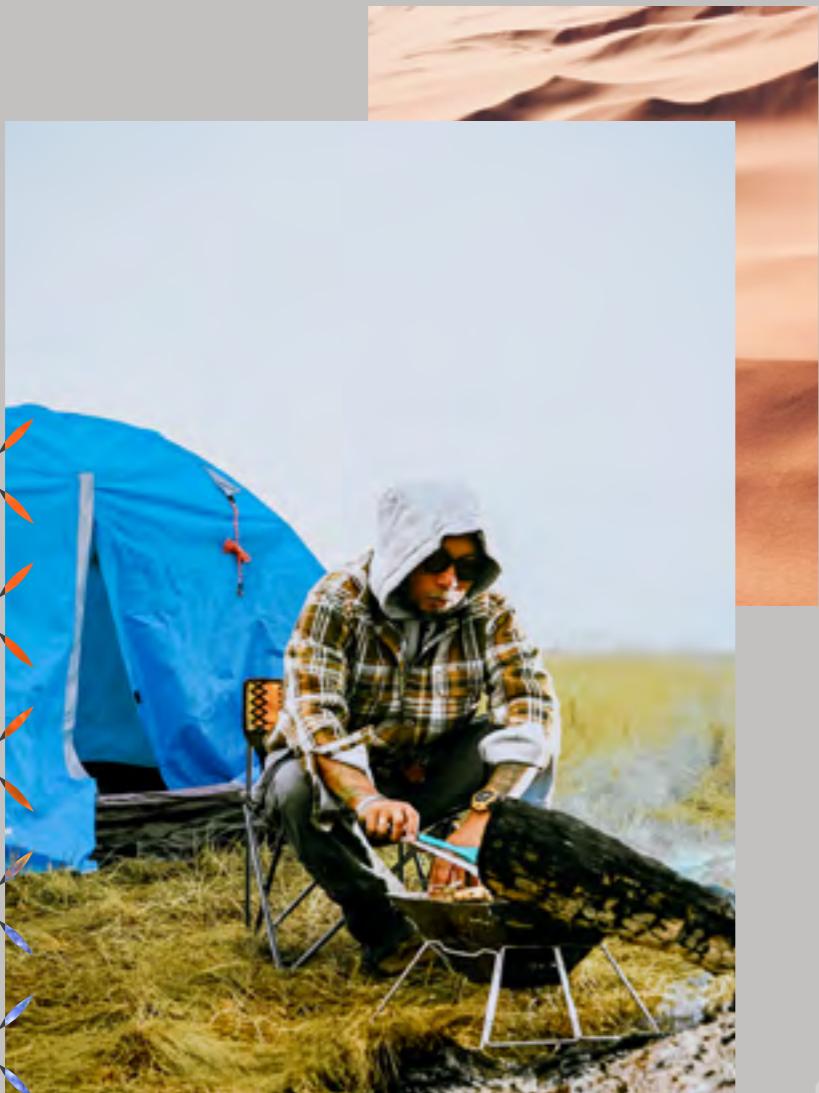


**Take one step at a time.  
Finish one task at a time.  
Seize one day at a time.  
Because life happens,  
one moment at a time.**



01

Essence



### 03 Purpose

MGEE Brand Guideline

Brand purpose is the reason behind every action and development

## Brand Purpose

### Essential Looks, Formidable Life

We are here to help working class heroes lead a formidable life by providing STRONG product collections.

We want to be a part of their life, supporting all their efforts and help them grow a prosperous life.

By doing so, we fulfill our role in improving the world, even if it's just a small step at a time.



Purpose

Brand  
values

Brand values are derived from purpose, they are the internal compass that guides every brand activities, programs, and touchpoints.



# Brand Values

## Subtle Design

Avoid coarse design, focus on intricacies in details

## Technological

Implement latest fabric and manufacturing technology

## Reliable Quality

Made to last with durable materials and construction

## Optimum Function

Functioning admirably according to built purpose

## Neutral Style

Create latest designs, but avoid extreme styling

## Genuine craft

Dare to introduce authentic products.



# Position

We provide strong workwear for Indonesian market, supporting their daily working activities.



# Personality

## CONFIDENT

With knowledge and skills as foundation, confidence brings charm to persuade others to listen.

## MASCULINE

Tough enough to express feelings, Big enough to let down ego, Powerful enough to work in the field.

## SMART

Know how to read the situation, act a certain way, and use the abundant resource and skills.

# History

**1990**

Ricky Wijaya Yusuf open up an outdoor clothing business in the Cihampelas area, Bandung. Legally at that time, it was named PT. Menara Gerizim.



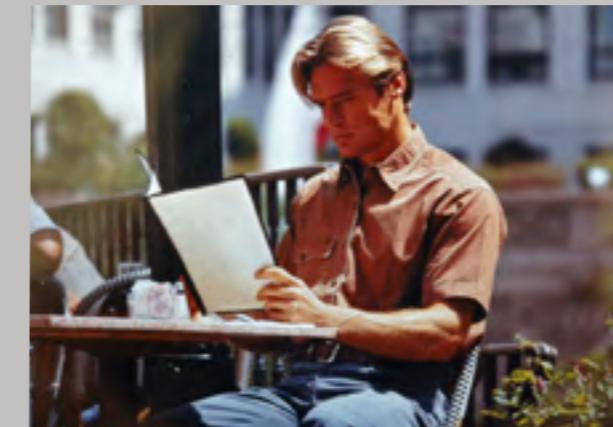
**1991**

MGEE name and logo makes its debut  
MGEE started the journey collaborating with local dealers to introduce the products.  
Heading towards nationwide market, one step at a time.



**1994**

MGEE officially partnered with Matahari Department Store, the first and largest department store company in Indonesia at that time; the journey of competing in the nationwide market begins



**1998**

Indonesia faces monetary crisis  
MGEE withdraws from Matahari Departement Store and back to square one; sells through local dealers.  
Even so, MGEE is building a new office building and factory this year



**2000**

Unable to escape the effects of the monetary crisis, MGEE is on the verge of bankruptcy  
On October 9, 2000, Cardinal acquired the majority of MGEE shares.



**2001**

Together with Cardinal, MGEE has rejoined Matahari Department Store; back to nationwide market

MGEE officially occupies new office building

**2007 - 2009**

MGEE was chosen by Matahari Department Store as the best casual wear from 2007 to 2009

MGEE gain distribution channel in Mustafa Centre, Singapore.

**2010**

MGEE successfully completed the establishment of their own factory

**2011-2019**

MGEE is getting bigger and bigger, standing tall in the nationwide-market competition

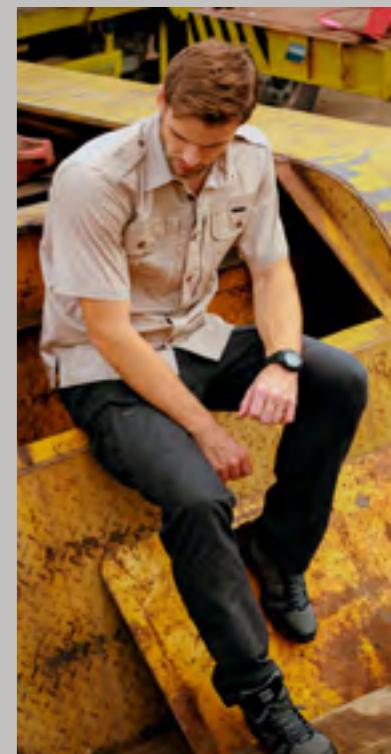
**2020**

Separate names for each product line.

**MGEE Heritage** Original products for essential looks

**MGEE Way** Urban Outdoor Concept for young generation

**MGEE Tac** CyberTech Street Wear for young audience



# Subnaming



"EveryWear" is optionally put under MGee name

Made for spirited, active, and explorative audience.

EveryWear products are crafted to last through numerous situations and conditions, showing how clothes can fulfill aesthetic, comfort, and functional needs without having to sacrifice any of the aspects.

EveryWear is a friendly and accessible version of STRONG product philosophy

Two words combined into one. Wordplay from "Everywhere"  
Always use uppercase for "E" and "W", use lowercase for the rest of the letter.  
The sub name shows the Versatile and Supportive nature of MGee.

## Usage on Website & Online Media

EveryWear is used **mainly** on MGEE's blog post or articles main image.

However the slogan can be left out on social media posts.



*Blog post image example*





In store banner example



In store banner example

## Communication

02



# Issues or Topics

Issues and topics MGEE tends to talk about, can be derived into campaign topics, marketing programs or to build brand relations with ambassadors/audience



## LIFE MOMENTS

All the “big days” happening in a man’s life. From having a first job, celebrating big holidays, reaching a milestone in life, to all the little memorable events.

## MODERN WORK/LIFE

People stories from various places, cultures and levels of life. Telling how they all live their own life; complete with their own challenge and rewards.



## DAILY MOTIVATION

How a man can be better at work, wake early in the morning and seize the day, be a better father, a better son, a better spouse, and appreciate life by enjoying and working the best we can.

# Voice

**Reflected from its personality, MGee's VOICE is :**

## Confident

Get ready to turn your life around!

Leave your mark on the world. Get outside and show us your @mgee.id style to inspire others!

@JohnDoe looking his best in MGEE; outdoor activity becomes much more fun! Get yours today at MGEE.com

It's not the end of the world!

Anything happened yesterday will never make you fall. Believe that you can do better, better, and better everytime!

## Masculine

Untuk kamu yang bekerja keras setiap harinya, terima kasih telah membuat dunia ini tetap berjalan!

Everyday is a good day to ride your bike!

Go around the town and show the world your @mgee.id style!

We do everything for the family!

Dapatkan diskon hingga 50% untuk pembelian kemeja dewasa dan pakaian anak. Beli sekarang di MGEE.com!

## Smart

No matter what people tell you, everybody can change the world through small action.

Not everything that's faced can be changed, but nothing can be changed that is not faced

- James Baldwin

It's better to say less than you know, than to know less than you say.

**AVOID being:**

## Arrogant



Nobody's better than us! We are the Michael Jackson of casualwear!

Dengan fitur beragam dan desain yang cocok untuk berbagai kebutuhan, MGEE Color Series menyediakan koleksi paling bagus di Indonesia.

MGEE Ethnic Collections baru dapat penghargaan sebagai Best Casualwear Product 2022 dari Matahari Department Store, nih. Iri? Bilang bos~

## Cold



We don't want nothing else if we had MGEE

Tahun 2022 belum pakai MGEE?  
PARAHSIH

There's no time to feel blue! Jalanin aja dulu, nanti juga masalahmu selesai.

## Offensive



Anak kopi senja kesedihan minggir dulu!  
Sekarang saatnya working class heroes berkumpul

Start a revolution from the bed? What a nonsense!  
Get up and get dressed! Go outside and leave your footprint around the world. This is the era of adventurous soul!

Siapa sih yang tahun 2022 belum pakai MGEE?

Voice

# Voice

To write as MGEE, you need to be **mature yet effortless**.

Our tone is stable, sure, and straightforward.

Our stories are true, relatable, and inspirational.

Conversation with MGEE will make audience lower their guard and convey all their needs.



## How to speak mature yet effortless?

### Don'ts

#### Use common language

Get ready to turn your life around!

Make your **footprint** on the world. Get outside and show us your @mgee.id **vogue** to **stimulate** others!

### Dos

Get ready to turn your life around!

Leave your **mark** on the world. Get outside and show us your @mgee.id **style** to **inspire** others!

### Don'ts

#### Use Indonesian/English terms accordingly

Ini semua tentang kegigihan dan kerja keras

Sambut koleksi spesial MGEE bersama @redbullindo untuk menemani aktivitas harianmu yang penuh gairah dan tantangan.

### Dos

**It's all about persistence and hard work!**

Sambut koleksi spesial MGEE bersama @redbullindo untuk menemani aktivitas harianmu yang penuh gairah dan tantangan.

#### Be respectful

Just take the opportunity, no matter what

It's time for you to take this opportunity and try to make the best out of it. No need to worry, we are with you all the way!

### Inspire others

Face your fear!

Not everything that's faced can be changed, but nothing can be changed that is not faced

- James Baldwin

Voice

# Audience



*Made for everyday earners who  
gladly spread energy and  
inspiration to everyone*



*Everyday earners: people who does daily  
deeds and work with discipline, hence  
having a fulfilling life through simple  
achievements*

## WORKING CLASS HEROES

### AN ENERGETIC AND MATURE SOUL

A responsible breadwinner who puts in the work day by day, and gladly share his reward with family and society.

Those with **energetic and mature soul** gained respect and love from the community, because they are always full of life, stay humble, and bring grace to every conversation.

## AGILE GENERATION

### AN INSPIRED AND YOUTHFUL SOUL

A lifelong learner who dares to grab opportunities, living a dynamic life and meeting new people everyday.

Those with **inspired and youthful soul** are sought out by the community because they spread positivity, lead them to new places and ideas, and always ready with creative solutions.



# Quotes or Phrase Bank

Pick, adopt, and modify the following quotes for any communication purposes. To create new quotes, make sure that they are:

**calm, rational, & simple.**

**AVOID** negative/demotivational sentences, toxic masculinity, political contents, and direct quotes from religious scriptures.



Know when to put others first, and when to take care of yourselves.

Remember; you can't help the world without first helping yourself.

A fulfilling life comes when we spread kindness and virtues to others

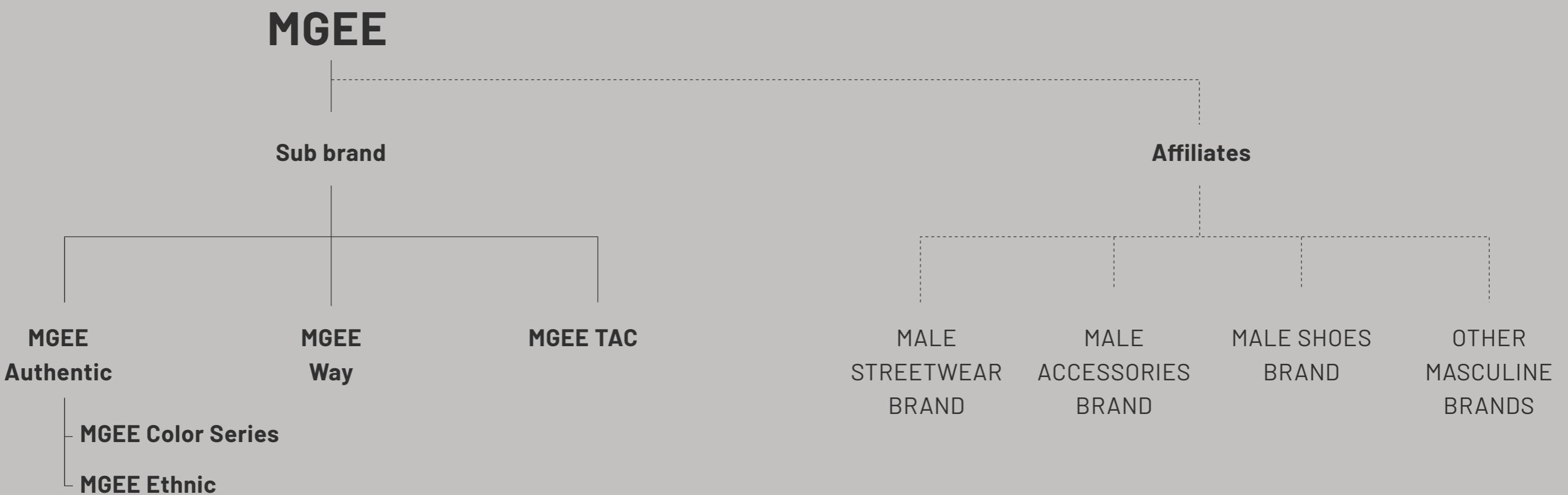


Success without values is ship without anchor. It can be swept away no matter how grand.

The only person you need to defeat is your yesterday's self.

To change tomorrow, you need to let go of today. The more you are willing to lose, the more you are ready to gain.

# Subbrand Model



Sub Brands contains all product lines MGEE will personally generate.

MGEE sells clothing and accessories, so all sub brands will only offer clothing items. Sub brands are developed to reach niche or broader market.

Affiliate Brands contains product types possibly cooperating with MGEE.

MGEE does not cooperate with other clothing brands, but with brands who sells complementing products.



# Visual Brand Guideline

03

<sup>29</sup> Logo

MGEE Visual Guideline

Primary Logo



Alternative Logo



Alternative use of the logo for  
printed collaterals



Only use on tight horizontal  
space such as clothing label

# Logo Meaning



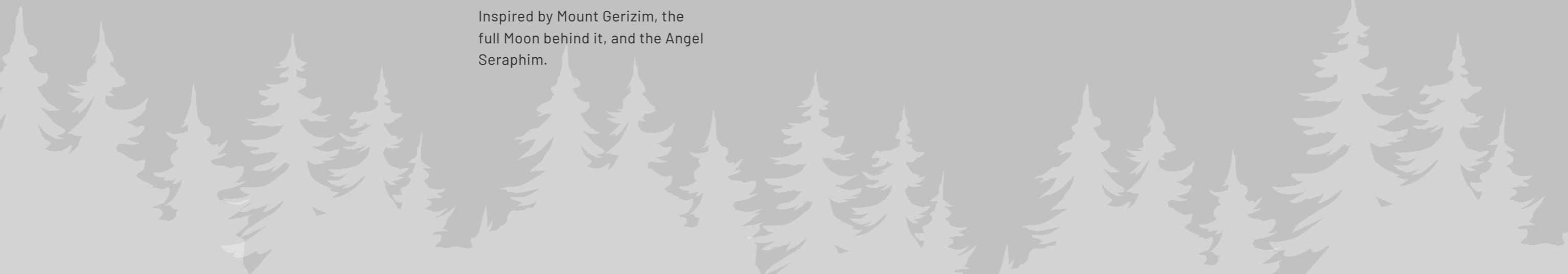
Mountain



Moon



Wings



Inspired by Mount Gerizim, the full Moon behind it, and the Angel Seraphim.

## THE HAVEN HAWK

Spiritual Hope meets Daily Effort; Safe Haven

*The Haven Hawk* is the symbol of MGEE, representing faithfulness in the “bigger plan” and determination to seize the day. It also represents safe haven; a place where we can rely on, bring prosperity, and shelter our dreams.

MGEE aims to provide both progress and security, balancing between tomorrow’s hope (Hawk) and today’s calmness (Haven).

**Dos**

Make sure to have enough contrast & readability of the logo



Use of Haven Hawk symbol is permitted for placements in products.

Don't use the logotype alone, use full logo for usage in digital & print medias.



Allow enough space around the logo.  
Use the letter "E" as a guide for minimum distance between the logo and other elements

**Don'ts**

Don't place logo on low contrast background



MGEE

Don't mix color, change size proportion, or remove any elements on the logo.

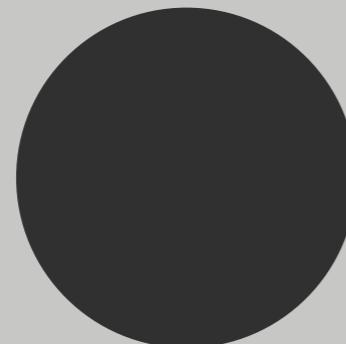


Don't put dark drop shadow, overlapping effects, glowing effects, or any other effects that change the logo.

# Color Palette

## Primary color

Used in most design elements, such as text or background. Use Coal or Breeze to avoid pure white or pure black.



Coal  
#303030  
Pantone 426 C

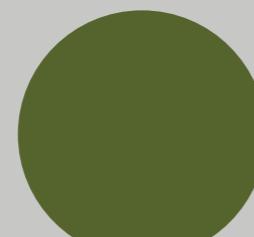


Breeze  
#c2c1bf  
Pantone Cool Gray 3 C

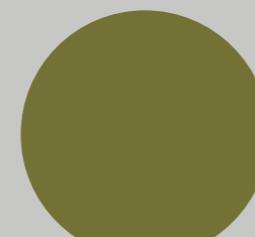
## Secondary color

Used in headlines or graphic elements.

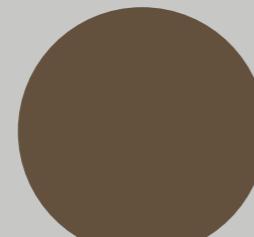
To keep a good contrast, use primary and secondary color together. Avoid using clashing secondary + secondary color.



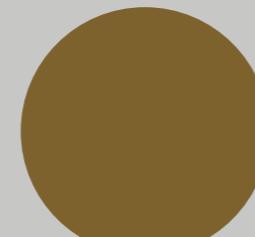
Forest  
#546223  
PANTONE 574 C



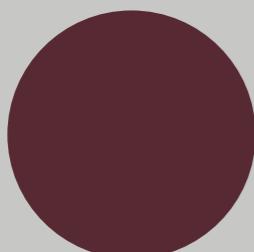
Moss  
#747136  
PANTONE 7761 C



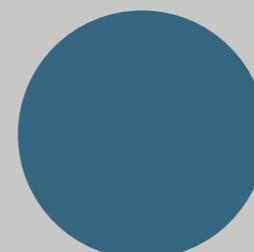
Camo  
#63513e  
PANTONE 7532 C



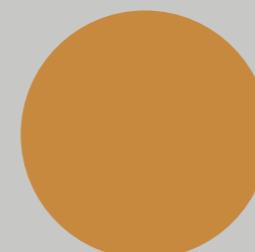
Mahogany  
#7e622e  
PANTONE 7560 C



Bloodmoss  
#572932  
PANTONE 504 C



Creek  
#356680  
PANTONE 7699 C



Sunrise  
#c6893e  
PANTONE 7510 C

# Typography

Headline

## SuezOne

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Text

## Barlow

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SuezOne is used to depict rugged and sturdy feel while the body text uses Barlow for its clean and contrasting look.

# Photography Guide

We do a lot of photography both internally and externally. All images must follow the same guidelines and provide a cohesive experience.

Image quality, visual story, and overall standards must be high for both products and models. We aim for the highest standard within reasonable finances. Think 90/10 where 10% improvising and 90% strict to visual guideline.

## PHOTOGRAPHY DOS

Photos need to look casual and depict real life activities even if them being staged. Model pose shouldn't have catalogue style pose.

Photos should be positive and feel real.



Models need to look masculine, mature, and calm.

Mature is not equal to old. Make younger models feel mature with the right expressions and poses.

Close up shot must be clear and prominent in frame to highlight the product.

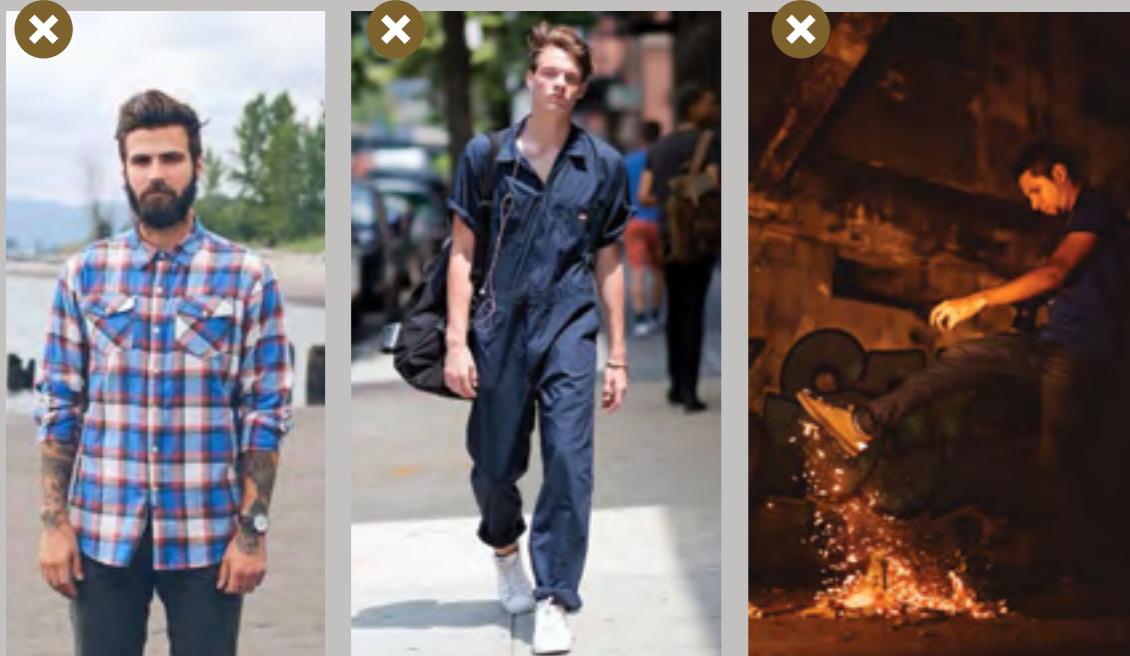


Images must feel natural; avoid too much contrast/unnatural brightness. Let customers see the products in action.

**PHOTOGRAPHY DON'TS**

Avoid overly staging the models. With exception of catalogue photos, we must always try to tell a story through the images.

Avoid aggressive poses. Masculinity is not about senseless violence.



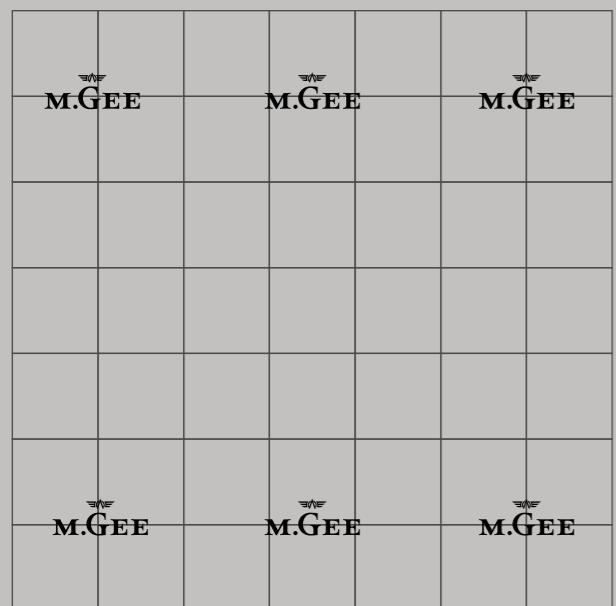
Avoid metrosexual looks,  
the models must have all  
general male attributes.

Don't make the models do  
catwalk on the street.

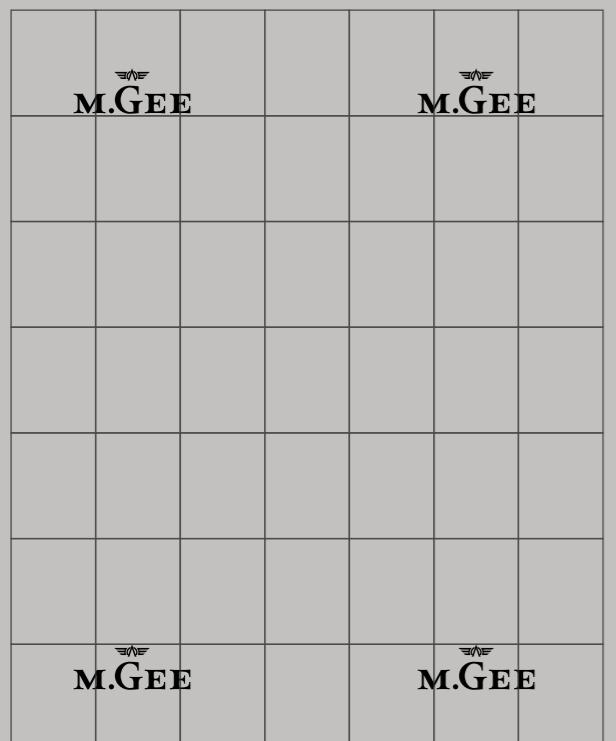
**LOOK ON SOCIAL MEDIA****INSTAGRAM THEME**

MGEE have abundant product collections.  
To create connection, use the same photo filter.

## Logo Placement

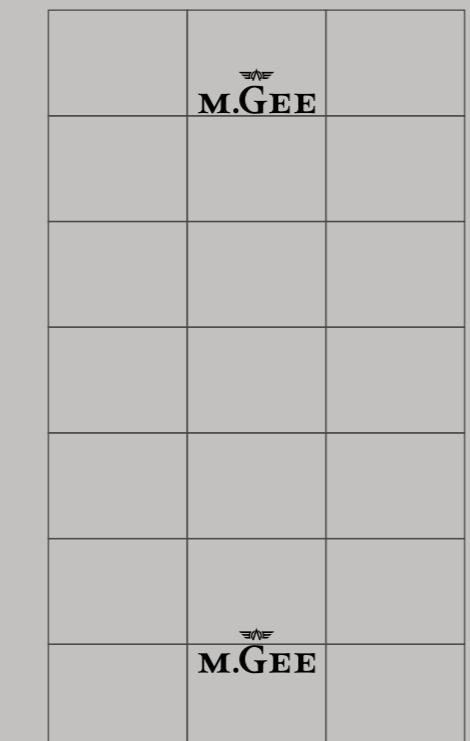


1:1 media



4:5 media

9:16 media



MGE logo should be placed neatly according to the grid.

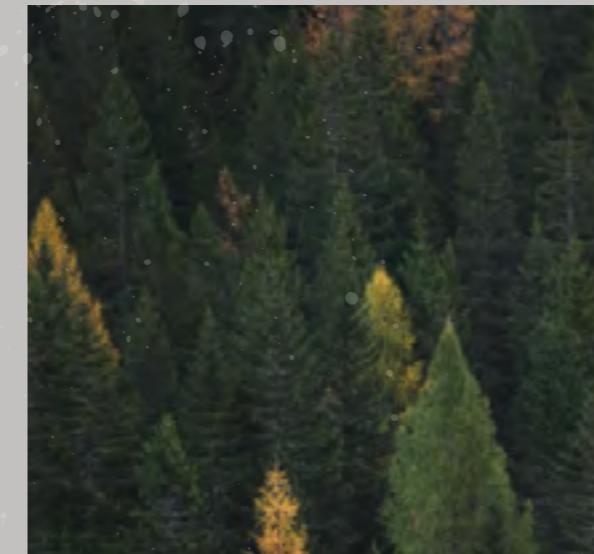
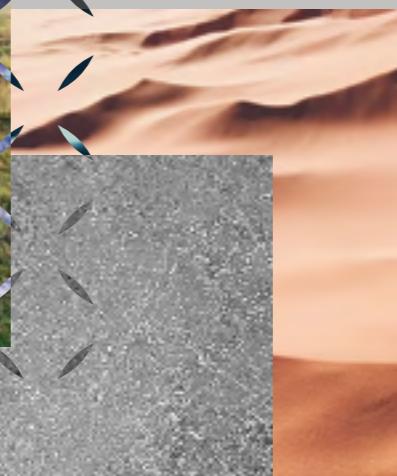
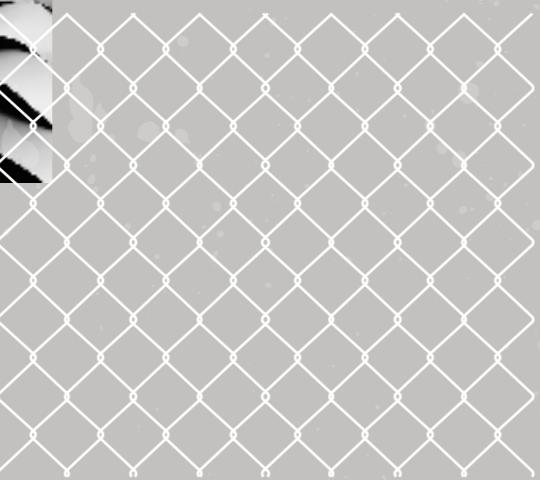
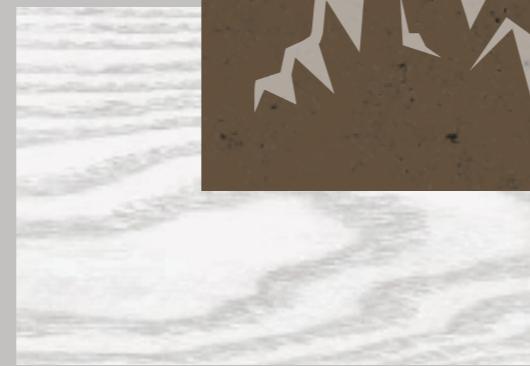
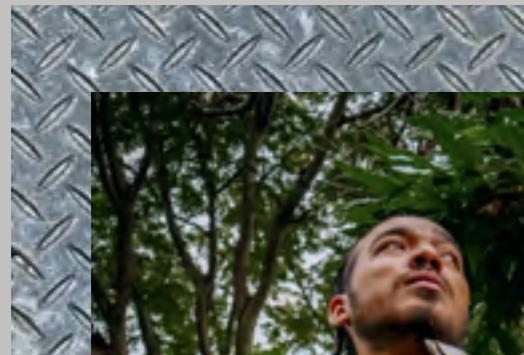
Keep the logo size readable on reading distance

Visual  
Implementation

# Graphic Elements

Subtle patterns and images such as line play, rough textures, wood textures, may be used. The elements inspiration can be taken from nature (ocean, rain), raw materials (steel, wood, dirt), and industrial feel (metals, rust)

Use the elements as photo overlay. The graphic elements can be varied outside of this guide.



# Teaser Content

**Image only**



**Caption example**

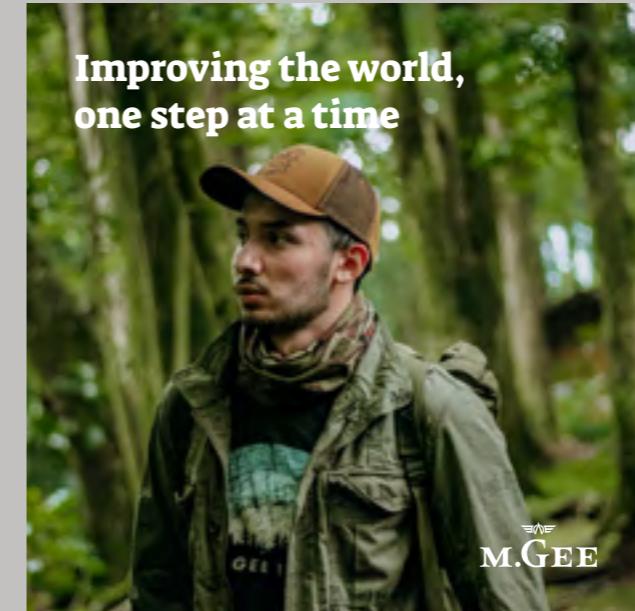
Make your mark on the world. Get outside and show us your @mgee.id style to inspire others!

**Visual guide**

Use a photo that shows the mood of the collection. It could be a close up of the product, or with models. The person could be in motion or doing something rather than standing straight, catalog style.

Used to tease new products/program/campaign. Give minimum information, display aesthetic visual, and/or striking copy to build curiosity.

**Image + Typography**



**Caption example**

A small action can change the world.  
Ready for action 12.12.2021

**Visual guide**

The text focuses on the mood or philosophy of the collection that conveys positive messages.

Keep the text maximum 8-10 words and the text size 30% of the image.

# Promo Content

## Discount



### Caption example

Special offers for your MGEE favorites!

Dapatkan penawaran spesial untuk koleksi kemeja dan celana selama 1-15 November 2021.

Tunggu apa lagi? Isi keranjang belanjamu di MGEE.com atau kunjungi store MGEE terdekat sekarang juga!



### Visual guide

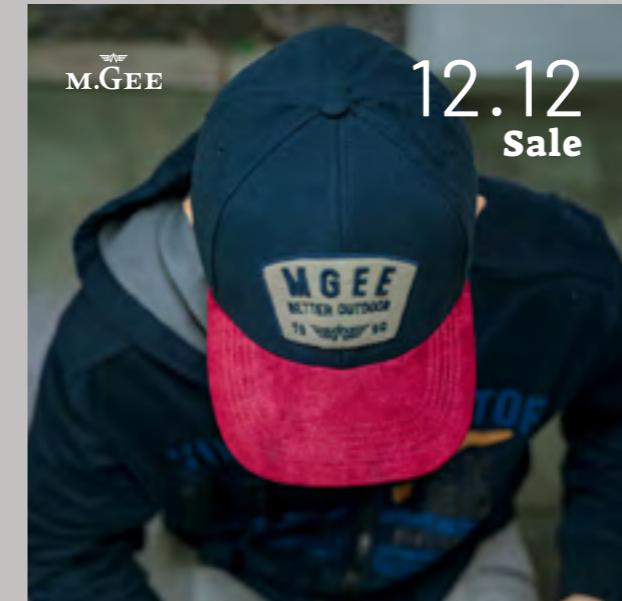
The post should be focused on typography with simple background.

Keep the discount text size maximum 25% of the image.

Use maximum of 2 colors on one post.

Used to promote new program. Provide clear, thorough, and actionable content to encourage audience to join the program.

## Program



### Caption example

It's that time of the month again, PAYDAY SALE is here!

Massive price cut, up to 50% OFF!  
Don't miss out!

Shop through link in our bio!



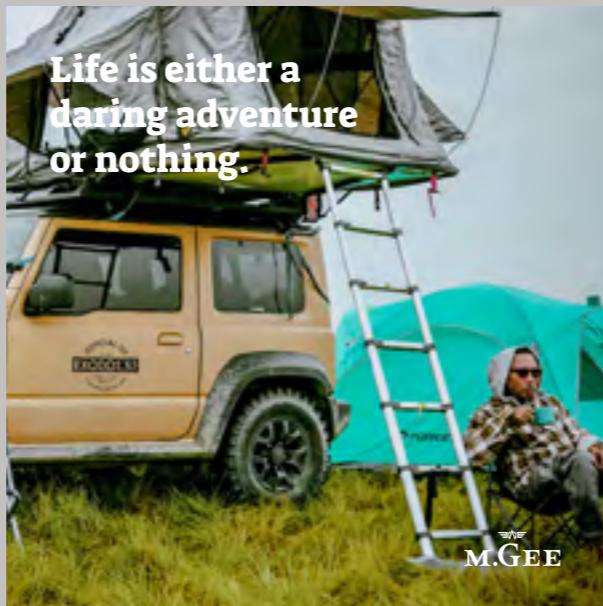
### Visual guide

For discounts, the photo should have simple background and prominent typography.

Keep the discount text size maximum 25% of the image.

# Campaign Content

## Story Focus



### Caption example

2021 was a year of unparalleled discovery.  
Now, pause. Reset.

Get ready to start a new journey and get things done again.  
We wish you a 2022 full of exceptional adventures.

### Visual guide

Use a photo that conveys lifestyle and message of the campaign instead of promoting the products.

Keep the text maximum 8-10 words and the text size 30% of the image.

Used to promote ongoing campaign. Provide clear, thorough, and entertaining content to encourage audience to join the program.

## Product Focus



### Caption example

Best quality for the best person!  
MGEE Color Series selalu jadi pilihan terbaik untuk aktivitas harianmu yang penuh gairah dan tantangan.

Pesan sekarang juga di MGEE.com atau store MGEE terdekat!

### Visual guide

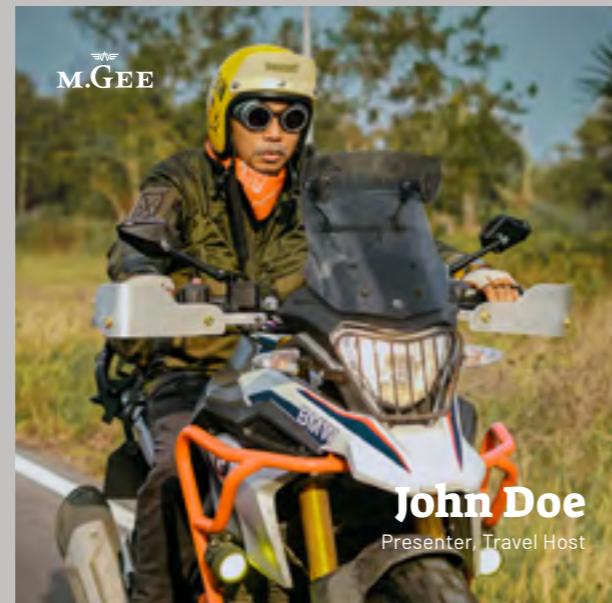
Use a clear and focused product photo to help customers make buying decision, preferably on plain background.

# Collaborative Content

## Influencer



**John Doe**  
Actor, Singer



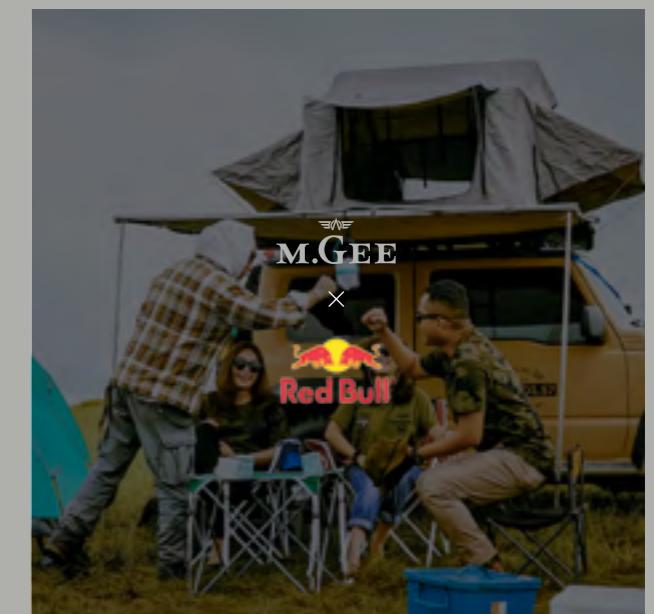
**John Doe**  
Presenter, Travel Host

Used to promote ongoing collaboration. Provide clear, thorough, and actionable content to encourage audience to support the collaboration

## Other Brand



Carousel cover / slide 1



Slide 2

### Caption example

@JohnDoe looking his best in MGEE; outdoor activity becomes much more fun!

Get yours today at [MGEE.com](http://MGEE.com)

### Visual guide

The influencer could promote the products by using MGEE photography guideline. The photo need to look casual and depict real life activities even if them being staged. The influencers shouldn't have catalogue style pose.

### Caption example

It's all about persistence and hard work!  
  
Sambut koleksi spesial MGEE bersama @redbullindo untuk menemani aktivitas harianmu yang penuh gairah dan tantangan.

Pesan sekarang juga di [MGEE.com](http://MGEE.com)

### Visual guide

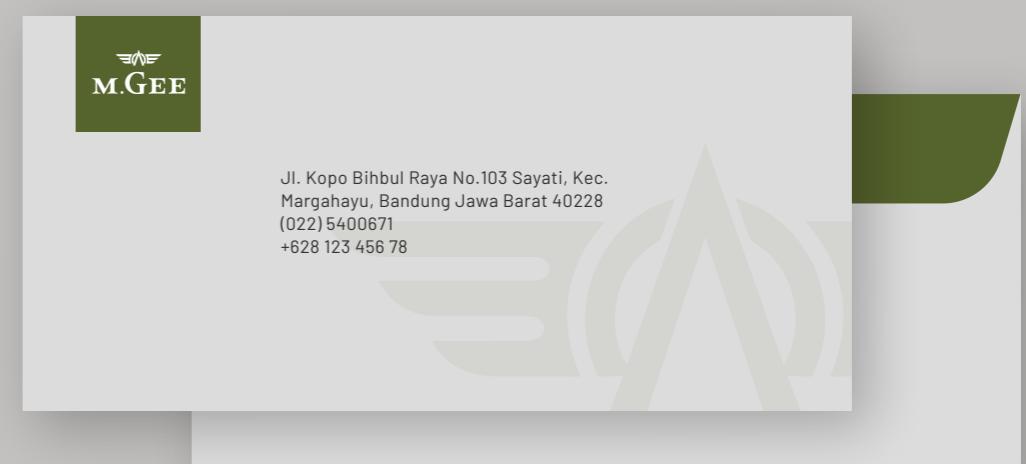
When collaborating with other brand, product placement should blend into the campaign's story. It shouldn't look too direct and advertisement-like.  
Logo placement should be placed on 2nd image on carousel.



# Logo Placement



# Stationeries



# Shipping Packaging



Polymailer bag &amp; duct tape



Shipping box (Screen printed on cardboard shipping box)  
Sticker with shipping information (HVS)

# Logo on fashion items

Staying on our brand value to be Subtle, keep the logo around 3-4 cm length (1,5 cm width).

For bigger logo placement, use a low contrast color to avoid being too flashy.



T-shirt with small logo



T-shirt with bigger logo,  
use lower contrast color



Backpack with small logo



Backpack with bigger logo



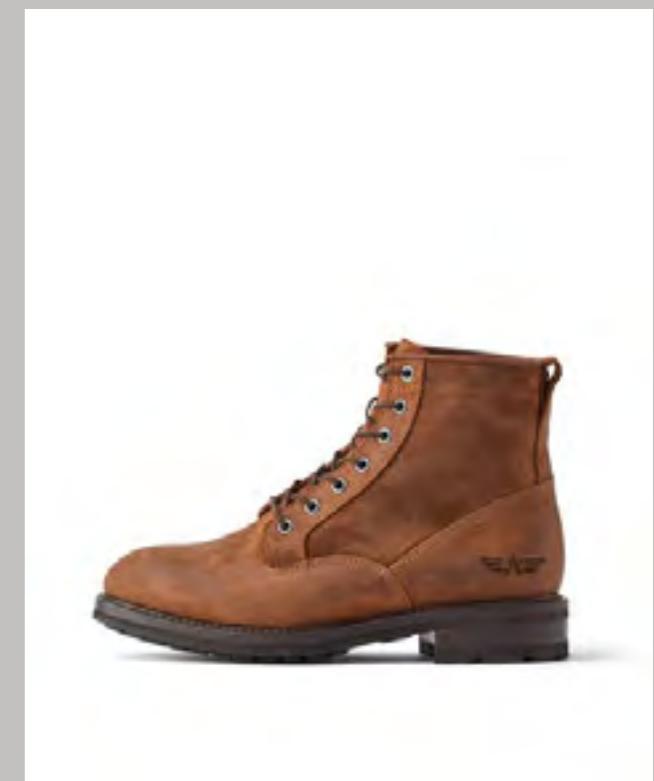
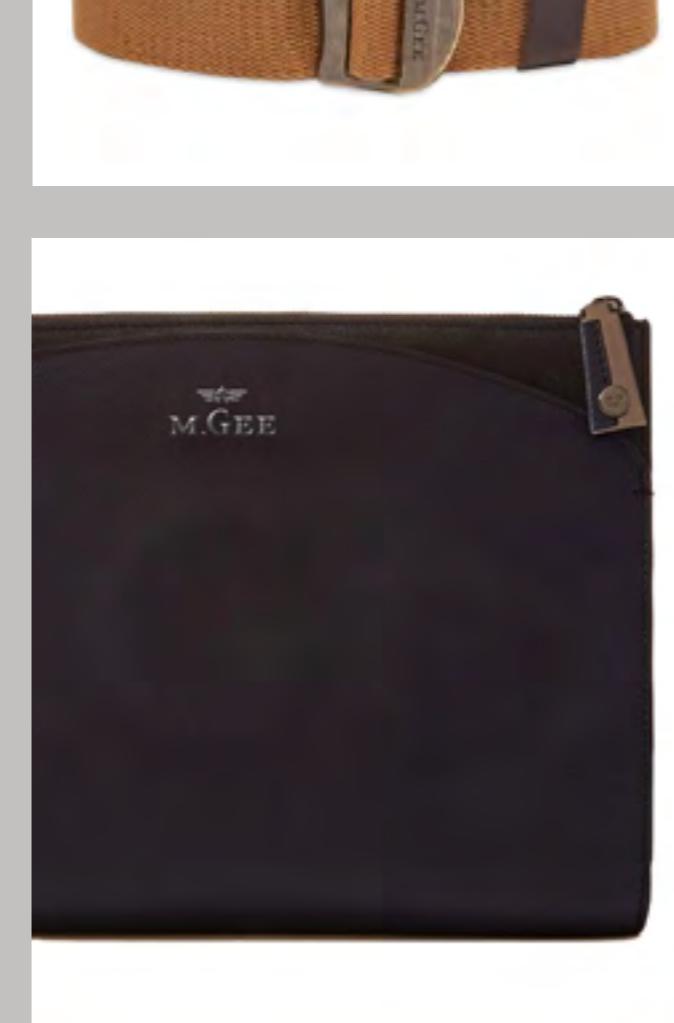
Same principle also applies for other items such as shirts, jackets, bags, and any other fashion items.

Keep the logo subtle and not the main focus of the fashion item.





Other examples of logo usage.



Logo placement on belt, shoes, and clutch.  
Could be embossed, or using other materials such  
as metal or rubber.

This Brand book is meant to guide creative process and can be expanded to serve various purpose and use case. Do so with discretion, respect, and care; maintaining essential values and regulations without limiting exploration.

To stay relevant, fundamental changes can be done after 3-7 years of implementation. This minimum period exists to ensure proper foundation of brand equity in the market.

