



MARCENARIA
MONTE CRISTO

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MARCENARIA
MONTE CRISTO

GRAPHIC STANDARDS MANUAL

This manual has been designed to contain the basic guideline accordingly to the usage of the fundamental aspects when it comes to the brand design of **Marcenaria Monte Cristo**, which assures its appropriate understanding and reproduction.

These basic elements regarding **Marcenaria Monte Cristo** identity are based on shapes, colours and type of font and when combined they turn into the identity of the brand. Thus, more coherence and visual impact are given to it.

In order to assure a consistent presentation of **Marcenaria Monte Cristo** brand, it is advisable to follow the guidelines established in this document.



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WHO WE ARE

Marcenaria Monte Cristo has as main objective the development of furniture.



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VISUAL IDENTITY

Brand

Marcenaria Monte Cristo brand is represented by typography and one shape. The connections and proportions between the elements of the brand have been carefully designed and under no circumstances can it be modified.



SAFETY MARGIN

To preserve the good reading of the brand, a safety area has been defined. This area has as a reference the "X".

All the versions of the brand have the minimum illustrated free space and it is intended to protect it from any other element that can compromise its reading and exposure.



MINIMUM SIZE

To ensure the good reading of the brand in offset/fingerprint and screen, the minimum size for the different versions should be taken into account.

In the event of reproducing different scales, it is advisable not to reproduce smaller than **25 mm**.



COLOUR

The colour of the brand are black. The brand must be presented preferably with colours. It is advisable to use the four-colour reproduction process.

The golden color is used in some graphic pieces, on the MMC's stationary

CMYK
0/0/0/100

HEX/HTML
1d1d1b

RGB
29/29/27

CMYK
15/35/100/0

HEX/HTML
daa520

RGB
218/165/32

SHADES OF GREY POSITIVE / NEGATIVE

The brand of **Marcenaria Monte Cristo** has three official versions: with colour, black and white and high contrast. To enhance its exposure and importance, the colourful version must be applied.

In the event of not being able to reproduce the logo with colours, there are the black and white and high contrast versions.

The aforementioned versions must only be applied in case of having issues with the application of colour or when the reproduction technique is required, always regarding the best reading of the brand.



BACKGROUND COLOUR LIGHT AND DARK

The basic principle is to keep its chromatic integrity with the maximum of contrast between the brand and the background colour. These examples should be followed in order to preserve the brand's exposure.



10% black

30% black

70% black

PHOTOGRAPHIC BACKGROUND

When it is necessary to place the brand over the photograph, you should be aware of the contrast between the brand and the image. Thus, whenever the reproduction of the brand over the image is required, it should be placed in a good position so it is possible to have a good reading, just like the image.



TYPOGRAPHY

Typography is a very important element in the construction of a brand because it only communicates this way.

The chosen font is "Nexa".

ABC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
NEXA LIGHT

ABC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
NEXA BOLD

MISUSE

It is crucial that the brand “**Marcenaria Monte Cristo**” keeps its integrity in any support.

Therefore, some alerts are represented in this document regarding the most common inaccuracies.

This statement does not contain all the possibilities of misuse.



FINAL NOTE

The consistency of Metalpaint brand depends on the appropriate application of graphic standards.

Any further information about conducts must be clarified regarding the contacts below.

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