MDRcreative
graphic design print website design

Corporate Identity Guidelines v2.0

April 2010

These guidelines have been developed to help communicate, manage and protect our visual identity.

The way in which MDR Creative projects itself and communicates with partners is important. It is crucial that we take certain elements into account when dealing with these communications:

- Attention to detail
- Awareness of the recipient of the communication
- Pride in work and our identity
- Respect for our own company

It is vital that all communication is consistent.

These Identity Guidelines provide simple rules to follow, which will apply to both external documents seen by outside audiences as well as keeping all internal documents clear, precise and consistent.

Colour

Primary palette

Primary

Spot

PMS Black	PMS 585	PMS 123	PMS 166	PMS 186	PMS 208	PMS 319	PMS 339	PMS 582

Process

0 C 0 M 0 Y 100 K	11 C 0 M 66 Y 2 K	0 C 24 M 94 Y 0 K	0 C 64 M 100 Y 0 K	0 C 100 M 84 Y 4 K	0 C 100 M 36 Y 37 K	52 C 0 M 19 Y 0 K	84 C 0 M 56 Y 0 K	13 C 0 M 100 Y 46 K

Colour plays an essential role in communicating MDR Creative's identity.

A primary colour palette has been developed to maintain consistency across materials.

Tints

Colours can be used as tints where appropriate. Ensure colour legibility is achieved at all times.

Logo

Exclusion zone

Exclusion zone

Minimum size 35mm

To allow the logo to appear in a clear manner without confusion it has an exclusion zone, which should not be entered by an image, item or text.

By using this zone the visual quality and consistency of the logo will be maintained.

The zone is created by using the width of the 'M' from the logo symbol to create a rectangle which will be used as the visual clearance space.

The logo can be scaled to any width as long as it is not reduced below 35mm to maintain legibility.

Typeface

Futura BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura BT Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura BT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In order to maintain and ensure consistency across all of MDR Creative's printed material, a specific font family has been chosen.

Printed materials use Futura BT, this includes italic, light and regular font weights.
Bold should not to be used as this is too heavy.

The optimum font size is 10pt for Body copy and must not go below 8pt.The font can be reversed out of colour but should not be smaller than 8pt at regular weight.

The font must not be distorted in anyway and should be aligned left, unjustified as shown in this document.