

BRAND GUIDELINES



BRAND MARK Definition

The brand mark must be used in all communication activities related to MAY 26.

The brand mark

The MAY 26 brand mark is made up of two elements: the brand symbol and wordmark. These two elements should be regarded as a unit and must not be separated.

Composition

The proportionate sizes and positions of the two elements are fixed and should never be altered. However, the symbol can be used on its own, for design purposes.

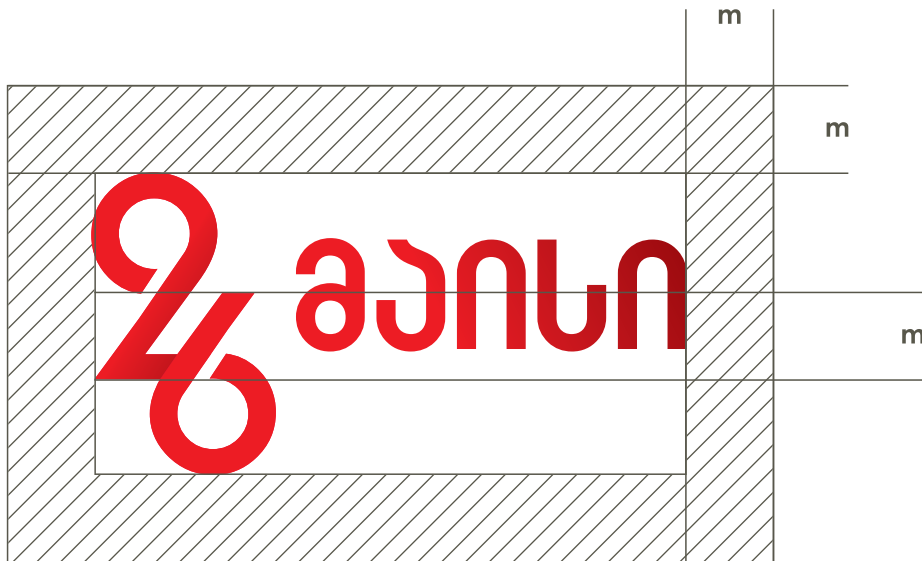


BRAND MARK Minimum clear space

The brand mark should always be prominent.

Clear space

The minimum clear space area must always be set in proportion to the size of the brand mark itself. The height of the letter "m" should be used to set the clear space, as shown below.



BRAND MARK Positioning on graphic device

Further attention should be taken when positioning the brand mark inside the graphic device.

Usage

The graphic device is used when the brand mark is placed on images. It may contain only the MAY 26 brand mark, as well as main and variable slogans. The graphic device highlights information, guarantees its readability and balances the design of all brand elements.

Graphic device shape and colour

The MAY 26 graphic device consists of a rectangular shape with two rounded corners. This shape can adapt to different formats, adding flexibility and diversity to the MAY 26 brand communication.

The graphic device may only be used in MAY 26 red gradient or white



BRAND MARK Sizes

There are three standardised brand mark sizes for the most common small, medium and large formats.

Brand mark size

The size of the brand mark is relative to the size of the format being used, as shown below. For formats not covered in this section, the brand mark must be scaled in a similar ratio

The brand mark minimum size is 15 millimetres in heights.



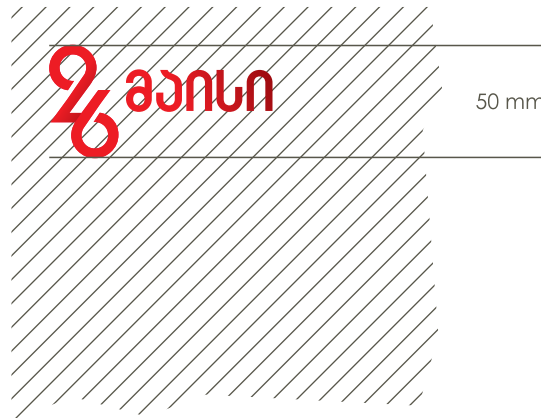
SMALL FORMATS

Approx. A4 & A4<
Brand mark heights 30 mm



MEDIUM FORMATS

Approx. A3 & <A3
Brand mark heights 50 mm



LARGE FORMATS

Approx. 6x8 & 6x8<
Brand mark heights 550 mm



Brand colours Specifications

Colours play a vital role
in the identification of the
26 MAY brand

Primary brand colour
The primary brand colour is the
26 MAY red and is used
throughout all brand elements.

Secondary brand colours
There two secondary colours:
Murky Green and Olive

Primary brand colour



26 MAY red

C0 M100 Y100 K0

R237 G50 B55

Secondary brand colours



26 MAY murky green

C0 M0 Y20 K80

R96 G95 B84



26 MAY olive

C0 M0 Y20 K40

R171 G169 B145

Brand colours Specifications

When possible
26 MAY red gradient
is used instead of 26 MAY red

Gradient composition

The linear gradient is preferably applied diagonally, as showed below. It should also be adjusted to the application.

26 MAY red gradient



C0 M100 Y100 K0

C0 M100 Y100 K50

