos within the MadiganGill brand. Please ensure you use the correct one for each division where relevant. The Group logo is to be used at all times across our multi-divisional touch points.

Logo Please Don't

In order to ensure the integrity and professional image of our brand - we must never compromise our logo in order to fit into a desired design.

These rules apply to our primary logo and all our divisional logos.

In addition, always ensure that MadiganGill is always written as one word with a capital 'G', (NOT Madigan Gill).

Never use the shortened term 'MG' unless in reference to MG Deliver.

Always ensure primary or divisional logos are used in the correct divisions and never without their group or divisional designations.



Please don't extend the lines of the logo



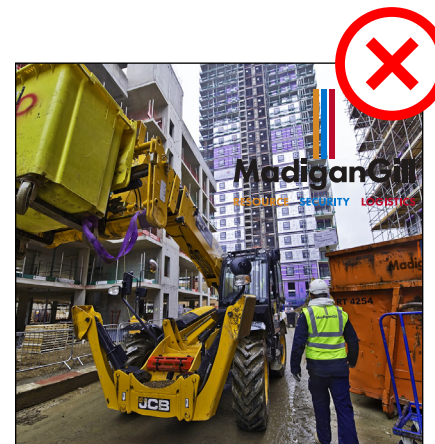
Please don't shorten the lines of the logo



Please don't attempt to recreate our logo in other fonts or cases



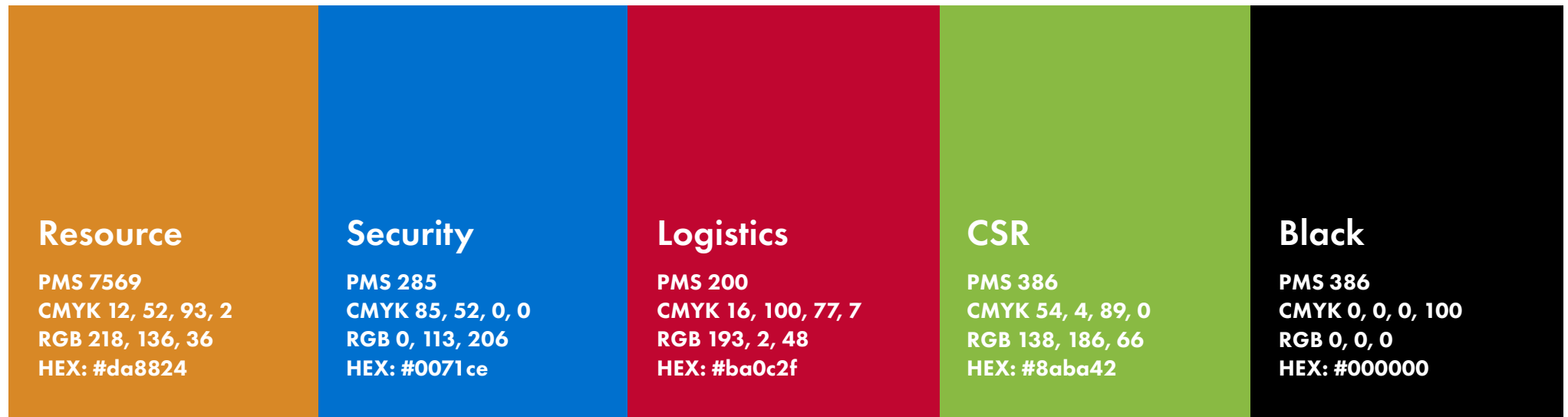
Please don't create any variants of divisional logos



Please don't place over the top of overly busy backdrops



Please don't place full colour logo on any other colour other than white.



Colour references are shown for digital, screen and print.
Please ensure you always comply with these colour codes.

Primary Colour Palette

The colours we've chosen for our brand is a key factor in differentiation and brand recognition. As such, it is vital that our colours are reproduced faithfully and combined in the right way.

Any colours outside of those outlined within this section will be considered unauthorised.

The consistent use of colour is vital to effective brand recognition. Our brand should always be represented in the colours on this page, aside from specific recommendations within this guide.

To ensure colour consistency do not use any unauthorised colours.

Using the Pantone matching System (PMS) for anything that will appear in print is highly recommended.

For digital only use RGB or Hex codes. Please take great care to specify these codes when creating and ensure you match the hues precisely.

Primary Typeface

Futura PT Heavy

**Our primary typeface
for all headline brand
executions**

**A trusted sans-serif, synonymous
with the **MadiganGill** brand**

Futura PT is a trusted typeface and will feel familiar to those who are used to seeing MadiganGill communications and our original logo.

The new MadiganGill logo is a specially designed hybrid of the standard Futura PT font, and combines modern proportions with a clean, authoritative and consistent appearance thus instilling a sense of professionalism and credibility to the audience.

There are five variations of Futura that we use, but it's important to note that there are in fact many more versions that will NOT match our brand. This guide will address all aspects of the right variations and their usage to ensure a consistent and professional appearance.

Hierarchy & Weight

Futura PT is a variable-weight typeface, which means you are able to customise weights and angles to create an infinite number of weights. That being said, we typically stay within these six weights.

The Primary usage is Futura PT Book for body copy and Futura PT Heavy for headlines.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Futura PT Light

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Futura PT Book

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Futura PT Medium

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Futura PT Demi

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Futura PT Heavy

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Futura Pro Bold

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Brand Collaterals Apparel



Examples of when logo, can be used as 'generic' and without designated divisions for overprinted items - and only if requested. The default always remains as per our logo ID standards.



Font Logo 100mm



Back Logo 240mm

Internal: Staff Apparel

Brand Collaterals Promotional



Promotional and gift items should always show the Group logo unless for a specific division. Wherever appropriate include 'The MadiganGill Way' and the website address including the www.

Internal & External: Promotional



MadiganGill

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MadiganGill Brand & Style Guide

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MadiganGill
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