GUIDE
CORPORATE STYLE

Contents

BASIC ELEMENTS

The **«MLC»** company's logo consists of a graphic symbol and central abbreviation. These elements are not used separately.

There is no status line in the form of a slogan or interpretation of the company's activities in the logo - it is prohibited to add it yourself.

A logo is responsible for brand identification and requires presentation in a permanent and consistent manner. Proper use of the logo and consistency across all types of promotional materials ensures the most effective impact on the consumer.

When constructing a protected area for the logo, the base X value is equal to 1/4 of the logo.

It is not allowed to place any elements in the protected area of the logo.
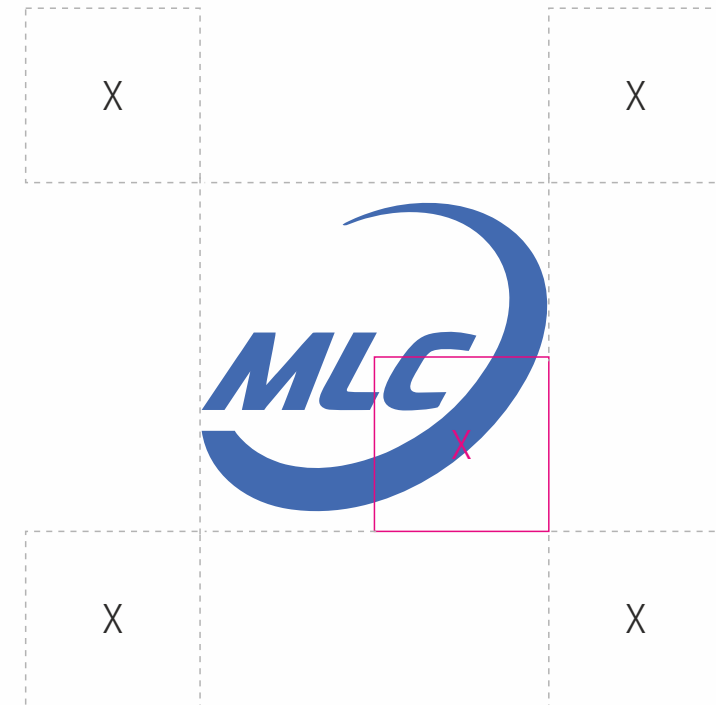
When using a logo on small layouts, you must adhere to verified dimensions with acceptable values.

The minimum acceptable size of the logo with a brand name for offset and laser printing of small formats is 15 mm in height of the brand mark.
(This rule also applies to a vertical logo).

If there is a need to apply the logo to a surface with a small area (for example, a ballpoint pen), then the central inscription without the brand mark is used.
The minimum acceptable size of the central inscription is 5 mm in height.

Minimum acceptable size of the logo
with the brand mark

15 мм

Minimum permissible size of the central inscription
without the brand mark

5 мм

Colored

Monochrome

It is allowed to place colored and monochrome black versions of the logo on white and very light backgrounds if the lightest color of the logo element is clearly readable against the background and looks contrasting against the background.

On a dark background of any color, only a monochrome white logo is allowed.

An alternative solution could be placing the logo on a white rectangle, the size of which is no less than the protected area of the logo.

Monochrome white

The main company's colors are blue and white - these colors must be dominant when designing the layout.

There are also secondary colors: light blue and lilac. These colors can be used in layout design as underlining elements/markers, background fill in combination with the pattern.

Main colors

PANTONE 660 C
CMYK 82-58-0-0
RGB 66-106-176

Pantone® White
CMYK 0-0-0-0
RGB 254-254-254

Secondary colors

PANTONE 299 C
CMYK 95-5-0-0
RGB 0-159-225

PANTONE 7440 C
CMYK 29-54-0-18
RGB 167-123-165

Colored pattern options

Alternative colored pattern option with 70% transparency

An additional visual identification is a pattern, which can also be applied to various media and interact with the background of layouts/media.

When designing layouts, it is possible to use a colored or monochrome pattern within the color scheme.

White pattern option with 70% transparency on a colored background

MLC 🌐 mlc.health
✉ info@mlc.health

Registered office address: The Meydan Hotel, Grandstand, 6th floor, Meydan Road, Nad Al Sheba, Dubai, U.A.E

No logo

🌐 mlc.health
✉ info@mlc.health

Registered office address: The Meydan Hotel, Grandstand, 6th floor, Meydan Road, Nad Al Sheba, Dubai, U.A.E

With QR code and logo

🌐 mlc.health
✉ info@mlc.health

MLC Registered office address: The Meydan Hotel, Grandstand, 6th floor, Meydan Road, Nad Al Sheba, Dubai, U.A.E

The address unit is typed in Cera Pro font.
The text color can be black or blue in accordance with the palette.

A QR code can also be provided in the address unit.

The Cera Pro font group is to be used for layout design.

To design long texts, it is recommended to use Cera Pro and Cera Pro Bold fonts for headings.

If it is necessary to use standard sets of fonts to fill the content of documents, presentations, e-mails, etc., Arial Regular font is used.

Cera Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cera Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When using the logo to create visual communications, it is not allowed to distort, repaint, or deform the company's logo. One must strictly follow the rules for using corporate identity from the guide.

It's unacceptable to distort
the logo proportions

It's unacceptable to alter
or substitute the logo colors

It is unacceptable to use various
status lines in the logo

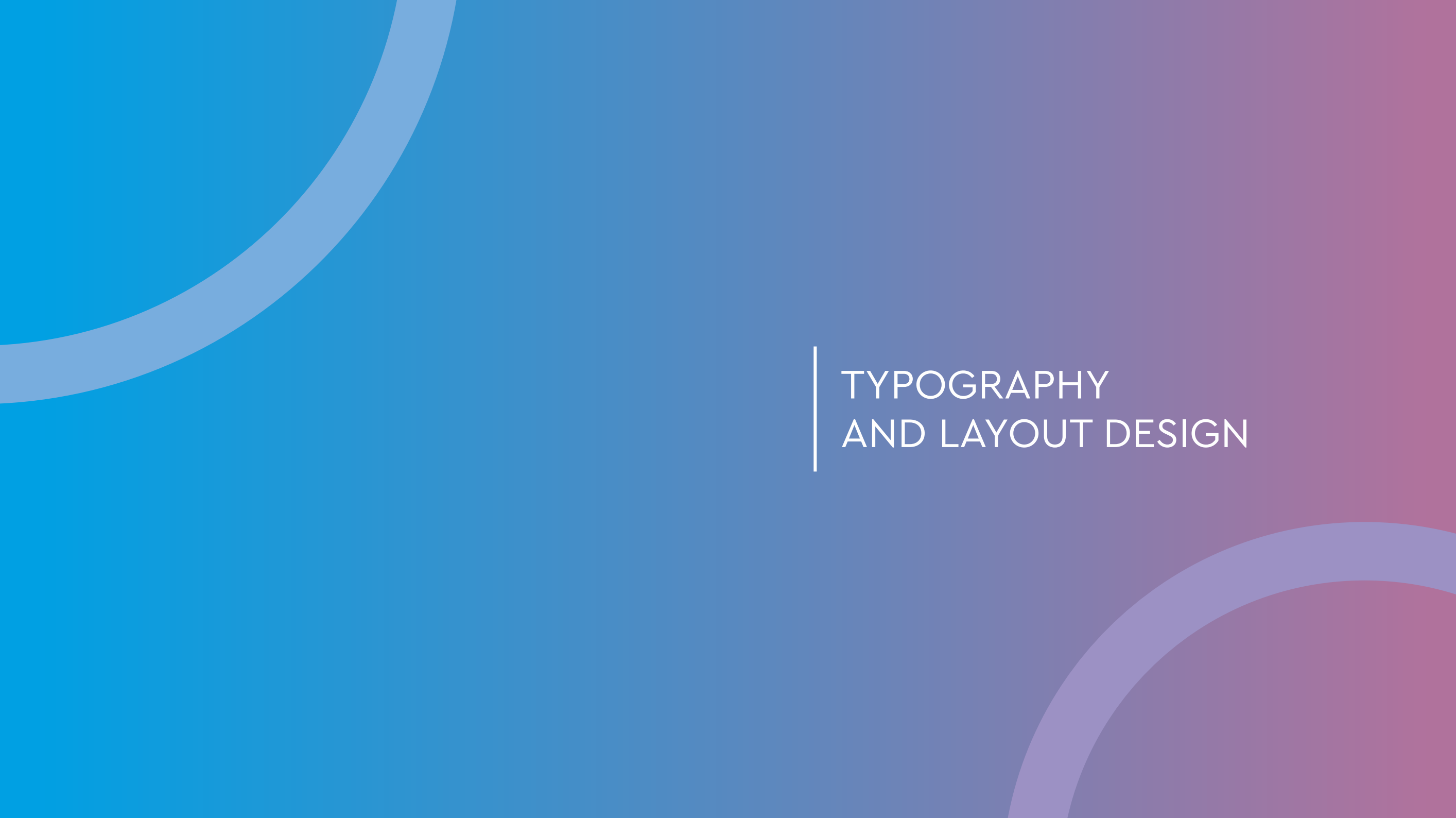

It's unacceptable to use
an outline logo

It's unacceptable to change the position
of the brand mark and central inscription

It's unacceptable to place the logo
at a random angle

TYPOGRAPHY
AND LAYOUT DESIGN

When designing the letterhead, you should use a full-color logo; the font for typing the address/imprint is the 10-point Cera Pro font.

To type the main text of the letter, it is recommended to use the 11-point Arial Regular font. If there are headings used in the letter, the 14-point Arial Bold font is used.

If it is necessary to use standard font sets to fill the content of the letter, use the 12-point Times New Roman Regular font.

Additionally, it is possible to add a QR code in the lower right corner of the form.

The format of the brand business card is 90x50 mm.

The corporate business card design should feature the corporate logo; the font for address/imprint data and job position is 7-point Cera Pro Regular, the font for name/surname is 10-point Cera Pro Bold.

It is possible to place the MLC logo next to the QR code on the reverse side.

A corporate-style name tag must feature a colored logo, a participant's last and first names, as well as their job position.

The font for typing the first/last name is Cera Pro Bold of 100% black color. The font for typing the job position is Cera Pro Regular of 100% white color on a background with the brand gradient.

If possible, use a blue or white ribbon.
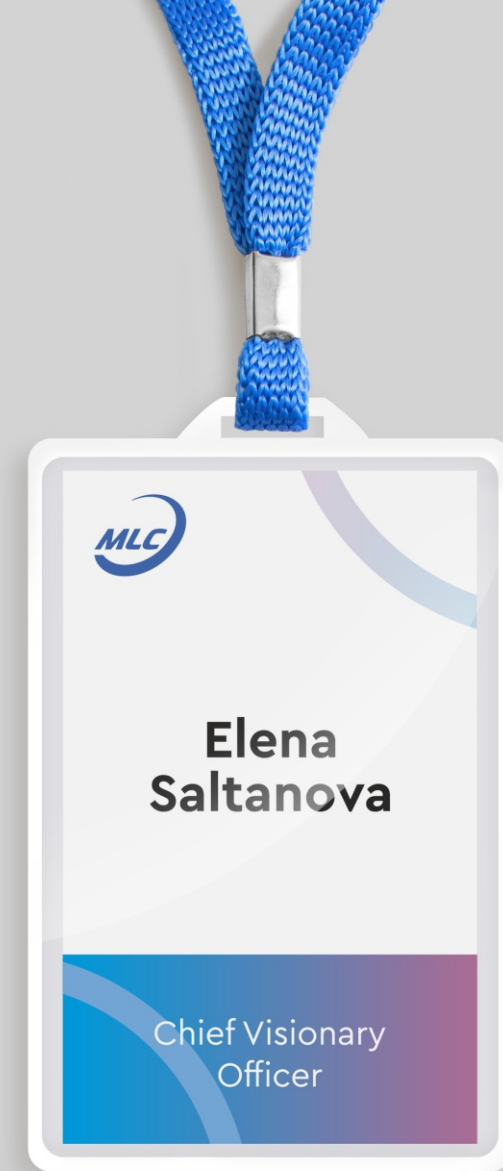
When designing a corporate folder for papers, a white logo and a colored background with a pattern is used.

The address unit is typed in Cera Pro Regular font, with or without a QR code.

When designing C4/C5 envelopes in a corporate style, a colored logo and address unit in accordance with the design of the letterhead is to be used.

C4 envelope:
Format: 229 x 324 mm

C5 envelope:
Format: 162 x 229 mm

CORPORATE
MATERIALS

When designing a roll-up banner, you must use a white logo, a pattern on a colored background, and a corporate font.

It is possible to place a QR code in the imprint data unit.

Press wall design / 20

When designing a press wall display, a colored logo on a white background or a white logo on a colored background is used.

Corporate font Cera Pro Regular/Bold is used when typing the date and name of the event.

The format is discussed with the press wall manufacturer.

When designing a leaflet, the company's corporate identity, font, colors and pattern are used.

The logo and address unit are reproduced in strict accordance with the guide.

When designing a flag, the logo located in the middle is used.

If the background of the flag is white, then a colored logo is used.
If the background is colored, a white logo is used.

A pen is branded with the logo consisting of the brand inscription no larger than 5 mm in height.

When branding a white pen, a colored logo is used.
When branding a blue pen, a white logo is used.

A car is branded with a colored logo and pattern in accordance with the corporate palette.

PROMOTIONAL, MERCHANDISE AND TEXTILE ITEMS

When designing a postcard, a white logo and a colored background with a pattern are used.

The text on the cover is typed in Cera Pro Bold font.

The text on the insert is typed in Cera Pro font.

When designing a notepad, a white logo and a colored background with the pattern is used on the cover.

The inner sheets feature a black logo and the imprint data/address unit in black font.

When branding a baseball cap, only the logo is used.

A baseball cap can be white or blue.
A white baseball cap must have a colored logo; a blue baseball cap must have a white logo.

When branding a scarf, only the logo is used.

A scarf can be white or blue.
A white scarf must have a colored logo; a blue scarf must have a white logo.

The logo is applied by embroidering.

A paper bag is branded on both sides.

A large colored company logo is put on both sides and the imprint data is put below it, the company's website address is optional.

When branding a badge, only the logo is used.

A badge can be white or blue.
A white badge must have a colored logo; a blue badge must have a white logo.

A white mug is branded only with a colored logo located in the middle of the layout within the protected area of the logo.

A white travel mug is branded only with a colored logo located in the middle of the layout within the protected area of the logo.

When branding a charger, you must use only the logo or the logo with the company's website address.

If a charger is colored in white or steel, then a colored logo must be used.
If a charger has a colored background that is not in line with the corporate palette, then a white logo must be used.

When branding a flash drive, only the logo is used.

A flash drive can be white or of another color.
On a white flash drive, a colored logo is used.
If a flash drive has a colored background, not in line with the corporate palette, then
a white logo is used.

When branding a hoodie, only the logo is used.

A hoodie can be white or blue.
On a white hoodie, a colored logo is used; on a blue hoodie, a white logo is used.

The logo is applied by embroidering or thermal printing.

When branding a sweatshirt, only the logo is used.

A sweatshirt can be white or blue.
On a white sweatshirt, a colored logo is used; on a blue sweatshirt, a white logo is used.

The logo is applied by embroidering or thermal printing.

When branding a T-shirt, only the logo is used.

A T-shirt can be white or blue.
On a white T-shirt, a colored logo is used; on a blue T-shirt, a white logo is used.

The logo is applied by embroidering or thermal printing.

2024