



MA GRAPHIC DESIGN BRAND GUIDELINES

ICON & LOGOTYPE



LOGOTYPE

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The scale of both icon and type in relation to each other should never change when together.



Default Icon: Grey on top of Black. Grey Icon can be used on top of other colours when needed.



Black Icon should only be used on top of white or Grey.



Example of how the icons colour can be changed to fit with a colour scheme or style.

ICON

TYPOGRAPHY

LOGOTYPE

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.

Logotype should always be uppercase

HEADINGS

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.

Headings & Titles should always be in Arial Rounded MT Bold. Both uppercase and lowercase can be used.

BODY TEXT

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.

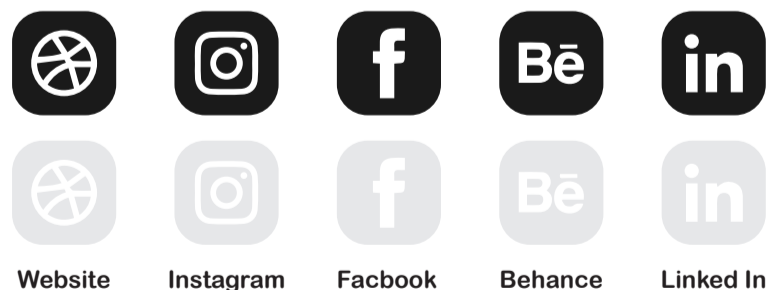
All body text should be in Arial Regular. Arial Bold can be used to promote key words or phrases only.

BRAND COLOURS

Pantone	CMYK:	LAB:
	C 76	L 9
	M 67	A 0
	Y 61	B 0
	K 83	HEX:
		#1a1a1a
427 C	RGB:	
	R 26	
	G 26	
	B 26	

Pantone	CMYK:	LAB:
	C 12	L 91
	M 9	A 0
	Y 10	B 0
	K 0	HEX:
		#e5e5e5
427 C	RGB:	
	R 229	
	G 229	
	B 229	

BRAND TOOLS



Social icons follow the same rules as the logo when it comes to colour. The icons should always be the same colour.

The Logo should always be in either of the default colours above. The only situation where the logo should be in any other colour is if the design it is attached to dictates a colour scheme or theme.