

MAINCONCEPT™

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 a second option you can choose:

MAIN LOGO

MAINCONCEPT™

LOGO VARIATION (depending on space)

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 logo are provided for use on dark and light backgrounds.

MAINCONCEPT™
MAIN
CONCEPT™

MAINCONCEPT™
MAIN
CONCEPT™

MAINCONCEPT™
MAIN
CONCEPT™

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”.



Logo clear space guide

FORM & FUNCTION

- The inside of the badge should always be transparent.



MISCELLANEOUS

- 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.
- Do not excessively display the MainConcept logo.



MAINCONCEPT™

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 with low contrast

MAINCONCEPT CORPORATE COLORS

	RGB	CMYK	HEX
 SAPPHIRE	15 0 54	92 94 38 61	#0f0036
 INDIGO	63 1 124	87 100 11 11	#3f017c
 ELECTRIC INDIGO	120 30 255	68 79 0 0	#781eff
 ELECTRIC PURPLE	194 0 255	44 84 0 0	#c200ff
 CINNABAR	236 91 40	0 84 100 0	#ec5b28
 BUCKTHORN	241 162 58	0 44 100 0	#f1a23a



THANK YOU.

QUESTIONS?

Contact us:

marketing@mainconcept.com