

PRIMARY LOGO USAGE

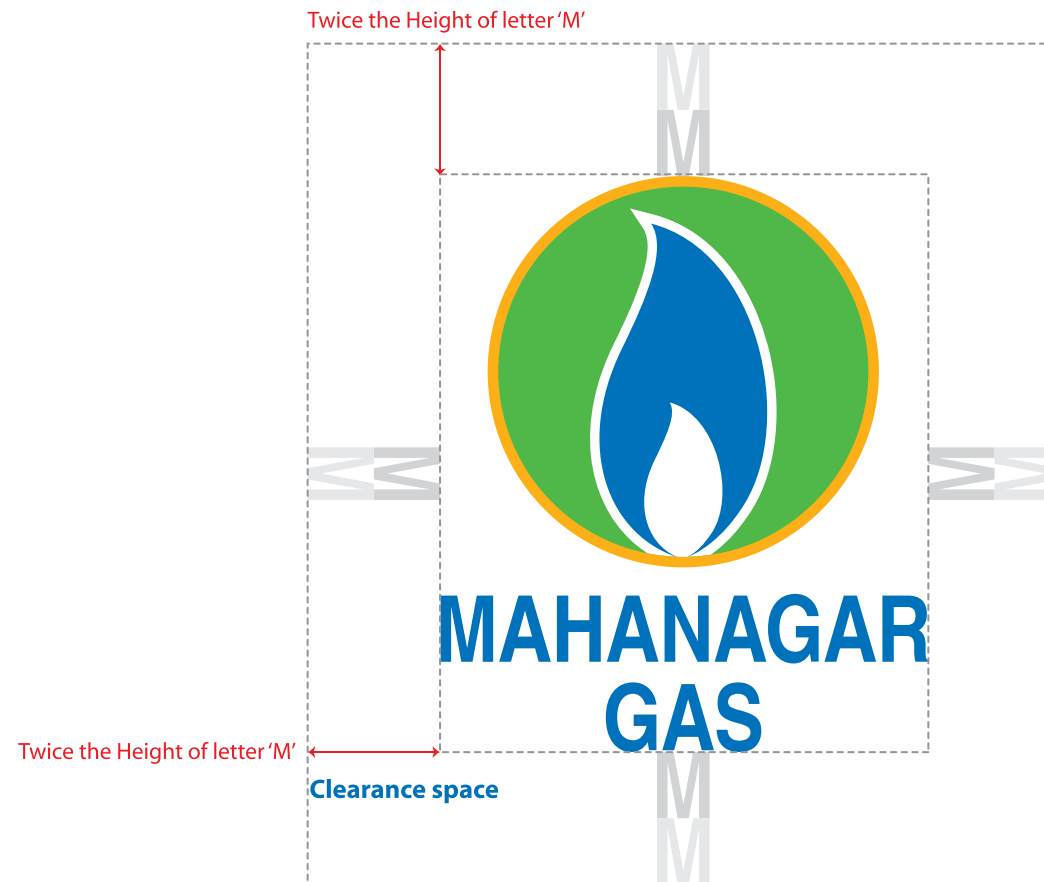
● CLEARANCE SPACE

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



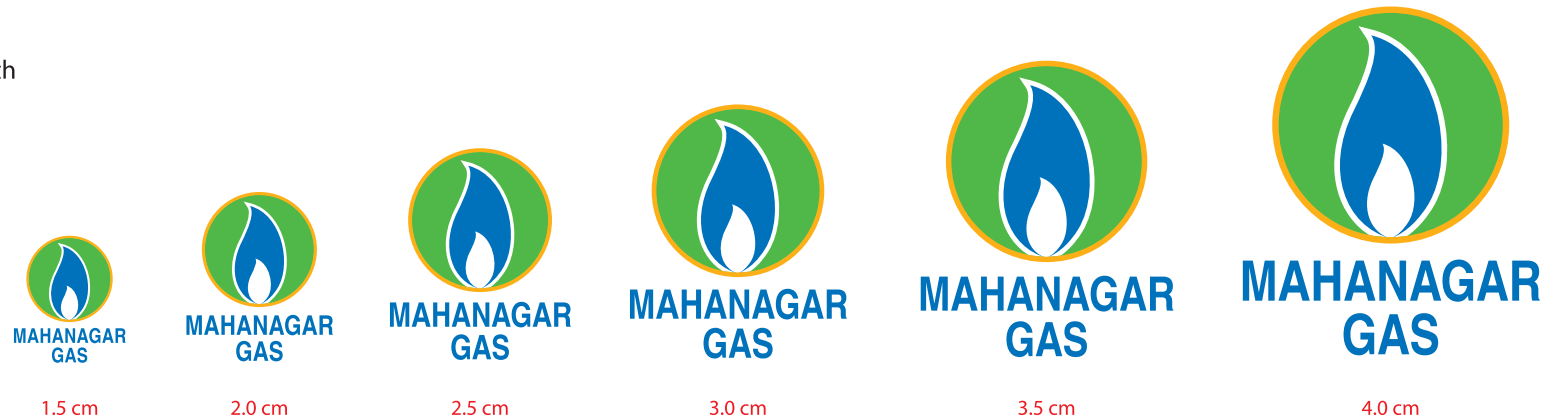
● LOGO - HOW TO INCREASE OR DECREASE

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

Pantone 356 C
C 70 M 0 Y 100 K 0
R 80 G 184 B 72
#50B748

BLUE

Pantone 285 C
C 100 M 50 Y 0 K 0
R 0 G 114 B 188
#0071BB

YELLOW

Pantone 1235 C
C 0 M 35 Y 100 K 0
R 252 G 175 B 23
#FBAF17

WHITE

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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