

PRIMARY LOGO USAGE

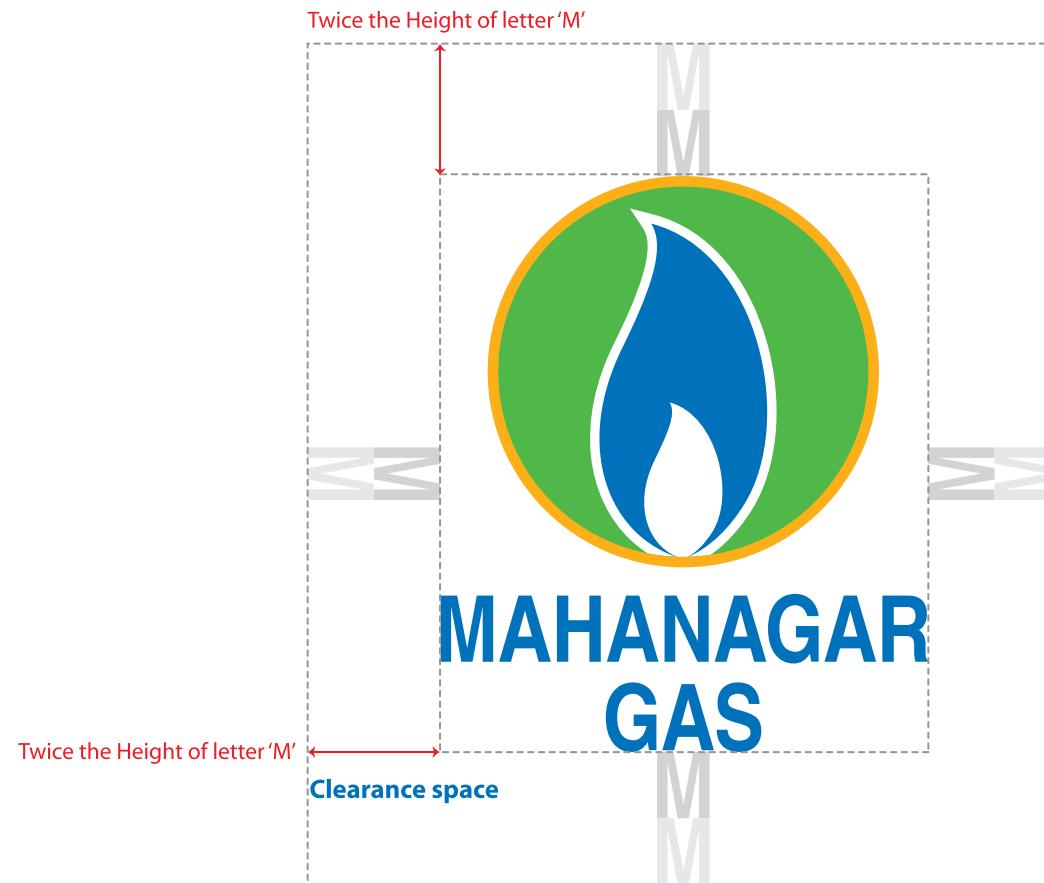
● CLEARANCE SPACE

Never redraw or alter the logo, including the placement and size relationship of its logotype or symbol. Doing so weakens our Corporate Logo Identity.

Clearance space

Always maintain a clear space around the MGL logo to protect the logo from distracting graphics or typography.

- Clearance space to be maintained around the logo is twice the height of 'M' in the MGL logo
- Never allow typography or other elements to enter the clearance space of the MGL Logo



***The logo/ coloured logo should ideally be placed on a white background only

PRIMARY LOGO USAGE

● LOGO - MINIMUM SIZE

To avoid hampering the visibility of the logo, a minimum size of 1.5 cm width should be maintained



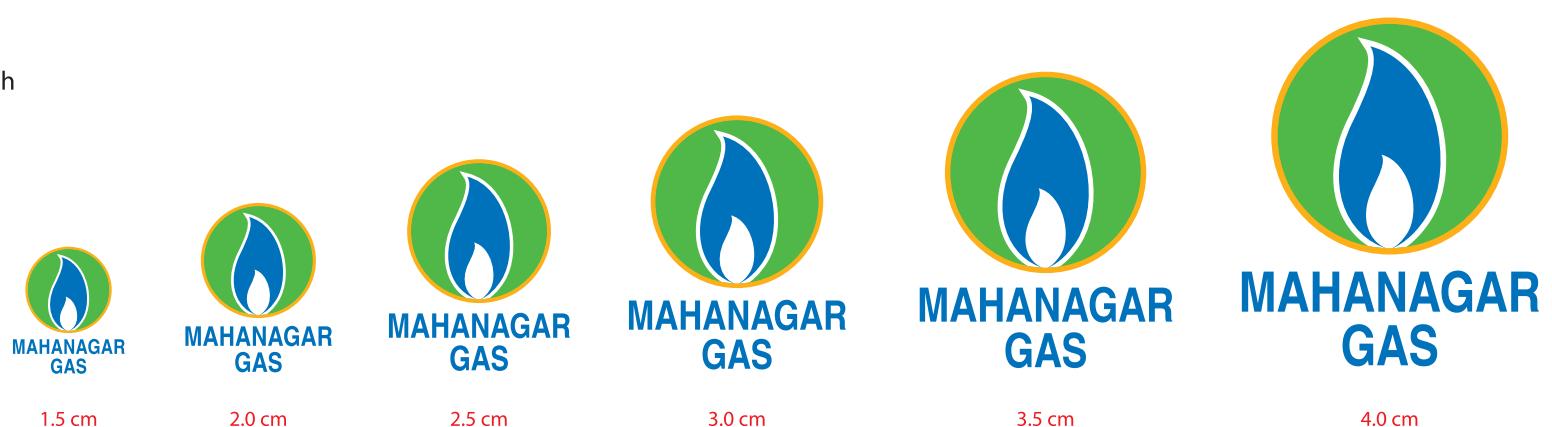
● LOGO - HOW TO INCREASE OR DECREASE

To increase or decrease the size of the identity, drag and drop from any of the 4 corners of the identity



● LOGO - HOW TO SCALE THE LOGO

The logo should always be scaled by its width



***The minimum size of the logo is applicable to all logo variations: Reverse, B&W and Gray Scale

COLOUR PALETTE

● COLOURS WE USE

Our colour palette should be the strongest impression of our brand.
It should lead the communication.



GREEN	BLUE	YELLOW	WHITE
PANTONE 356 C C 70 M 0 Y 100 K 0 R 80 G 184 B 72 #50B748	PANTONE 285 C C 100 M 50 Y 0 K 0 R 0 G 114 B 188 #0071BB	PANTONE 1235 C C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #FBAF17	C 0 M 0 Y 0 K 0 R 255 G 255 B 255 #FFFFFF

BLACK
C 0 M 0 Y 0 K 100 R 0 G 0 B 0 #000000

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