



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





MAINCONCEPT™

MAIN  
CONCEPT™

MAINCONCEPT™  
■ ■ ■ ■

MAIN  
CONCEPT™  
■ ■ ■ ■

## 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.

MAINCONCEPT™  
■ ■ ■ ■

MAIN  
CONCEPT™  
■ ■ ■ ■

## 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

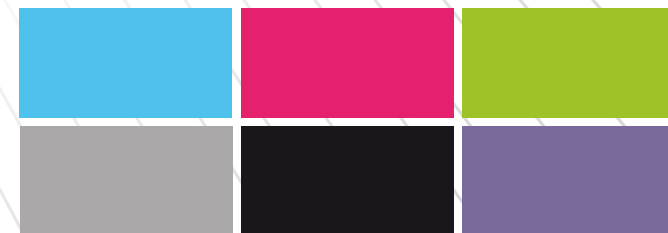
- The inside of the badge should always be transparent.

## 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.



Logo clear space guide





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








**MAIN**CONCEPT™



MAINCONCEPT BRANDING GUIDE  
**COLORS**

# MAINCONCEPT CORPORATE COLORS

	RGB	CMYK	HEX	PANTONE
 DENIM	18 54 90	97 73 34 19	#12365a	534 C
 SUN	250 215 68	0 14 73 2	#fad744	7404 C
 SEAFOAM	119 200 166	41 0 17 22	#77c8a6	353 C
 SMARAGD	19 102 100	81 0 2 60	#136664	7719 C
 OCEAN	46 139 196	77 29 0 23	#2e8bc4	279 C



**THANK YOU.**

QUESTIONS?

**Contact us:**

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