



# Mass

Solutions that matter

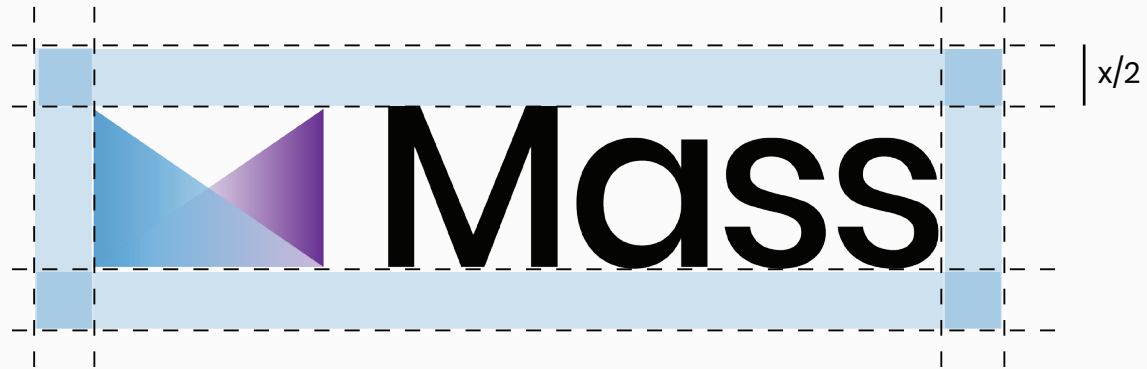
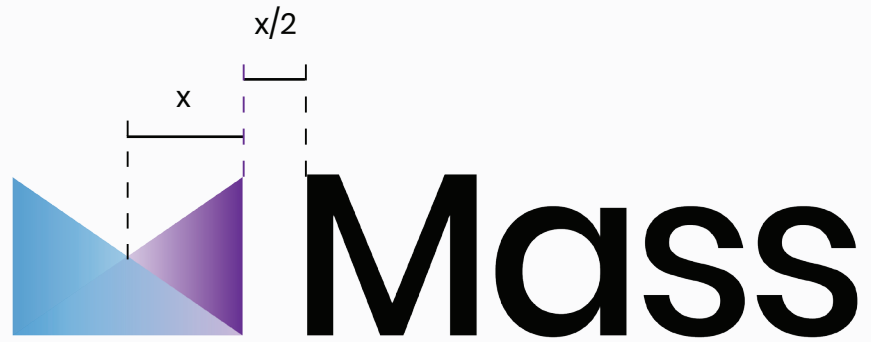
Digital Brand Manual 2021

# Our vision and compromise

As a company we aim to create fresh and innovative solutions and lead european companies to become a world reference. Our ambition is to change how users interact with technology by creating **tailor-made solutions** aligned with our client's goals.



The Mass brand logo embodies **our main source of strength as a team: union**. Combining various workgroups from software to management, and design and multimedia teams that make sure that the end product looks it's best, our principals really show through our logo.





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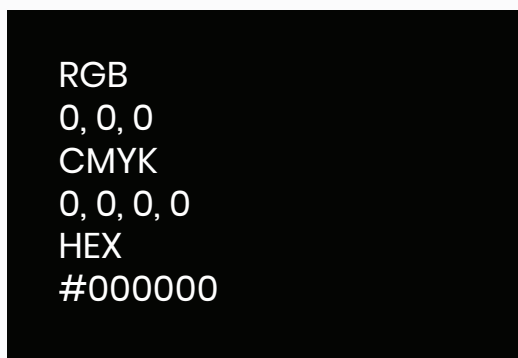
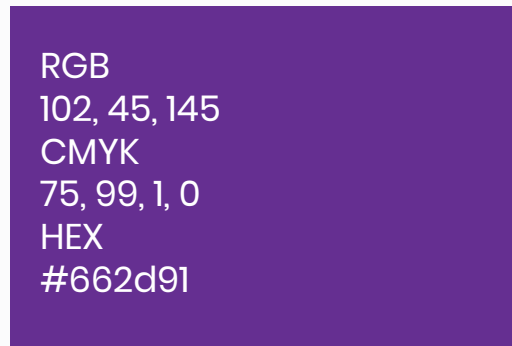
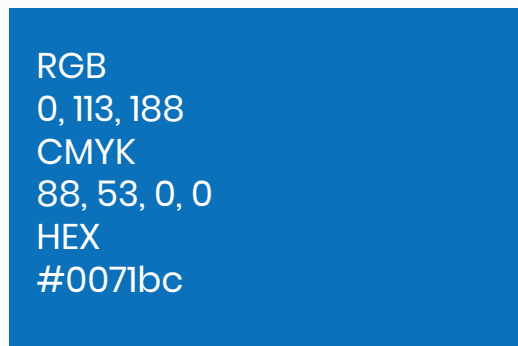
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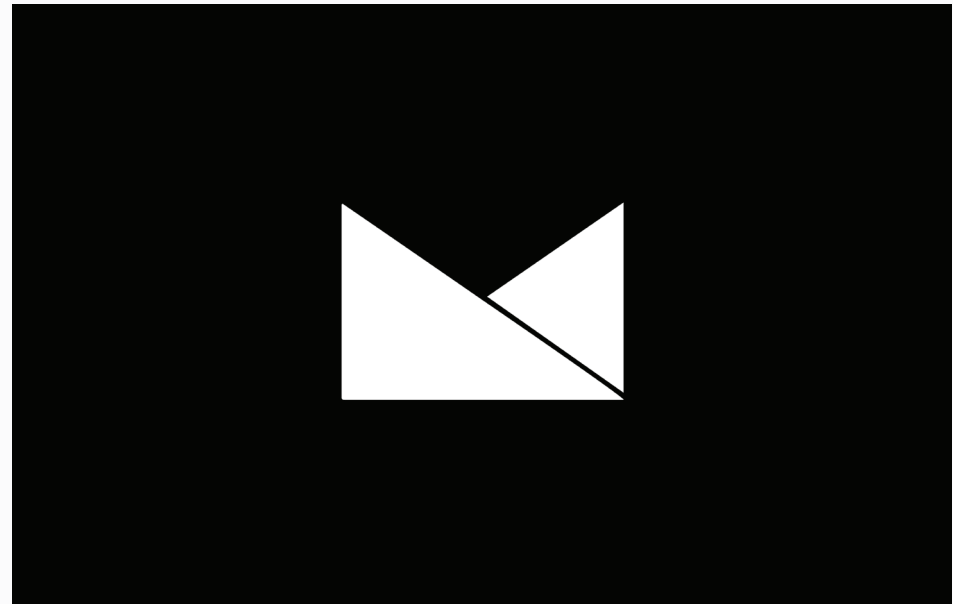
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The slogan version can only be used in big headers or opening slides. **It does not work in smaller versions.**



The icon and logotype are more versatile and **should be used in smaller versions** when necessary.





The monochromatic versions should be **used as last resource only**, for instance, when it's not possible to replicate the logo gradient.





**The white** version can be used on top of both the company colors as well as on top of black.

**The black** version should only be used on a solid white background.

# Poppins

Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Works as main and auxiliary font due to it's versatility

Poppins Thin

*Poppins Thin Italic*

Poppins Extra Light

*Poppins Extra Light Italic*

Poppins Light

*Poppins Light Italic*

Poppins Regular

*Poppins Italic*

Poppins Medium

*Poppins Medium Italic*

Poppins SemiBold

*Poppins SemiBold Italic*

Poppins Bold

*Poppins Bold Italic*

Poppins ExtraBold

*Poppins ExtraBold Italic*

Poppins Black

*Poppins Black Italic*

**Mass Digital Brand Manual**

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+Fbaup**

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