

MATHE MIT NOEL

Brand Identity | Style Guide

This document will provide the basic rules
for using our corporate identity when
creating any materials.

08|2022

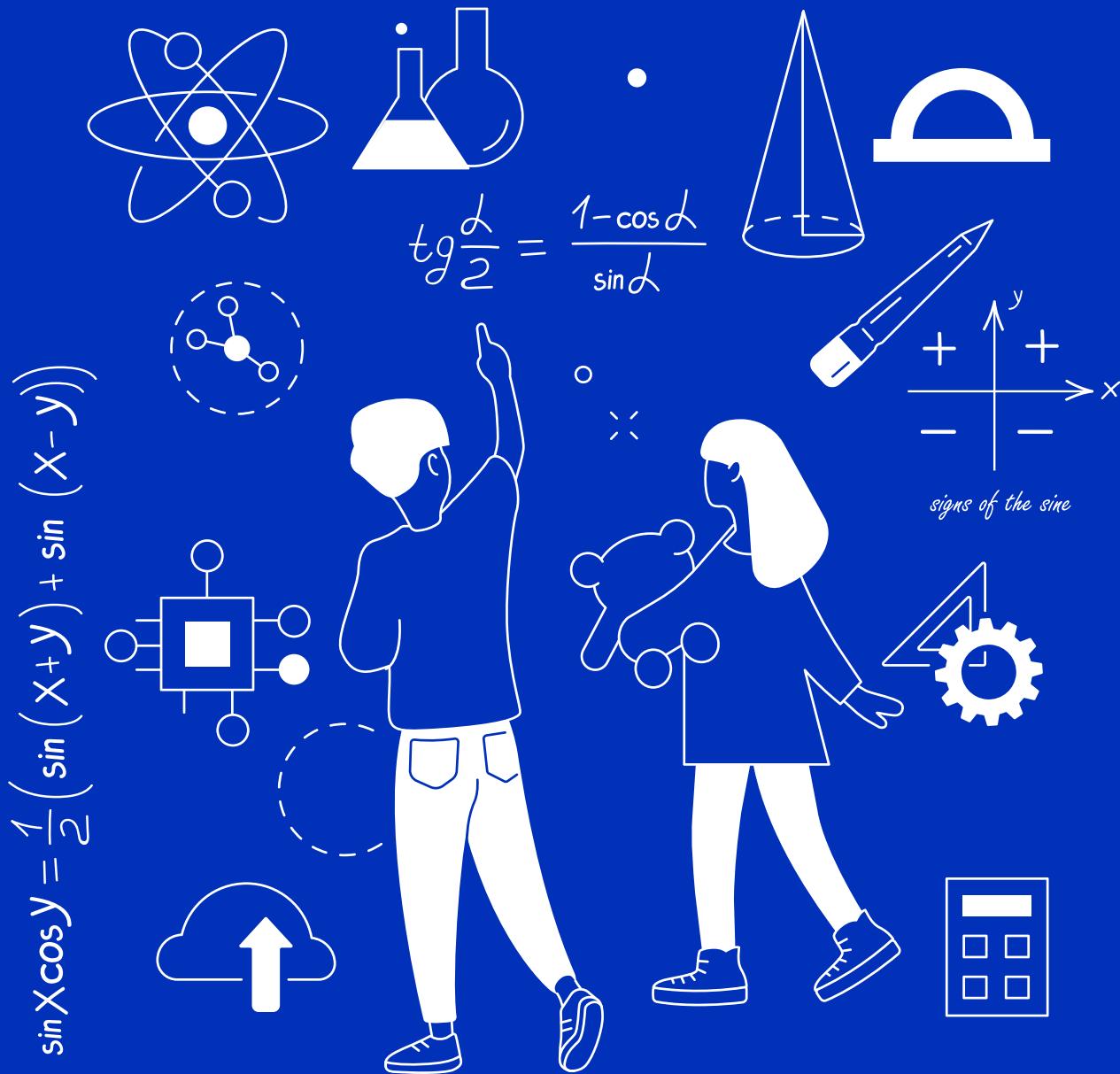


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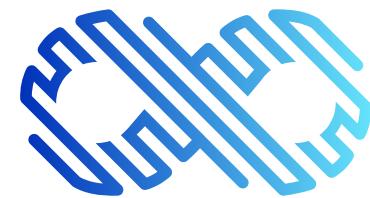
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Introduction

A style guide (or manual of style) is a set of standards for the writing and design of documents, either for general use or for a specific publication, organization or field.

A style guide establishes and enforces style to improve communication. To do that, it ensures consistency within a document and across multiple documents and enforces best practice in usage and in language composition, visual composition, imagery and typography.

Most style guides are revised periodically to accommodate changes in conventions and usage. The frequency of updating and the revision control are determined by the subject matter.



MATHE MIT NOEL

Logo Variations

Our identity is much more than just a logo, but obviously the logo is the most important element that identifies us and let us stand out. That's why it's so important to use the logo exactly as specified in these guidelines. Use only the provided files of the logo.

Our logo is a fresh, bold identity that unites all of our communications.

Our logo consists of a graphic element and wordmark. All logo elements should stay together to best represent our brand.

However, the graphic element can be used separately as an icon, favicon, branding or design element.

Stacked Logo



Horizontal Logo



Icon



Sizing And Clear Spaces

The logo can be scaled only proportionally. Refer to the provided .ai files for the right ratio and dimensions. The minimum size of the logo should be not less than indicated here.

Everyone needs a little extra space to breathe. Clear space between the logo and any other element in all forms of marketing should be at least a double wordmark's height.

Adhering to the above guideline will ensure the logo retains its integrity and legibility across all forms of media.

0,98'' / 25 mm
(Min. Size in Print)



70 px
(Min. Size Onscreen)



1,378'' / 35 mm
(Min. Size in Print)



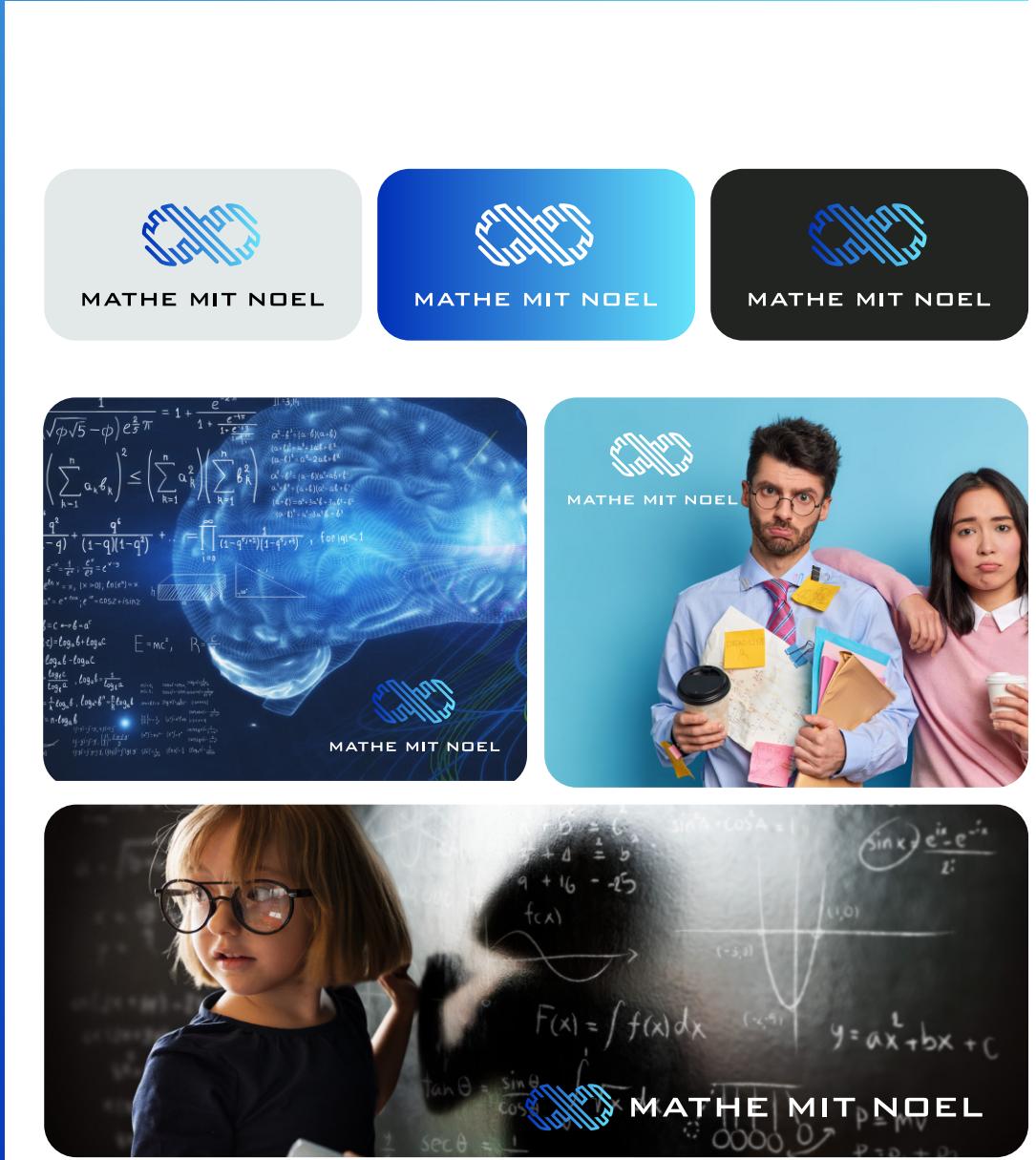
100 px
(Min. Size Onscreen)



Acceptable Logo Usage

As far as possible use the logo on white, neutral or corporate color backgrounds. Use the corresponding logo version for light and dark backgrounds. For all backgrounds, ensure that logo contrasts well with them and is clearly visible. These rules apply to both solid backgrounds as well as images.

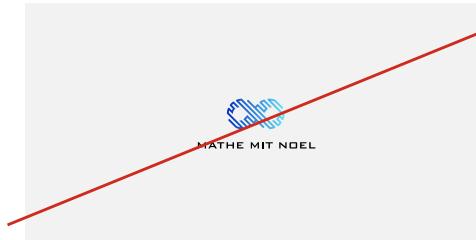
Logo should stay visible on the images. Try to place the logo on the most free area of the image. If the image is too busy and makes the logo unreadable use a solid color plate or color overlay on the image behind the logo.



Improper Logo Usage

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

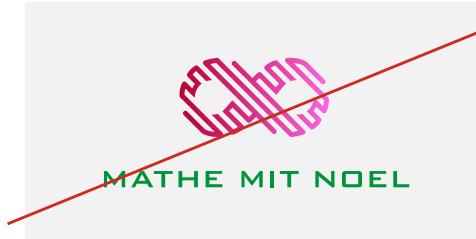
Too Small



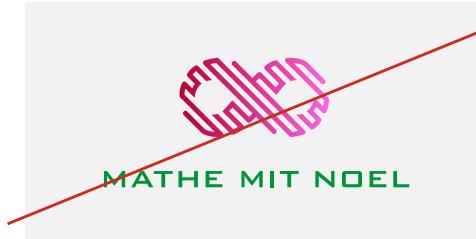
Added Effects



Wrong Color



Disproportionate Scaling



Rotation



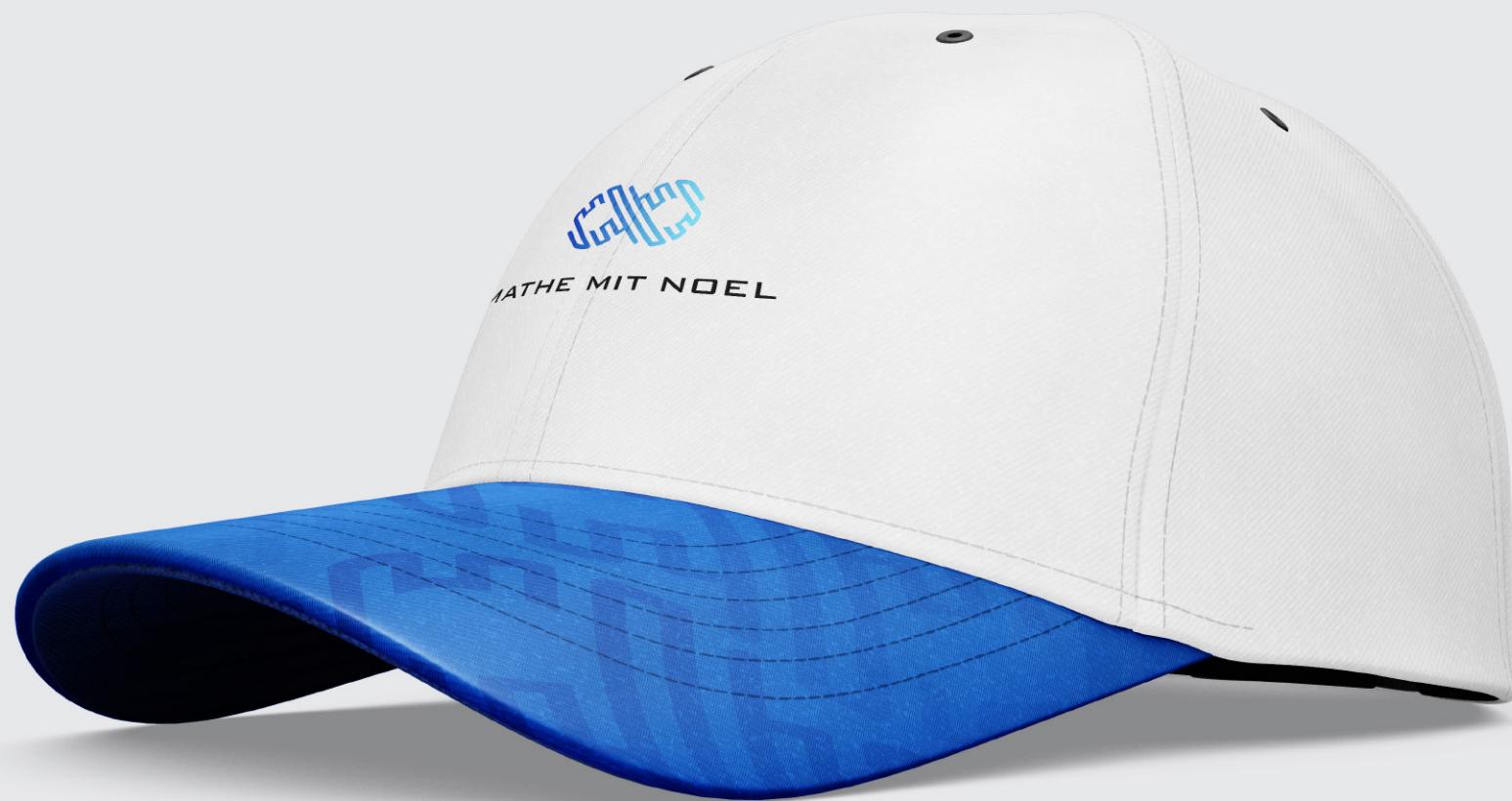
Wrong Font



Usage Examples



Usage Examples



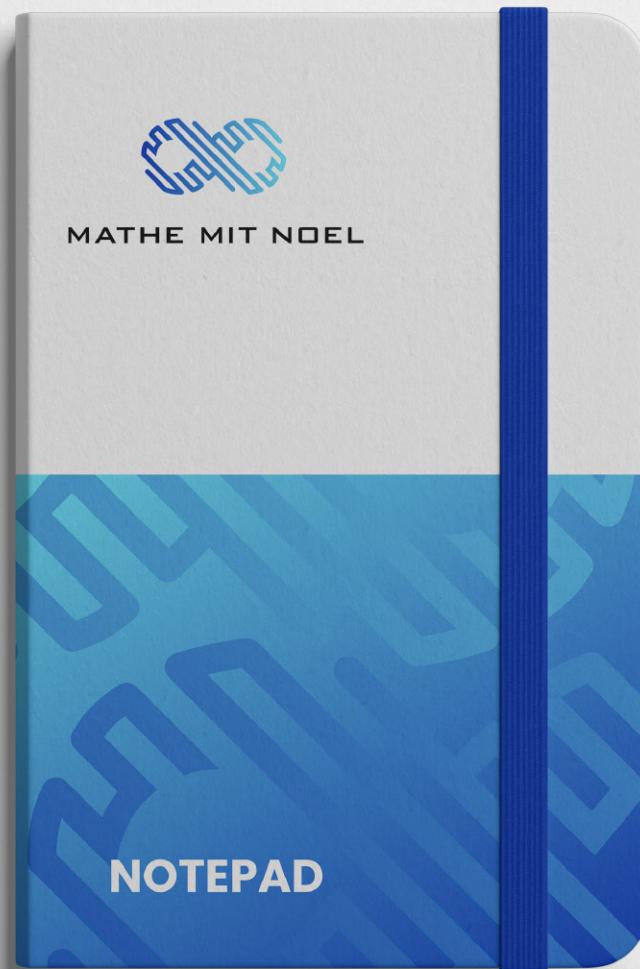
Usage Examples



Usage Examples



Usage Examples



Usage Examples



Usage Examples



Usage Examples



Usage Examples



Usage Examples



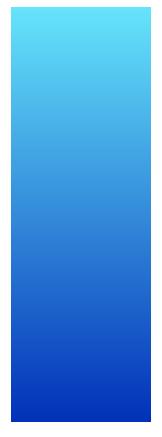
Usage Examples



Primary Logo colors

Here are the colors that we use in our corporate materials. Using consistent colors in our visual communications across print and web strengthens our identity.

These are the key colors of our brand that we use for the logo and primary branding and design elements, color blocks, titles and other important elements.



CMYK:
52 / 0 / 9 / 0

Pantone: Blue 0821 U

HEX:
#66e5fb

RGB:
102 / 229 / 251

CMYK:
96 / 79 / 0 / 0

Pantone: 286 C

HEX:
#0131b9

RGB:
1 / 49 / 185



CMYK:
71 / 47 / 78 / 49

Pantone: 5743 C

HEX:
#3f4d32

RGB:
63 / 77 / 50

Secondary Palette

The following colors may be used to complement the primary palette. Consider their use for additional elements, secondary color blocks, backgrounds, infographics, color accents, highlights and auxiliary UI/UX elements.

Also these colors can be used in the video thumbnail template to indicate different topics/playlists of YouTube videos.

#166ed7

CMYK:
84 / 56 / 0 / 0
RGB:
22 / 110 / 215

#189f92

CMYK:
78 / 12 / 49 / 1
RGB:
24 / 159 / 146

#72c6be

CMYK:
57 / 0 / 31 / 0
RGB:
114 / 198 / 190

#c9e5e3

CMYK:
26 / 1 / 14 / 0
RGB:
201 / 229 / 227

#f38c25

CMYK:
0 / 54 / 90 / 0
RGB:
243 / 140 / 37

#f3ad53

CMYK:
3 / 38 / 74 / 0
RGB:
243 / 173 / 83

#f5e2c8

CMYK:
5 / 12 / 24 / 0
RGB:
245 / 226 / 200

#f3775b

CMYK:
0 / 65 / 62 / 0
RGB:
243 / 119 / 91

#f3a490

CMYK:
0 / 45 / 40 / 0
RGB:
243 / 164 / 144

#f4ded8

CMYK:
4 / 16 / 14 / 0
RGB:
244 / 222 / 216

#574794

CMYK:
79 / 79 / 2 / 0
RGB:
87 / 71 / 148

#9f96bf

CMYK:
44 / 42 / 8 / 0
RGB:
159 / 150 / 191

#d8d4e2

CMYK:
17 / 16 / 6 / 0
RGB:
216 / 212 / 226

#c74259

CMYK:
16 / 84 / 51 / 5
RGB:
199 / 66 / 89

#d68790

CMYK:
14 / 56 / 31 / 2
RGB:
214 / 135 / 144

#ecd4d8

CMYK:
8 / 20 / 11 / 0
RGB:
236 / 212 / 216

Typography

Our font pairing is pre-selected. Use these fonts for all corporate texts. Use different styles of the font for different parts of text and elements on website and printed materials to display the hierarchy. Our typeface for headings and body text is Poppins. Clean, distinctive and legible, it is available in a variety of weights.

Poppins Bold

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

Poppins 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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

Poppins Italic

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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? / " ' | \

Note: The font sizes mentioned here are not the strict instruction. They are put just to show the proportions between the different text elements in the layout.

H1

Poppins Bold 22 pt

H2

Poppins Bold 14pt

Quote

Metropolis Italic 10pt

H3

Poppins Bold 10pt

Text

Poppins Regular 12pt

Subtitle

Metropolis Medium 12pt

Menu

POPPINS SEMIBOLD 8PT ALL CAPS

Tag

POPPINS EXTRABOLD 10 PT ALL CAPS

Article Structure

Here is an example of how the typography rules work in a sample article.

Main Heading: Poppins Bold 24 pt
Subtitle: Poppins Medium 14 pt
Paragraph introduction: Poppins Italic 14 pt

Paragraph: Poppins Regular 12 pt

Callout: Poppins ExtraBold All Caps 20 pt



Title Goes Here

Subtitle goes here

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."

Text block 1: Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing

Text block 2: Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

Text block 3: The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Text block 4: It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters. "Bonorum et Malorum" by Cicero are also reproduced in their exact original form. Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature,

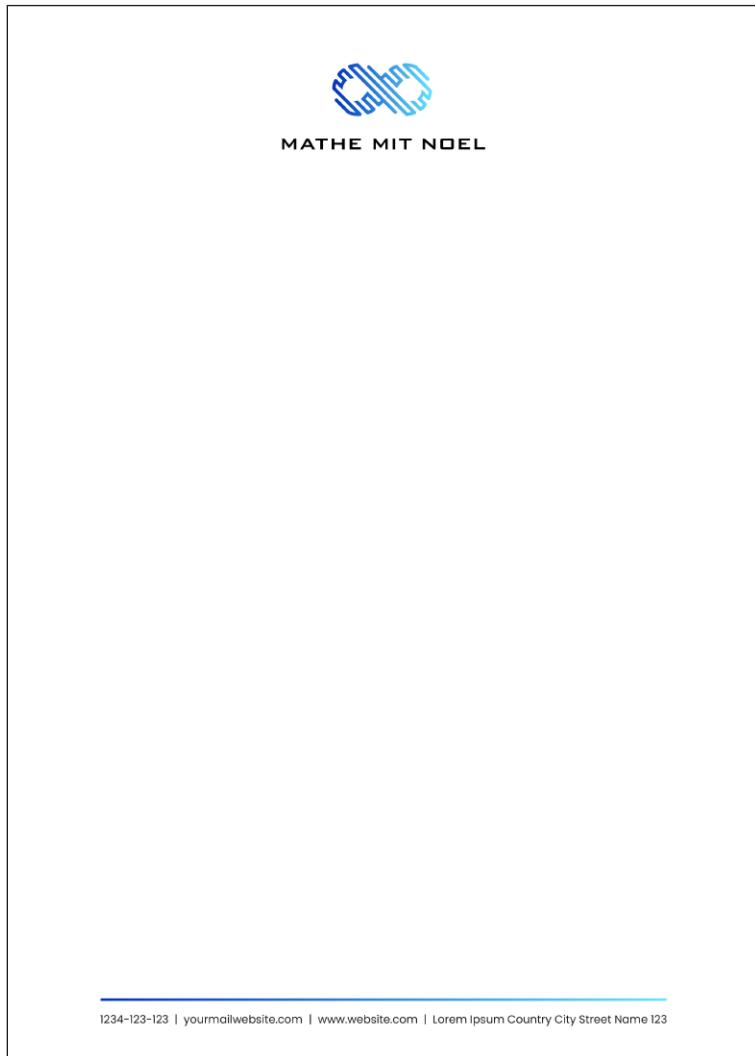
1234-123-123 | yourmailwebsite.com | www.website.com | Lorem Ipsum Country Street Name 123

Stationery | Business Card

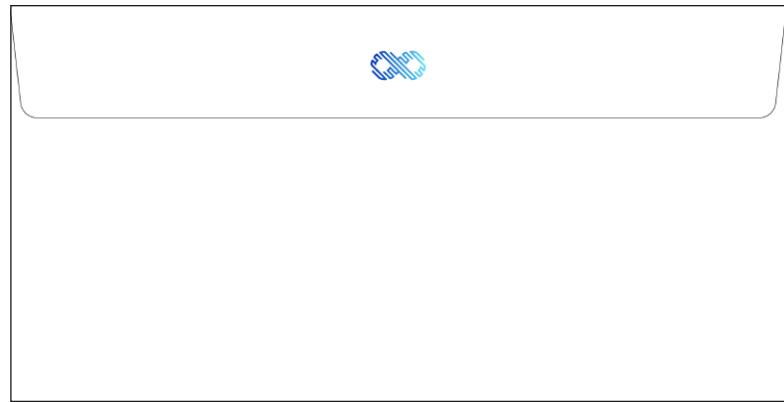
Our corporate materials were created in our corporate style and allow us to tell who we are. Please take a look how all the rules mentioned before apply to designs of our corporate materials.



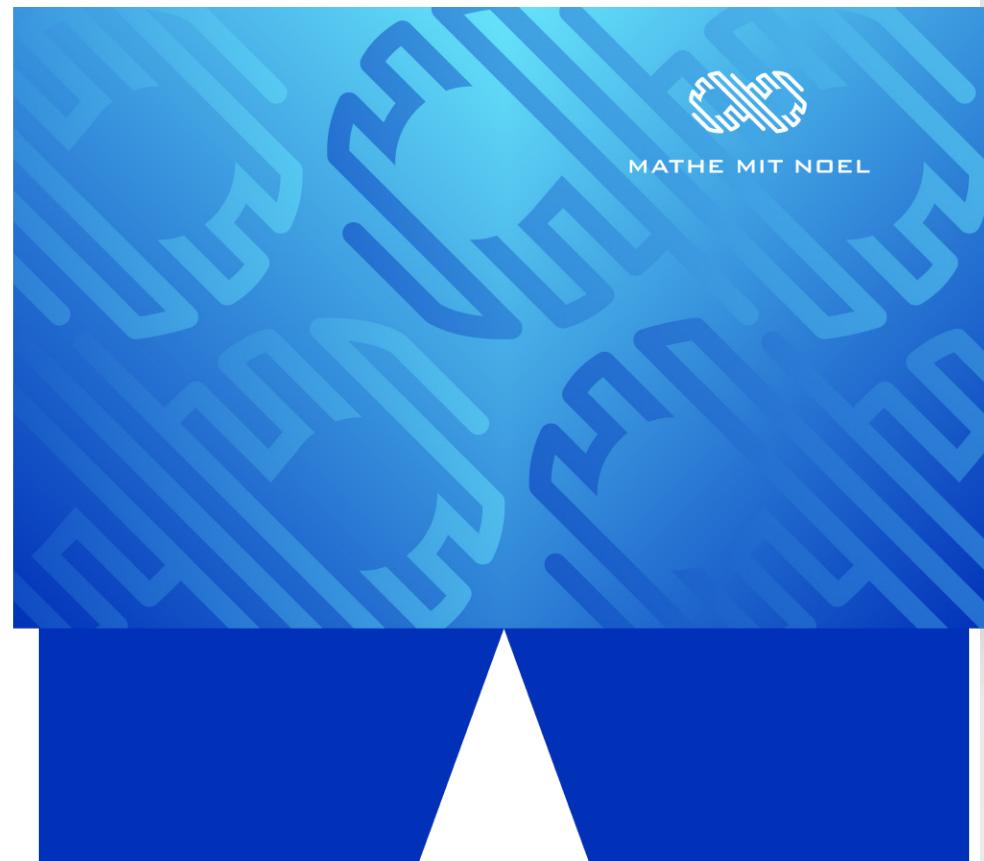
Stationery | Letterhead



Stationery | Envelope



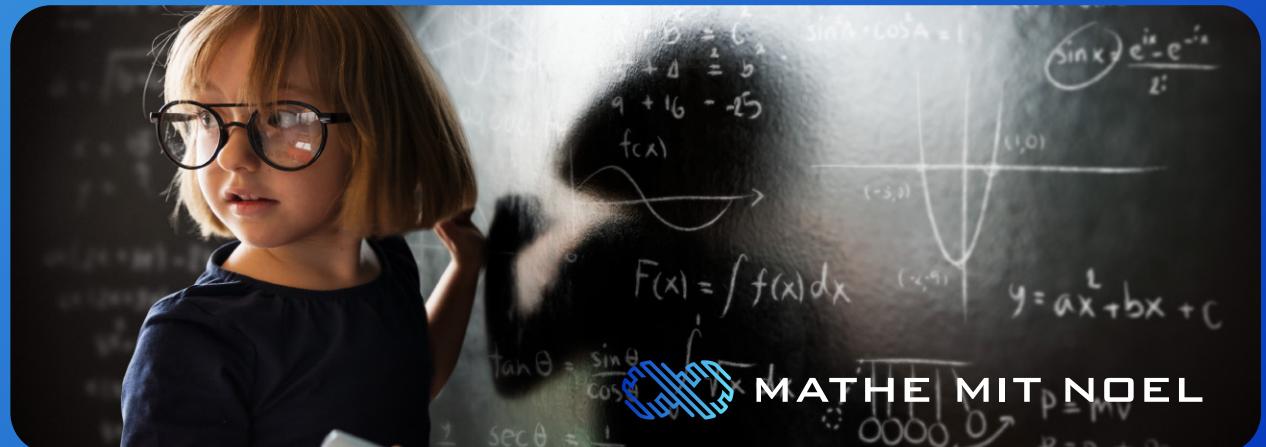
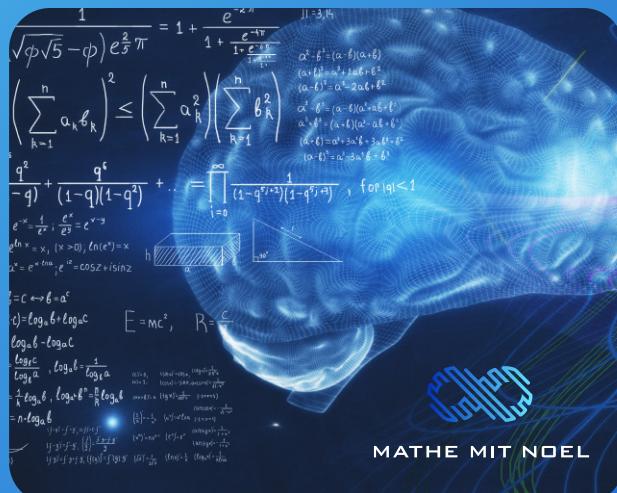
Stationery | Folder For Papers



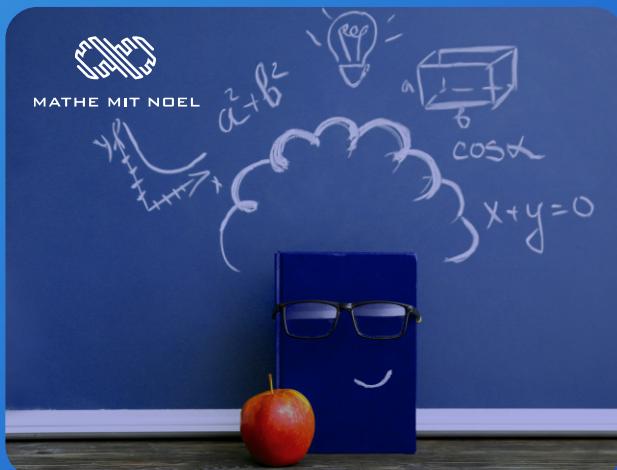
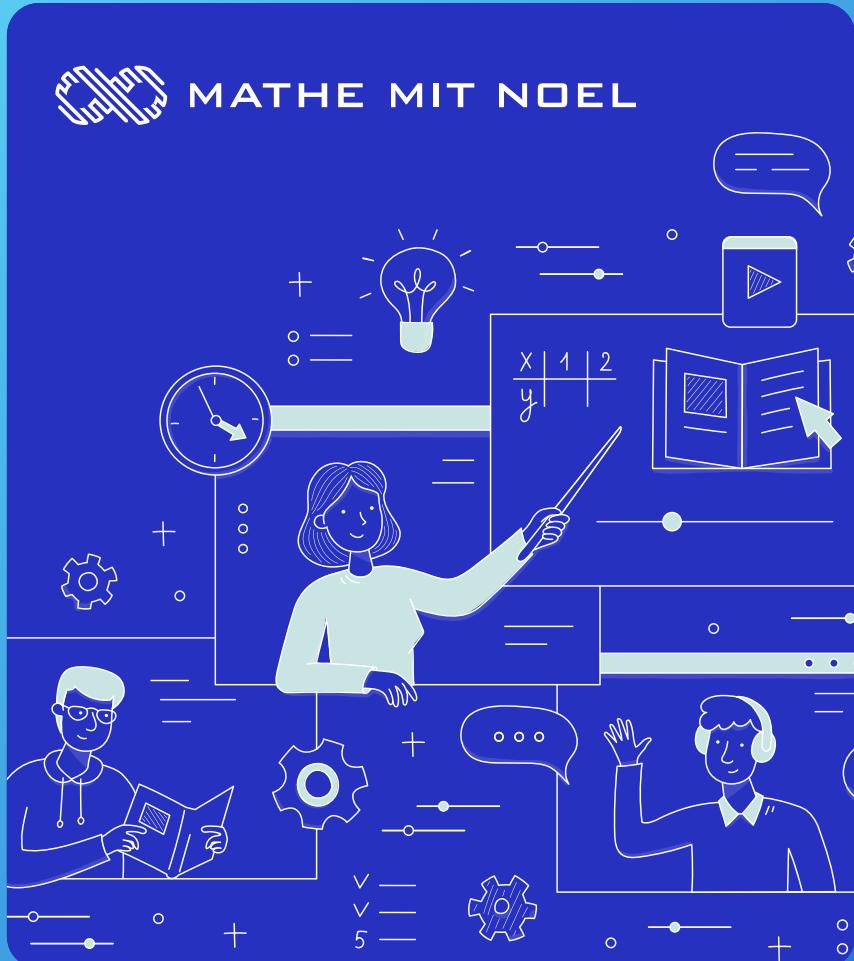
Imagery

We prefer to use high quality photos, stock images and custom graphics that reflect what we are doing and related to our business. Always remember to respect copyrights for any images you select to be associated with the brand or to be used with our logo.

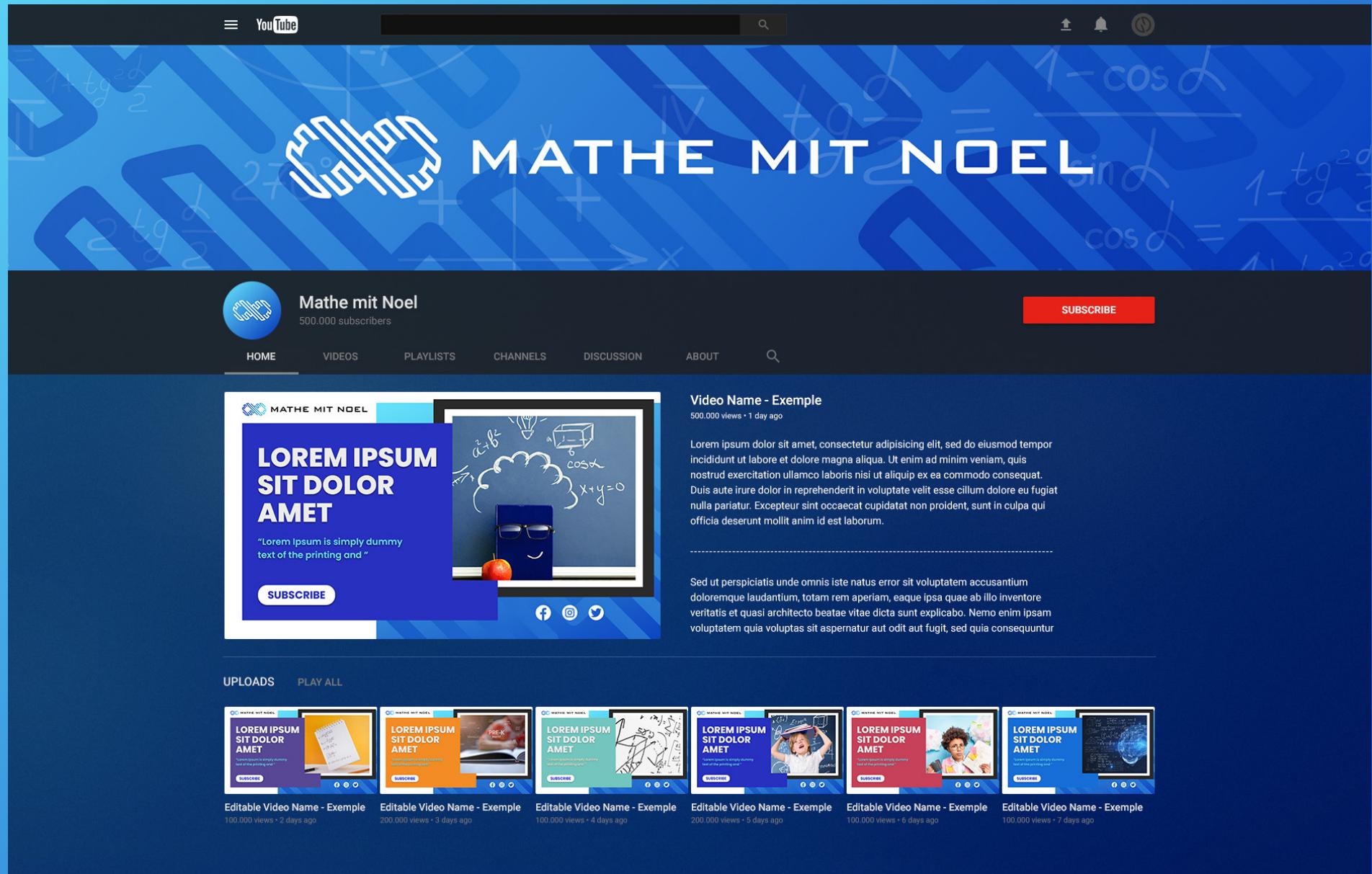
All the images can be used as they are or with our branding and logo. Ensure that logo and text on the picture are well seen and readable. See the examples of how we combine our branding with images.



Imagery | Moodboard



Imagery | Youtube



Presentation Theme

Corporate style and color rules apply to all texts, headers, tables, charts and diagrams. Use our presentation theme (.potx or .thmx file) to quickly prepare presentations since it has pre-defined color, font schemes and branding.



Click To Edit

- 1. Topic
- 2. Topic
- 3. Topic
- 4. Topic
- 5. Topic
- 6. Topic
- 7. Topic
- 8. Topic

A slide featuring a woman sitting on a couch using a laptop on the left, and a complex brain diagram with mathematical equations on the right.

Click To Edit
Enter your subhead line here

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Click To Edit
Enter your subhead line here

- This is a sample text. You simply add your own.
 - This is a sample text. You simply add your own.
 - This is a sample text. You simply add your own.
 - This is a sample text. You simply add your own.
 - This is a sample text. You simply add your own.

A slide featuring a spiral notebook with handwritten mathematical formulas like $X = \frac{d}{dt} \int_{t_0}^{t_1} f(t) dt$ and $X_0 = \frac{1}{2} \int_{t_0}^{t_1} f(t) dt$, along with a pen and a pencil.

Presentation Theme

For all elements in the presentation, the same fonts and colors are used as in other corporate materials. The colors from the secondary color palette are also used to create charts, graphs and diagrams.

Click To Edit
Enter your subhead line here

Title 1
Subheading goes here
This is a sample text. You simply add your own.

Title 2
Subheading goes here
This is a sample text. You simply add your own.

Title 3
Subheading goes here
This is a sample text. You simply add your own.

Title 4
Subheading goes here
This is a sample text. You simply add your own.

Click To Edit
Enter your subhead line here

Key Title Title 01
This is a sample text. You simply add your own text and description here

Key Title Title 04
This is a sample text. You simply add your own text and description here

Key Title Title 03
This is a sample text. You simply add your own text and description here

Key Title Title 04
This is a sample text. You simply add your own text and description here

Title 01
This is a sample text. You simply add your own text and description here. This text is fully editable.

Title 02
This is a sample text. You simply add your own text and description here. This text is fully editable.

Title 03
This is a sample text. You simply add your own text and description here. This text is fully editable.

Click To Edit
Enter your subhead line here

Key Title Title Here
This is a sample text. You simply add your own text and description here. This text is fully editable.

Key Title Title Here
This is a sample text. You simply add your own text and description here. This text is fully editable.

Key Title Title Here
This is a sample text. You simply add your own text and description here. This text is fully editable.

Key Title Title Here
This is a sample text. You simply add your own text and description here. This text is fully editable.

