

**one M2M**

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# Logo Brand Guidelines



## What does the one M2M logo symbolize?

The number “2” in the middle part of the logo symbolizes the connection between the two machines, the two “M” letters.



The following colour palette serves as a basis for any promotional material - printed or online.

**The primary colour palette of the logo** will be used for text, tables & graphs.

Primary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				Pantone
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Red	180	32	37	0	100	96	8	1807 C
Gray	160	160	163	0	1	0	43	Cool Gray 8

**The secondary colour palette** will be used only where there is a need to extend the brand colours (examples can be charts, promotional material, etc.)

Secondary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Orange	246	146	30	0	50	100	0	
Dark Blue	0	84	128	100	25	0	50	
Turquoise	102	140	151	60	30	30	10	
Purple	113	104	150	65	65	20	0	
Dark Gray	84	80	84	0	5	0	82	

## PROCESS

■ Red: 0c 100m 96y 28k

■ Gray: 0c 1m 0y 43k



## PANTONE

■ Red: 1807 C

■ Gray: Cool Gray 8



## RGB

■ Red: 180R 32G 37B

■ Gray: 160R 160G 163B



## BLACK & WHITE

■ 100% Black

■ 60% Black



## INVERT

■ Red: 0c 100m 96y 28k

■ Gray: 0c 1m 0y 43k

■ 100% Black



## Clear space around the logotype

The logotype always looks best when it has a large area of clear space around it.

In order to achieve this, a minimum clear space surrounding the logotype has been defined.

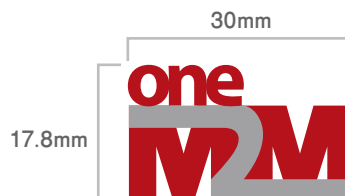
**The clear space in the example on the right is marked in grey and it will always be with proportion to the “one” typeface height.**

This space must stay clear without any type, graphic elements and high-contrast areas of photography.



## Minimum Size

As the **one M2M** logo must be easily recognized to be effective, the primary logotype should not be reproduced smaller than 30mm.



## Examples of unacceptable logo use

The **one M2M** logo should be applied and maintained in accordance with the Brand Guidelines. No deviation is acceptable.

## Forbidden logo use

**Do not** use the logo as a background pattern.

**Do not** use the logo vertically. Never use the logo at an angle.

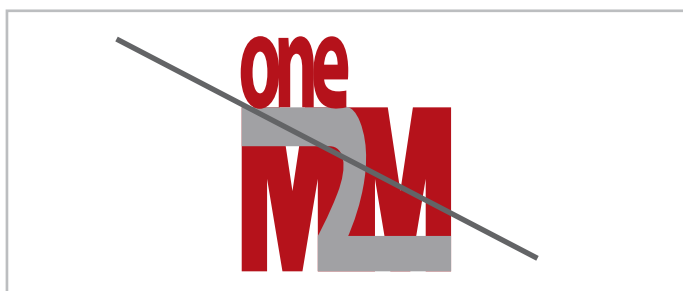
**Do not** use the logo or parts of it in a sentence. 'one M2M' should be in text font only.



**Don't** use the logo on similar colour. (Poor contrast).



**Don't** tilt or rotate the logo.



**Don't** distort the logo.



**Don't** add effects to the logo.



**Don't** distort the logo.



**Don't** change the logo colour.



**Don't** distort the logo.



**Don't** use the logo on patterns or images.

## Typography - Printed Promotional Material

Respecting these guidelines will help develop a distinctive “look” while simplifying the creative decision-making process.

The following are the preferred fonts for external promotional communications:

### Headlines

Myriad Pro (Regular)

0123456789  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro (Bold)

**0123456789**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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### Text

Myriad Pro (Regular)

0123456789  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro (Semibold)

**0123456789**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Myriad Pro (Bold)

**0123456789**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**