mailtrack

Brand Guidelines

Version 02 | October 2019

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CONTENTS

1/

INTRODUCTION

This manual explains how to use essential graphic elements to correctly apply Mailtrack's brand in visual design.

Its aim is to strengthen the Mailtrack brand so that it can easily be identified anywhere that it is used, serve as a guide for the correct use of our corporate image and ensure that all Mailtrack team members working on any project know the brand's aesthetical requirements and how to apply them.

In the following pages of this document, you will find information about:

- The Mailtrack logo and its variations (p. 03)
- Corporate colors (p. 14)
- Typography and applying graphic elements in different formats (p. 18)
- Other brand elements that might be useful (p. 20)

2/

THE LOGO & ITS VARIATIONS

Mailtrack's logo is made up of a green envelope with a letter emerging from it that features the brand's distinct double checkmarks.

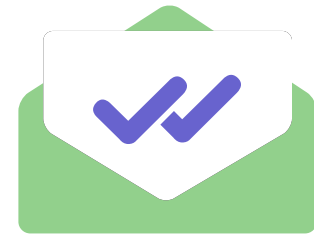The following diagrams show how it should be used, including:

A. The safety area
B. Minimum permitted sizes
C. Variations:
    · Positive & negative versions
    · Color variations
    · Alternative formats

2/ THE LOGO & ITS VARIATIONS / A. The safety area
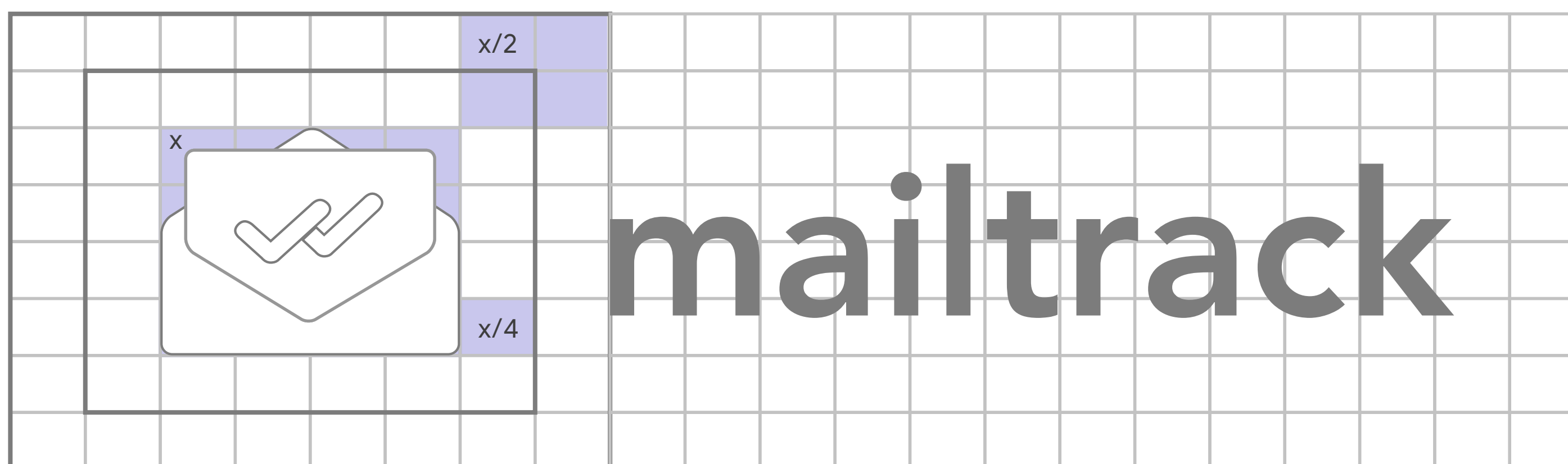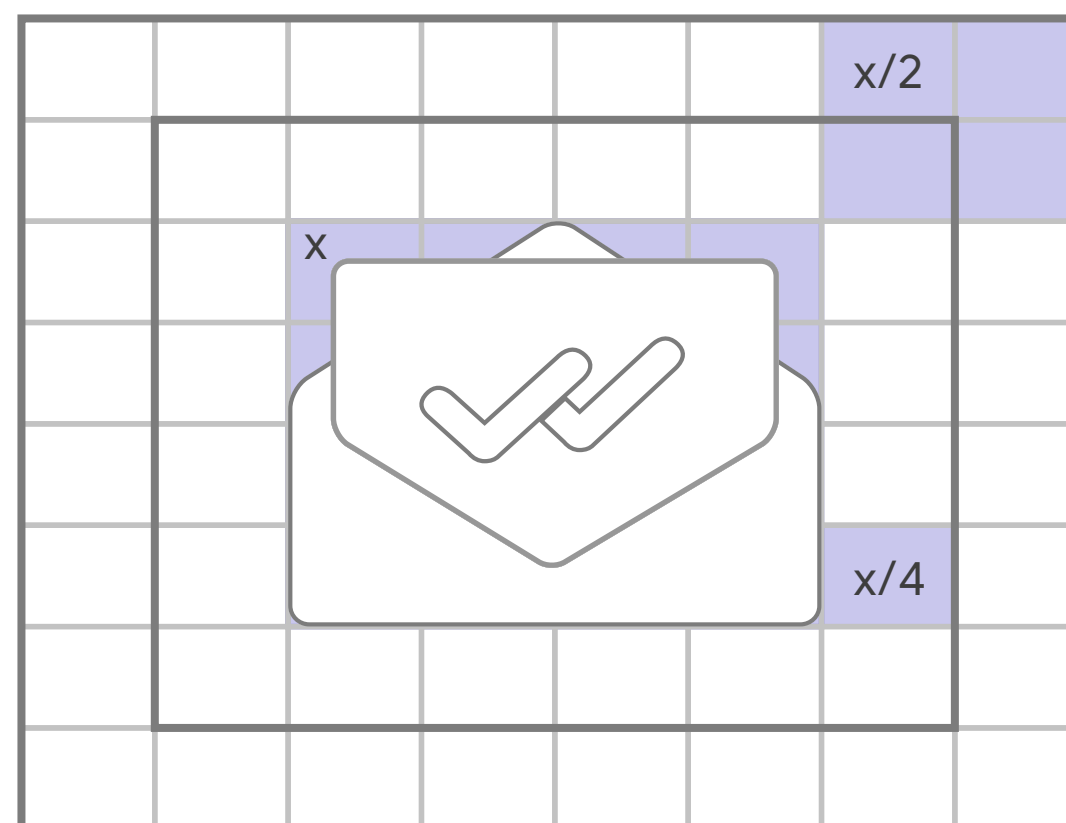
2/ THE LOGO & ITS VARIATIONS / B. Minimum permitted sizes

PRINT

DIGITAL

10 mm.

18 px.

mailtrack

30 mm.

mailtrack

80 px.

mailtrack

20 mm.

mailtrack

50 px.

2/ THE LOGO & ITS VARIATIONS / **C. Variations**

POSITIVE

NEGATIVE

POSITIVE

NEGATIVE

ALTERNATIVE COLORS

Primary

Secondary

DIFFERENT FORMATS

Primary

line version

shadowed version

ALTERNATIVE FORMATS

Primary

line version

mailtrack

shadowed version

mailtrack

ALTERNATIVE FORMATS

Secondary

line version

shadowed version

ALTERNATIVE FORMATS

Secondary

line version

shadowed version

ALTERNATIVE FORMATS

Variations incorporating text

3/
CORPORATE COLORS

To guarantee that both primary and secondary colors are correctly reproduced across different assets, the following corporate colors have been proposed. This section also covers the equivalent versions of these colors in:

· PANTONE
· CMYK
· RGB
· Hexadecimal

3/ CORPORATE COLORS

PRIMARY COLORS

RGB: 104 / 99 / 206
HEX: #6863CE

CMYK: 73 / 65 / 0 / 0
PANTONE: 2725 C

RGB: 51 / 51 / 51
HEX: #333333

CMYK: 72 / 64 / 60 / 58
PANTONE: Neutral Black C

RGB: 146 / 208 / 140
HEX: #92D08C

CMYK: 50 / 0 / 60 / 0
PANTONE: 359 C

3/ CORPORATE COLORS
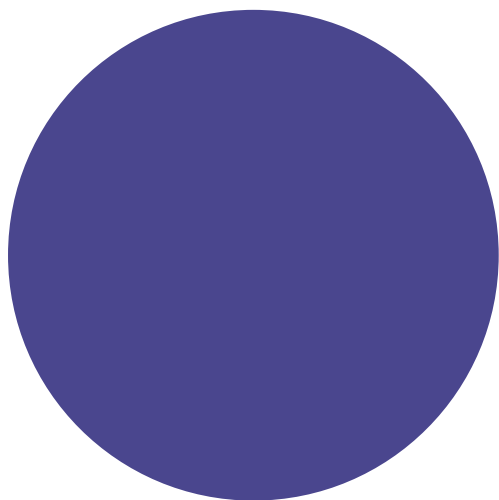
PRIMARY COLORS

RGB: 64 / 89 / 88
HEX: #405958

CMYK: 70 / 40 / 52 / 42
PANTONE: 5545 C
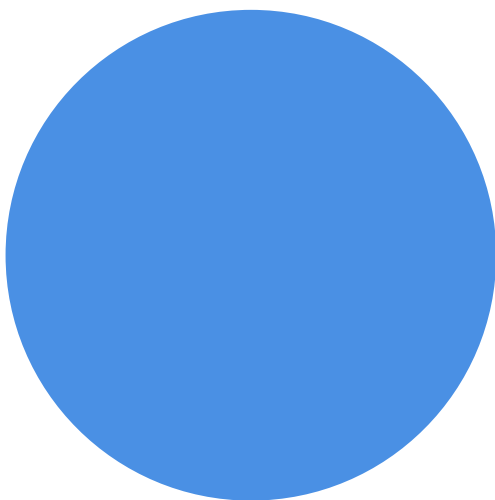
3/ CORPORATE COLORS

SECONDARY COLORS

RGB: 74 / 70 / 142
HEX: #464A8E

CMYK: 83 / 78 / 7 / 1
PANTONE: 2746 C

RGB: 250 / 250 / 250
HEX: #FAFAFA

CMYK: 15 / 9 / 6 / 0
PANTONE: 656 C

RGB: 74 / 144 / 228
HEX: #4A90E4

CMYK: 73 / 38 / 0 / 0
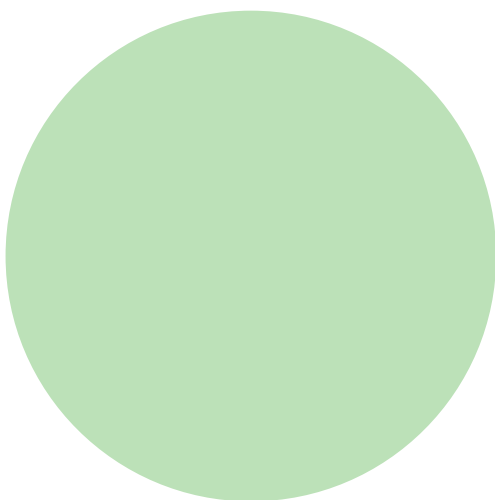PANTONE: 279 C

RGB: 247 / 240 / 239
HEX: #F7F0EF

CMYK: 3 / 7 / 5 / 0
PANTONE: 663 C

RGB: 244 / 242 / 252
HEX: #F4F2FC

CMYK: 5 / 5 / 0 / 1
PANTONE: 7443 C

RGB: 188 / 225 / 184
HEX: #BCE1B8

CMYK: 32 / 0 / 36 / 0
PANTONE: 351 C
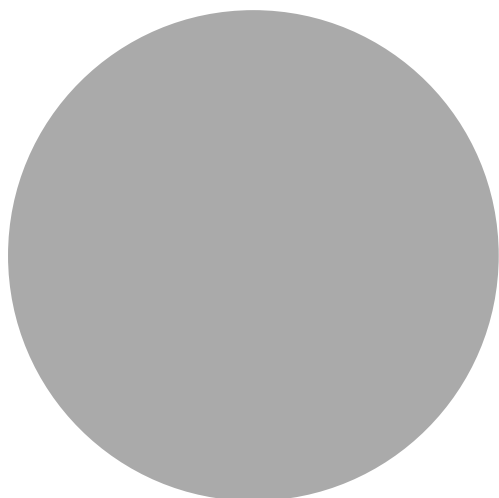
RGB: 170 / 170 / 170
HEX: #AAAAAA

CMYK: 40 / 31 / 29 / 0
PANTONE: 422 C
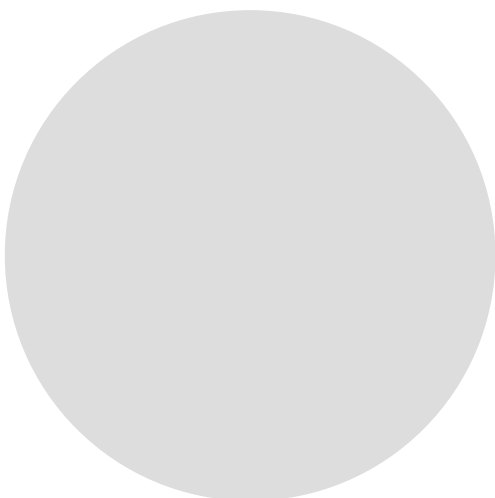
RGB: 221 / 221 / 221
HEX: #DDDDDD

CMYK: 16 / 12 / 11 / 0
PANTONE: Cool Gray 1 C

4/
TYPOGRAPHY

This section specifies the correct primary and secondary use of typography in different visual scenarios, including in:

· The Mailtrack logo
· Titles
· Subtitles
· Body text
· Email signatures
· Presentations

4/ TYPOGRAPHY

CORPORATE TYPOGRAPHY

- Google Sans Regular

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@

- Karla Regular

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@

- Montserrat Regular

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@

- Google Sans Medium

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@

- Karla Bold

**abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@**

- Montserrat Semibold

**abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@**

- Lato Regular

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@

- Roboto Regular

abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@

- Montserrat Bold

**abcdefghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
123456789€&()*?¿!¡@**

5/

OTHER GRAPHIC
ELEMENTS

To strengthen and enhance our brand image and corporate identity, we have proposed a series of graphic elements that can be used in various contexts.

5/ OTHER GRAPHIC ELEMENTS

THE DOUBLE CHECK

ORGANIC SHAPES

Usually displayed as part of a pattern.

6/
APPLICATIONS

The aim of this section is to show clear examples of the possible ways Mailtrack's corporate identity can be expressed. Having previously outlined the brand's graphic direction, this section illustrates the different situations in which it is or can be applied. It covers digital and print formats as well as incorrect applications of the brand and its corporate colors.
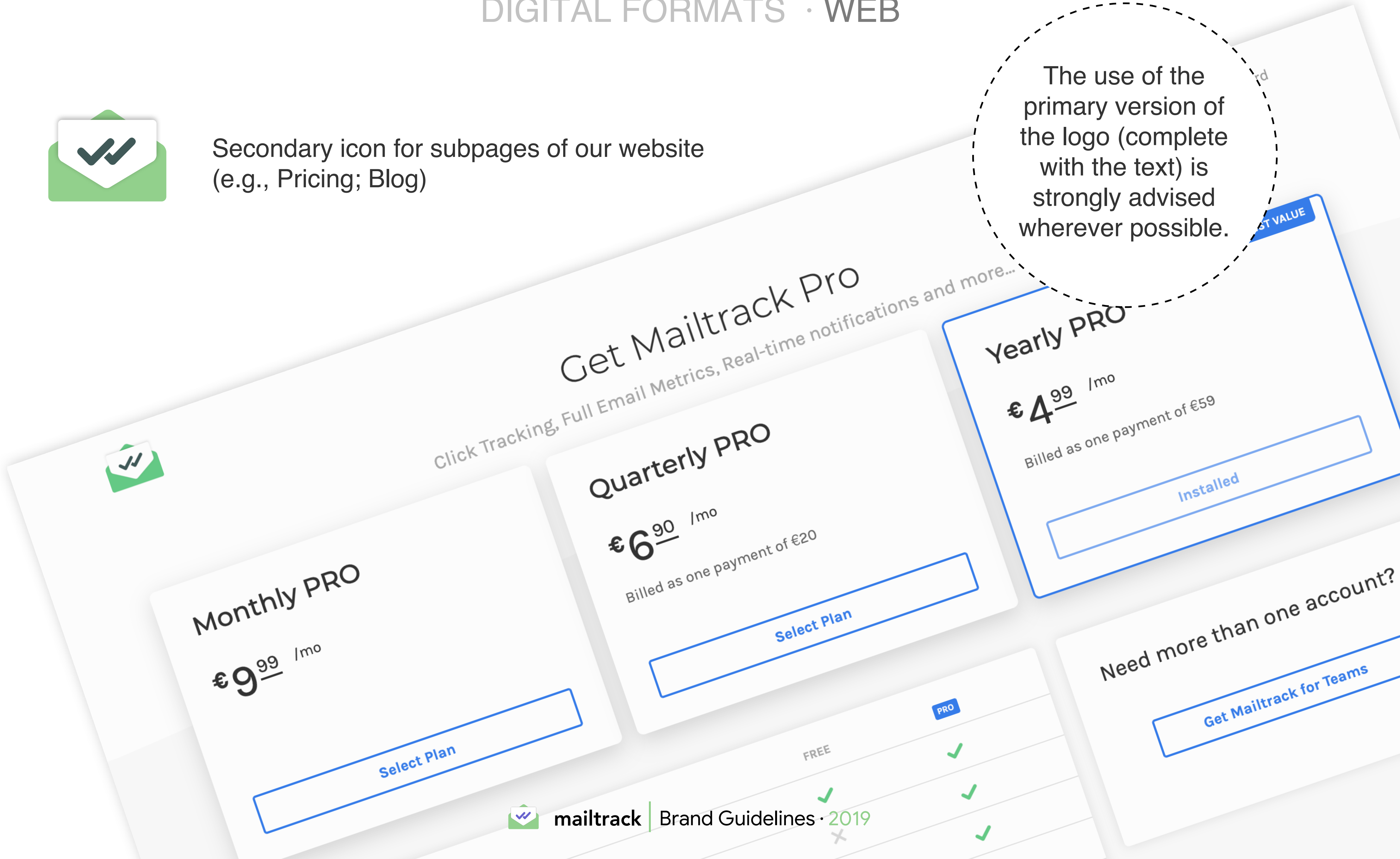
6/ APPLICATIONS / LOGO & ITS VARIATIONS

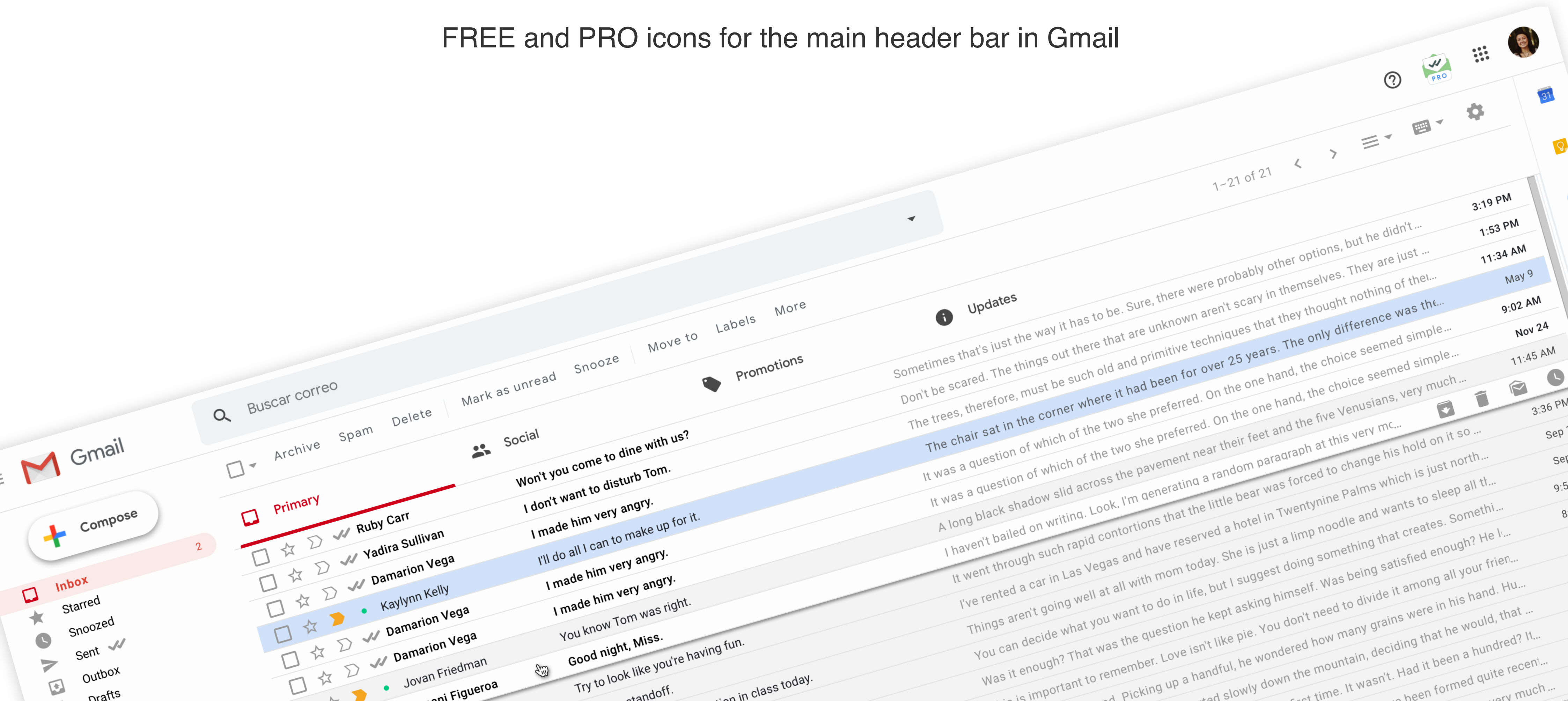## DIGITAL FORMATS · WEB

Secondary icon for subpages of our website
(e.g., Pricing; Blog)

The use of the primary version of the logo (complete with the text) is strongly advised wherever possible.

Get Mailtrack Pro

Click Tracking, Full Email Metrics, Real-time notifications and more...

Yearly PRO

€4⁹⁹ /mo

Billed as one payment of €59

Installed

Quarterly PRO

€6⁹⁰ /mo

Billed as one payment of €20

Select Plan

Monthly PRO

€9⁹⁹ /mo

Select Plan

PRO

FREE

Need more than one account?

Get Mailtrack for Teams

6/ / APPLICATIONS / LOGO & ITS VARIATIONS

DIGITAL FORMATS · MAIN HEADER BAR

FREE and PRO icons for the main header bar in Gmail

6/ APPLICATIONS / LOGO & ITS VARIATIONS

PRINT FORMATS · CERAMIC MUGS

6/ APPLICATIONS / TYPOGRAPHY

LOGO WITH BACKGROUNDS

THE MAILTRACK COMPANY

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