

MCP Inc. – Branding Guidelines

Version: 1.1

Owner: Marketing Department

1. Logo Usage

- Maintain clear space equal to 20% of logo height
 - Do not distort or alter colors
 - Use provided official logo files
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2. Color Palette

Name	Hex	Usage
Primary Blue	#26547C	Main branding
Accent Pink	#EF476F	Call-to-action elements
Neutral Gray	#F5F5F5	Background areas

3. Typography

- **English:** Roboto
 - **Chinese:** Noto Sans SC
 - Headers: Bold
 - Body: Regular
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4. Tone of Voice

- Professional yet approachable
 - Data-driven but customer-focused
 - Avoid excessive jargon
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5. Imagery Guidelines

- Use high-resolution (minimum 300dpi)
 - Avoid overused stock images
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6. Examples

[See branding assets in internal wiki](#)