M1

BRAND STANDARDS

VERSION 1.0

Logo

The relationship between the M1 and the logotype is fixed and must not be altered. The digital artwork to be used as provided by the agency.

Refer to the figure
If width of the logo = 80 mm,

RECOMMENDED SIZES

In order to be coherent at all times, the M1 logo must not be used at a size that compromises its legibility and recognition. Typically, the business card is the smallest printed application of the signature.

While branding 3D objects such as pens, pencils etc., a very small size may be required. Please ensure that the reproduction of the brand Signature / logo and logotype is always clear in these instances.

M1
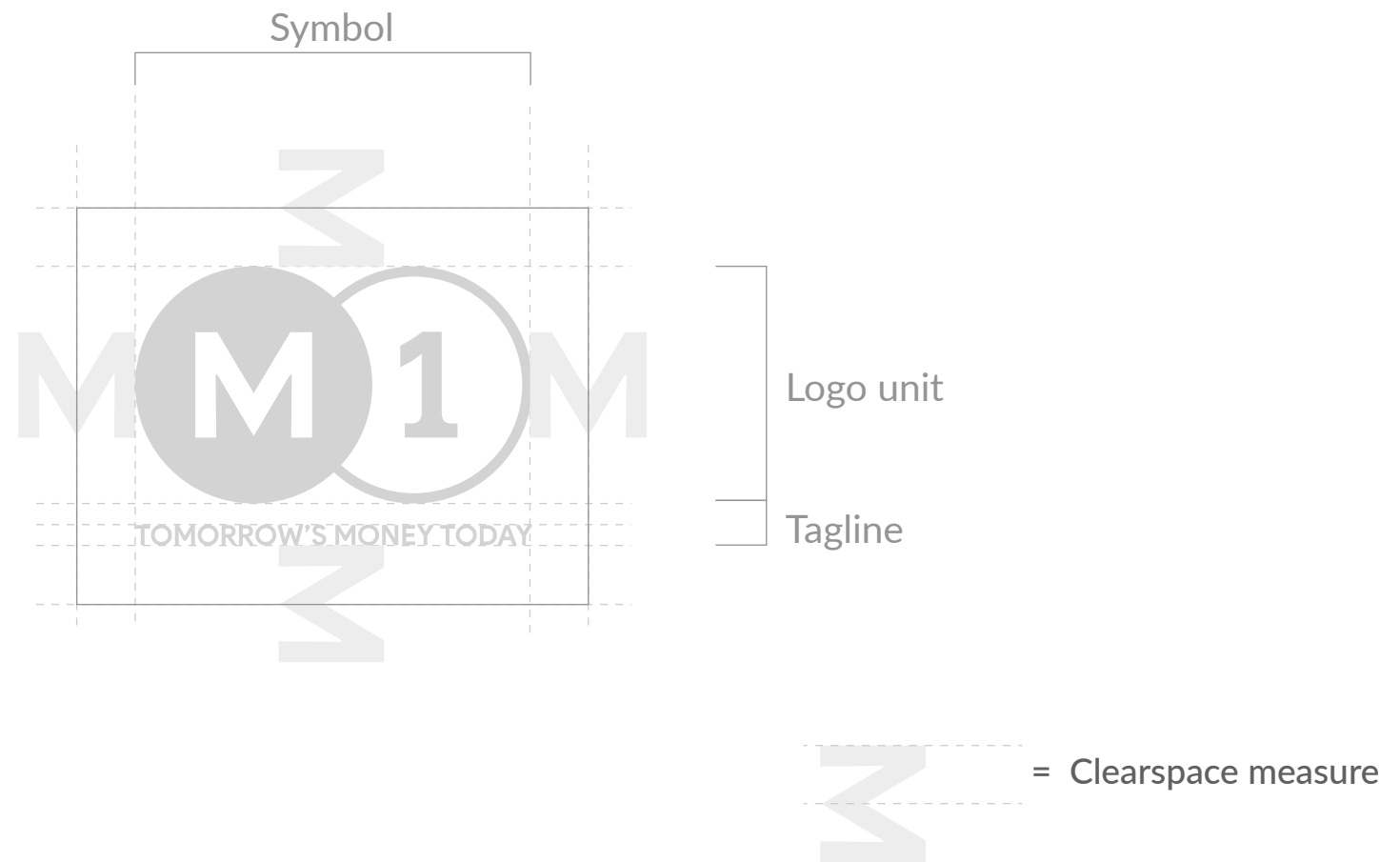**TOMORROW'S MONEY TODAY**

Height = 56.2 mm

width = 80mm

In a small size where width = 2.54mm (or 1 inch), to be used on print applications like business cards.

Smallest size may be required to be used on pens, pencils etc., where the height should not be less than 10mm.

Logo Lockup

Symbol

Logo unit

Tagline

M 1
TOMORROW'S MONEY TODAY

= Clearspace measure

Logo in reverse

The M1 logo on white is the preferred logo to be used for all communication.

Only in exceptional cases the logo in reverse should be used only in certain communication material such as diaries, presentation dockets, signage etc.

A standard space is to be maintained around the logo when used in reverse.

The relationship between the M1 logo and the box around it is fixed and must not be altered.

Refer to figure

When width of the logo is 80 mm,
the width of the box around it =10 mm

a = 10 mm
b= 10 mm

M1
TOMORROW'S MONEY TODAY

a = 10 mm
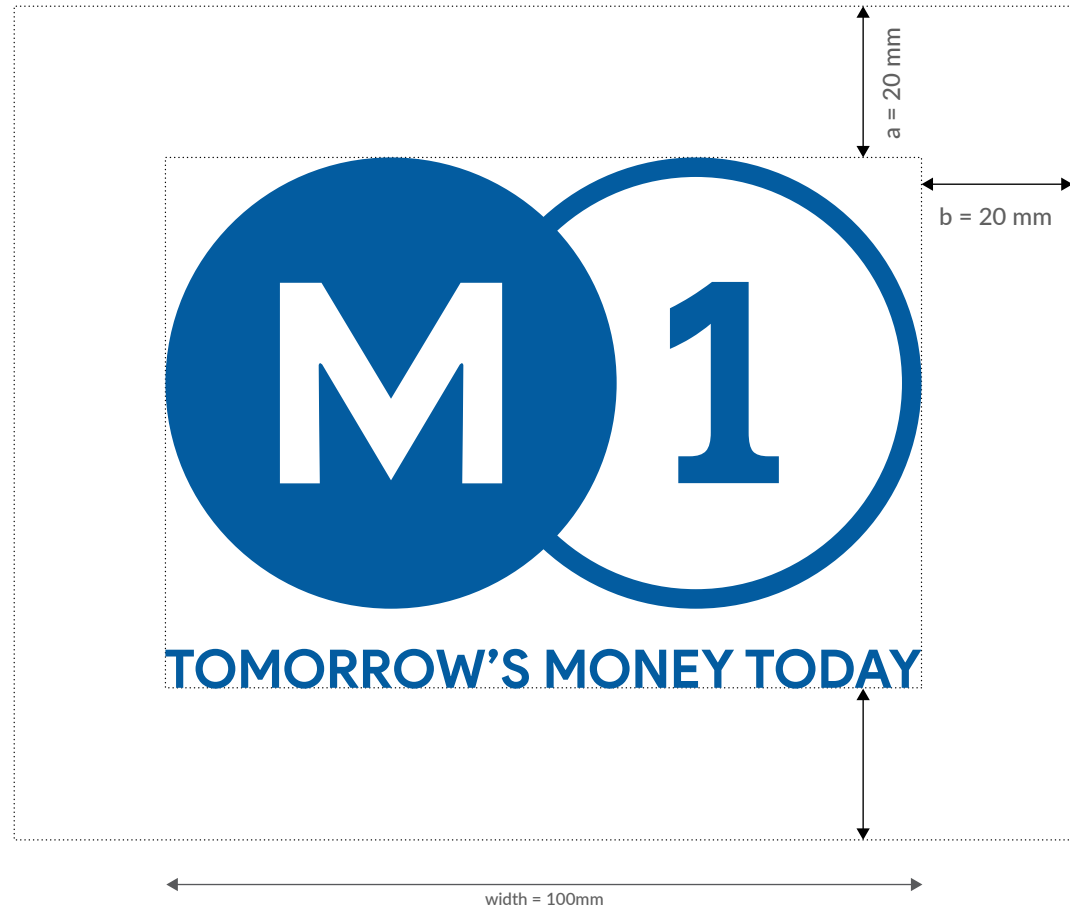b = 10 mm
width = 76.2 mm
width = 100mm

Isolation space

The isolation zone is the minimum area around the M1 logo where no other elements such as typography, visuals, rules, boxes etc. should be used.

Refer to figure When the width of the logo is 100 mm, the isolation space around must be 20 mm from all four sides. (20% of the width of the logo)

This is to ensure that the logo is perceived as a discrete entity, which is clearly visible even in layouts with multiple elements. Exceptions to this rule are in case of co-branding, or when, as in the case of specially designed units, the logo combines with specific messages.

a = 20 mm

b = 20 mm

M1
TOMORROW'S MONEY TODAY

width = 100mm

Greyscale

In cases where single colour printing communication material is used, for example newspaper advertisements, it should appear as shown alongside. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE
A standard space to be maintained around the logo when used in reverse. The relationship between the M1 logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".

GRAY
Pantone   2695C
CMYK   C0 – M0 – Y0 – K70
RGB   R111 – G111– B111
HEX   454849

WHITE
CMYK   C0 – M0 – Y0 – K0
RGB   R167 - G169 - B - 172

BLACK
Pantone   2191C
CMYK   C0 – M0 – Y0 – K100
RGB   R0 – G0 – B0
HEX   231f20

M1
TOMORROW'S MONEY TODAY

M1
TOMORROW'S MONEY TODAY

Single colour

Single colour printing is for applications where four colour or two colour printing is not possible.

Do not use this version for standard print applications such as stationery, advertisements and brochures. Use it only when printing multicolour images is not possible or desirable. To maintain consistency in colour, it is important to use the prescribed colour codes.

REVERSE
A standard space to be maintained around the logo when used in reverse.

The relationship between the M1 logo and the box around it is fixed and must not be altered. The measurements of this box should be in tune with those shown in "Logo in Reverse".

M1
TOMORROW'S MONEY TODAY

GRAY		WHITE	
Pantone	2695C	CMYK	C0 – M0 – Y0 – K0
CMYK	C0 – M0 – Y0 – K70	RGB	R167 - G169 - B - 172
RGB	R111 – G111– B111		
HEX	454849		

M1
TOMORROW'S MONEY TODAY

Logo on background

The M1 logo can be used on multiple backgrounds serving various purposes.

Light Image Backgrounds

Image Backgrounds

When the image is not busy, and the background is light

Logo on background

The M1 logo can be used on multiple backgrounds serving various purposes.

Logo in reverse

Greyscale on black

Single colour on black

Color palette

This page displays our primary and secondary brand colors and their respective color breakdowns.
Our primary color palette consists of single color: M1 Blue.

We use Gray as the background color for cut-out images. Furthermore, white space should feature heavily within our identity.

We also have an additional color palette to be used for Infographics. Please refer to this in the Infographics section further in the document.

M1 BLUE

Pantone	7685 C
CMYK	C96 – M67 – Y08 – K01
RGB	R0 – G112 – B173
HEX	035ca0

GRAY

Pantone	2695C
CMYK	C0 – M0 – Y0 – K70
RGB	R111 – G111– B111
HEX	454849

BLACK

Pantone	2191C
CMYK	C0 – M0 – Y0 – K100
RGB	R0 – G0 – B0
HEX	231f20

WHITE

CMYK	C0 – M0 – Y0 – K0
RGB	R167 - G169 - B - 172