
Brand Guidelines



MONDIAL PACK
Brand Guidelines
Version 1.0

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Welcome

Welcome to the Mondial Pack Brand Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to. We hope you enjoy getting to know our brand better.

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**mondial
pack**

**Fast, Flexible,
and Reliable:**

**Your Partner In
Manufacturing**



1. Logo

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

Logo

Master Logo

The updated look of our logo makes it both simple, modern and the clean. The logo is available for use in Cobalt Blue, Black or White in all instances where the logo is used on its own.

For example: stationery, signage, uniforms, merchandise and third party use. The first preference is to use the Cobalt Blue logo, however sometimes to ensure legibility the black or white options will work better.

Cobalt Blue



Black



White



Logo

Clear space and sizing

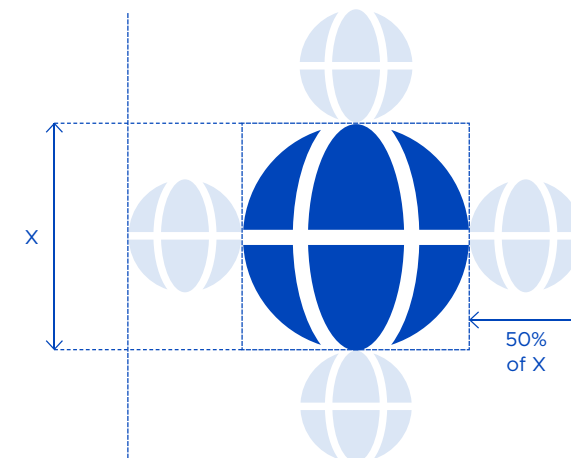
Minimum size

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all of our communications. The minimum clear space is

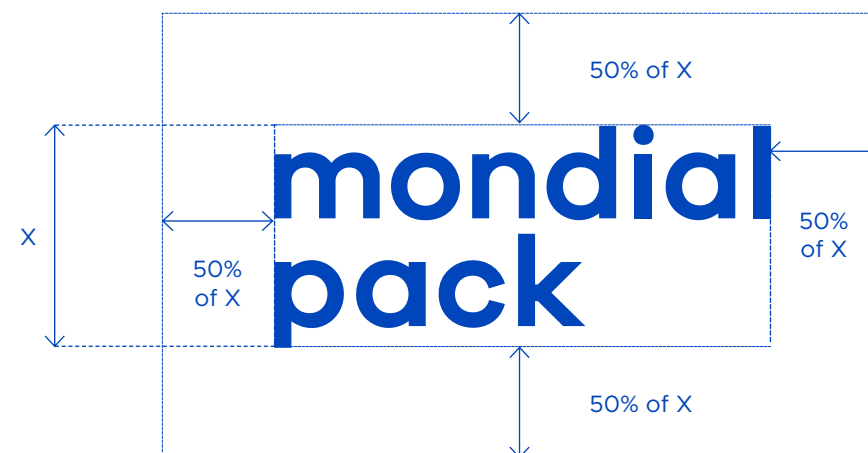
50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application. While minimum sizes are specified, it is preferred that the logo appears larger than the minimum size when possible.

Any size beyond the minimum size can be applied, but the proportional distance between the logo and text remains the same.



**mondial
pack**

Width: 31 mm / 89 pixels
Height: 14 mm / 40 pixels



Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific “do not’s” for our logo.



Do not alter the logo’s colours in any way.



Do not lock-up text to the logo.



Do not alter the logo’s shape in any way.



Do not add elements or shadows to the logo.



Do not place the logo in a holding shape.



Do not outline the logo.



Do not rotate the logo.



Do not change the relationship of the logo’s components.

2. Colour

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

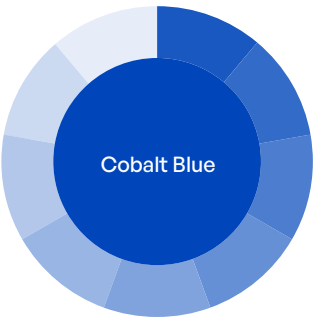
Colour

Brand colours

The primary colour palette is constant throughout all communications. A colour hierarchy has been implemented, ranging from Cobalt Blue being the most important to Alice Blue being the least used.

Raisin Black and Cobalt Blue are mainly used for conveying importance. Whilst Snow is predominately used for text. Alice Blue and Snow are mainly used for background washes.

Where possible Pantone colours should be used. For extra impact special print techniques such as debossing can also be applied.

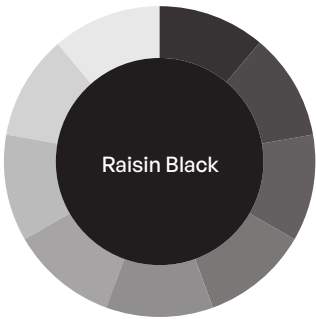


Pantone
2728 C

CMYK
100, 62, 0, 27

RGB
0, 70, 186

HEX
#0046BA

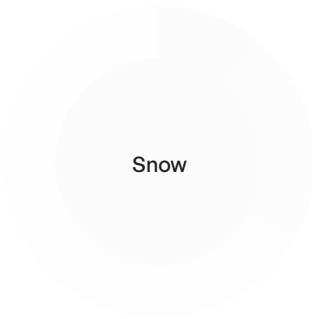


Pantone
BLACK 7 C

CMYK
0, 15, 12, 87

RGB
33, 28, 29

HEX
#211C1D



Pantone
-

CMYK
0, 0, 0, 1

RGB
251, 251, 252

HEX
#FBFBFC



Pantone
2707 C

CMYK
6, 4, 0, 0

RGB
239, 246, 255

HEX
#EFF6FF

Colour
Hero Colour

Cobalt Blue is striking. It's a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints. Our tints are increments of

10% - 90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints. Colour is a key element of this design, therefore it is important that Pantone colours are used to print the designs rather than CMYK.

Pantone colours will provide the maximum amount of consistency. In instances where this is not possible we have created optimised CMYK values.

Cobalt

2728 C

Pantone

7605 C

CMYK

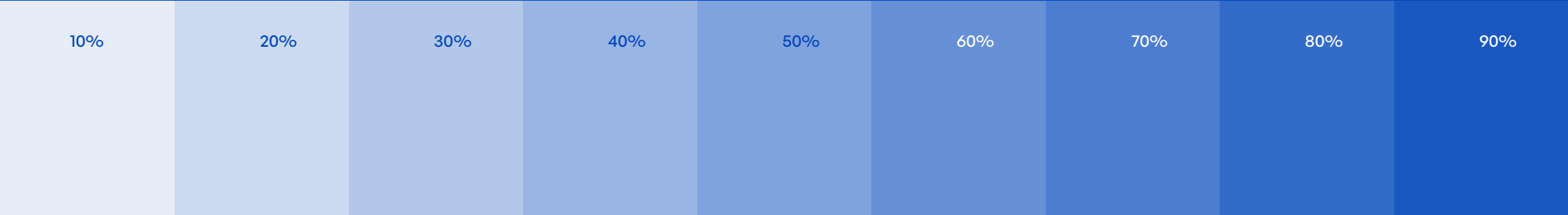
100, 62, 0, 27

RGB

0, 70, 186

HEX

#0046BA



Colour

Secondary Colour

Raisin Black is Bold. It's a colour that works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints. Our tints are increments of 10%.

90%, 80%, 70%, 60%, 50%, 40%, 30%, 20% & 10%. Avoid using any other tints. Colour is a key element of this design, therefore it is important that Pantone colours are used to print the designs rather than CMYK.

Pantone colours will provide the maximum amount of consistency. In instances where this is not possible we have created optimised CMYK values.

Raisin Black

BLACK 7 C

Pantone

BLACK 7 C

CMYK

0, 15, 12, 87

RGB

33, 28, 29

HEX

#211C1D

10%

20%

30%

40%

50%

60%

70%

80%

90%

3. Typography

General Sans is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo.

Typography

Our Typeface

General Sans is our corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo.

We use two weights of General Sans. Regular and Medium. Arial and Helvetica can be used as a substitute for General Sans on digital applications such as websites and email.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

General Sans

À Á Â Ã 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
à á â ã ä å 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
! @ # \$ % ^ & * () +
Æ Ç È Ø £ × ß å æ ç

Typography

Typeface Weights

Regular

Tracking: 0pt

Leading: 37pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}[]|\:;”<>,.?~
£ÃÆÇÈØ×ßÜåæç

Medium

Tracking: 0pt

Leading: 37pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$%^&*()_+{}[]|\:;”<>,.?~
£ÃÆÇÈØ×ßÜåæç

Typography

Use of Type

We use General Sans as our brand font to maintain a clean and modern aesthetic. Medium weight is used for headlines, captions, and small bodies of text, providing a bold and structured look. Regular weight is used for body copy, ensuring a natural

and effortless reading experience. To maintain consistency, avoid excessive letter spacing or modifications. Always prioritize legibility and balance when using typography across different formats.

Medium is our headline weight.

Regular is used for our body copy and subheadings.

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.

MEDIUM IS USED FOR CAPTIONS AND SMALL BODIES OF TEXT

5. Imagery

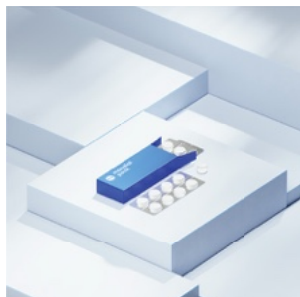
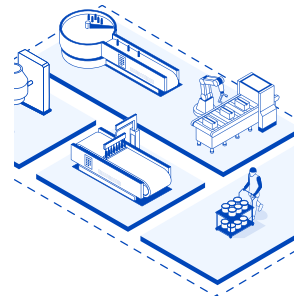
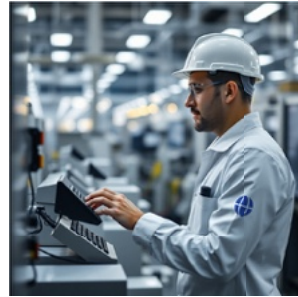
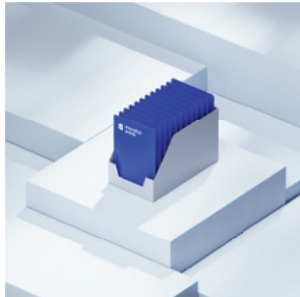
By maintaining a cohesive visual language across all platforms, our imagery strengthens Mondial Pack's identity as a modern, reliable, and forward-thinking industry leader.

Imagery Photography

We utilize high-quality, professionally curated visuals that align with our brand's modern, technological, and trustworthy identity. Photos of professionals in sterile lab environments, handling machinery, and inspecting products highlight our team's dedication to quality and precision.

These images should depict real professionals in action, ensuring authenticity and trustworthiness. Close-up shots of production lines, capsules, and packaging in process help communicate our meticulous attention to detail. Blue monochrome line-art schematics represent our production workflow, making complex systems visually

High-tech machinery and futuristic 3D renderings position Mondial Pack as a leader in advanced nutraceutical product and packaging solutions.



6. Stationery

This section presents the visual layouts of our stationery and communications collateral.

Stationery Overview

The Mondial Pack stationery set utilises the brand colours Cobalt Blue and Space Grey. For more detailed instructions, see over page.

Letterhead



Mondial Pack
Rijtersbleek-Aalten 18,
7521 RB Enschede,
The Netherlands
Chamber of Commerce:
06070892, Enschede
The Netherlands

Large Envelope



DL Envelope



Mondial Pack
Rijtersbleek-Aalten 18,
7521 RB Enschede,
The Netherlands

Business Card



Name
T +31 (0)00-00 00 00
www.mondialpack.nl

Rijtersbleek-Aalten 18, 7521 RB
Enschede, The Netherlands
Chamber of Commerce:
067070892, Enschede The
Netherlands

Stationery Letterhead

Final document size:

210mm x 297mm

1. Don't not use commas
2. Left align all text

Font: General Sans Medium & Regular

Size: 10.5 pt

Tracking: 0

Where possible, Pantone colours should be used to achieve consistent colour reproduction across all print collateral.

- No address
- Move down
- Add Tax number

Colour values for printing:

On coated paper

Cobalt Blue

CMYK: 100, 62, 0, 27

PMS: 2728 C

Coal

CMYK: 0, 15, 12, 87

PMS: BLACK 7 C

On uncoated paper

Cobalt Blue

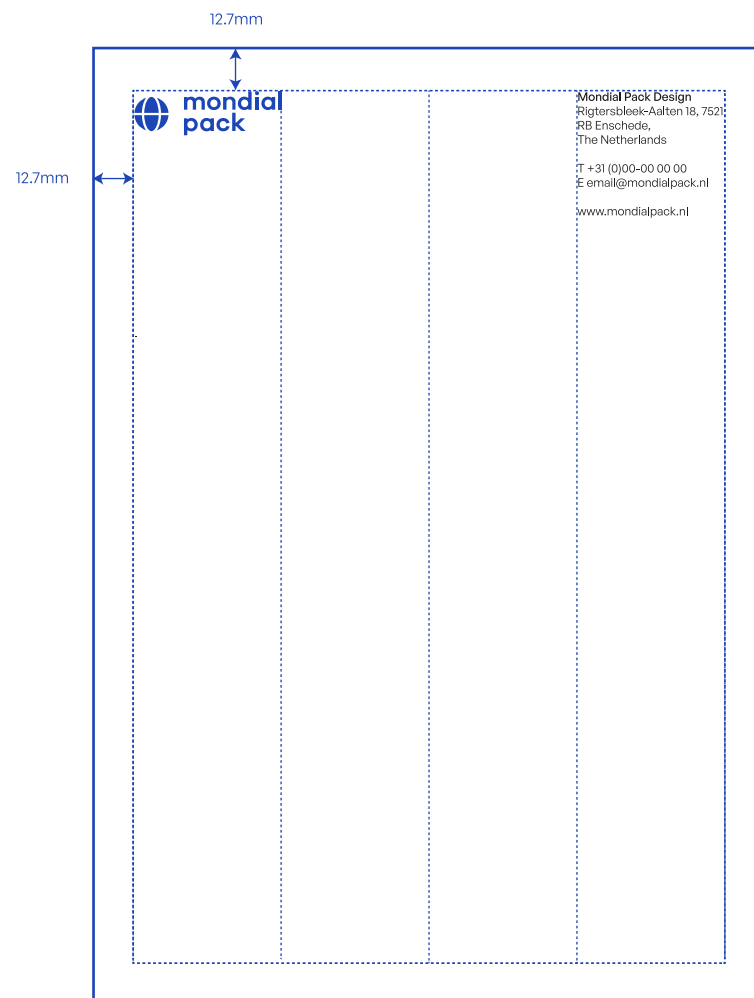
CMYK: 100, 62, 0, 27

PMS: 2728 U

Coal

CMYK: 0, 15, 12, 87

PMS: BLACK 7 U



Stationery

Business cards

Final card size:

55mm x 90mm

1. Don't not use commas
2. Left align all text

Font: General Sans Medium & Regular

Size: 5/6/9 pt

Tracking: 0

Where possible, Pantone colours should be used to achieve consistent colour reproduction across all print collateral.

Colour values for printing:

On coated paper

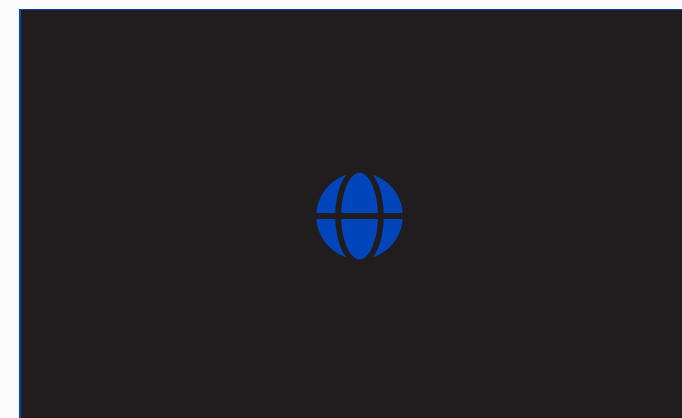
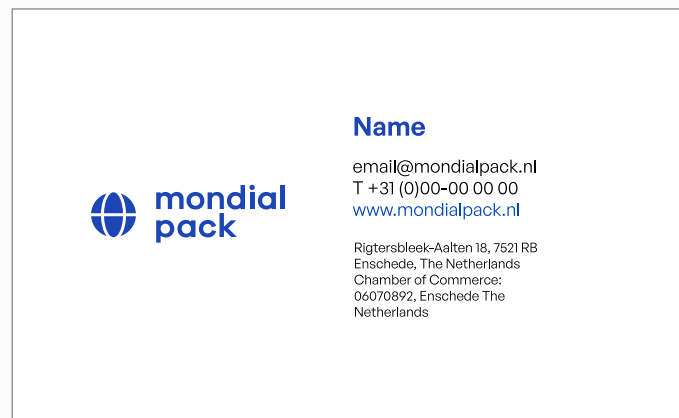
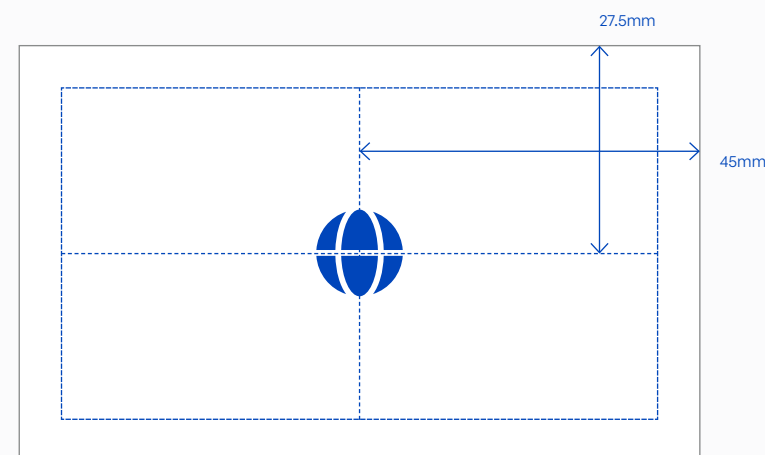
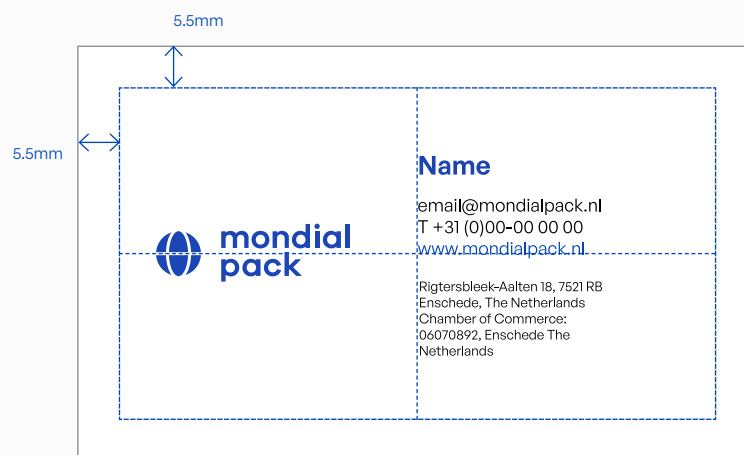
Cobalt Blue
CMYK: 100, 62, 0, 27
PMS: 2728 C

Coal
CMYK: 0, 15, 12, 87
PMS: BLACK 7 C

On uncoated paper

Cobalt Blue
CMYK: 100, 62, 0, 27
PMS: 2728 U

Coal
CMYK: 0, 15, 12, 87
PMS: BLACK 7 U



Stationery Envelopes

Final size:

DL - 110mm x 220 mm

1. Don't not use commas
2. Left align all text

Font: General Sans Bold & Light

Size: 7.5/9.5pt

Tracking: 0

Where possible, Pantone colours should be used to achieve consistent colour reproduction across all print collateral.

Colour values for printing:

On coated paper

Cobalt Blue

CMYK: 100, 62, 0, 27

PMS: 2728 C

Coal

CMYK: 0, 15, 12, 87

PMS: BLACK 7 C

On uncoated paper

Cobalt Blue

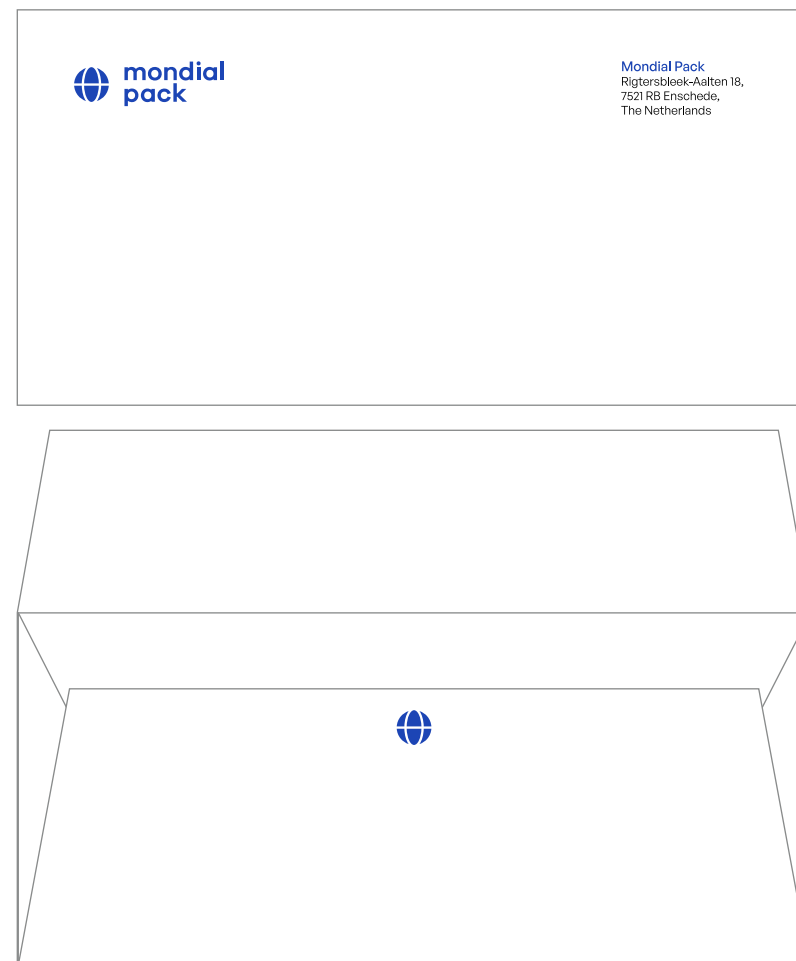
CMYK: 100, 62, 0, 27

PMS: 2728 U

Coal

CMYK: 0, 15, 12, 87

PMS: BLACK 7 U



Stationery

Email signature

A email signature has been designed for consistency across all departments. To ensure a consistent representation of our brand, statements or tag lines are not permitted as an addition to the template.

Use Arial when creating communications in Microsoft Office - everything from letters, memos and reports in Word and PowerPoint presentations. As a system font, Arial ensures consistency when distributing files across

workstations and platforms. Arial has been installed as our default font across all desktop computers. When producing professional publications for external distribution, the alternative font is General Sans.

Name

Colour: Cobalt Blue
Font: Arial Bold
Size: 10pt

Role

Colour: Coal
Font: Arial Regular
Size: 9pt

Email address

Colour: Coal
Font: Arial Regular
Size: 9pt

Address

Colour: Coal
Font: Arial Regular
Size: 9pt

URL & Phone

Colour: Coal
Font: Arial Regular
Size: 9pt

New Email

MessageOptions

To:
Cc:
Subject:


Thanks for your order. I've sent over the details, and we're all set to begin production. The manufacturing process takes approximately 4 weeks, and I'll keep you updated along the way.

If you have any questions or need any adjustments, feel free to reach out. I'll let you know as soon as your order is ready for shipment.

Kind Regards,

Name Surname
www.mondialpack.nl

Business Role
T +31 (0)53-43 411 77

 **mondial
pack**

6. Iconography

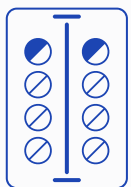
Our iconography is a key element of Mondial Pack's visual language,
Our icons help simplify technical information.

Iconography

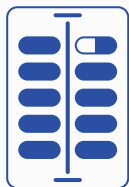
Our Icons

Our icons follow a clean, structured, and geometric approach, reflecting precision and efficiency. The icons are created with a single-weight stroke. Using Mondial Pack's signature blue.

Designed to be used across different applications, from digital interfaces to printed materials, ensuring readability at any size.



Tablets



Blister



Dropper



Bottle Pill



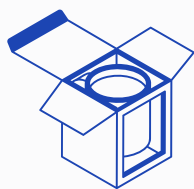
Bottle Capsule



Medicine



Powder
Filling



Packaging



Sachet



Soft Gel



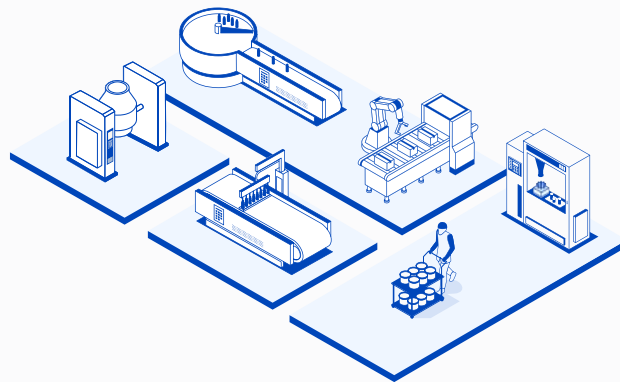
Capsules



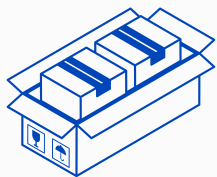
Tablets



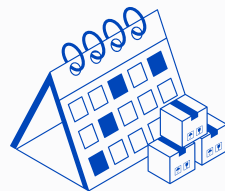
Factory



Line Of Production



Packaging



Timenline

