

MANU

Corporate identity guide

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CORPORATE IDENTITY PHILOSOPHY

We create beautiful products to enhance your (digital) lifestyle.

We strive to create products that are chosen by you based on emotion. This means we have to not only observe and listen, but also to do what “feels” right. Innovation and clever thinking is one thing, but putting love into everything that we do is just fun.

Your senses are continually stimulated by sound, light and other input from the mobile devices in your home, at work and on the move.

Manu lets you combine your great taste for design with the ideal usability of mobile devices.

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FILE STRUCTURE

Brand guidelines

Corporate identity guide for the Manu brand.

FOLDER: 01_BRAND_GUIDELINES

Logo

Vector files for the white and black version of the logo and logo icon.

FOLDER: 02_LOGO

Typography

Manu's corporate fonts Fedra Sans and Avenir.

FOLDER: 03_TYPOGRAPHY

Stationary

Stationary in PDF and Word template. An example letter is included in this folder.

FOLDER:04_STATIONARY

PowerPoint template

PowerPoint presentation template & roadmap template.

FOLDER:05_POWERPOINT_TEMPLATE

Photography

This folder contains stock photography for use in communication materials

FOLDER: 06_PHOTOGRAPHY

Presentation Stylesheet

This folder contains the stylesheet presentation of the Manu Brand.

FOLDER: 07_STYLESHEET BRAND PRESENTATION

Corporate logo | Positioning and sizes | Logo colours | Don'ts

CORPORATE LOGO

The core element in our brand is the Manu corporate logo. It should be used in all Manu communication materials. The logo is available as an Illustrator EPS file, AI file or PDF file in vector format.

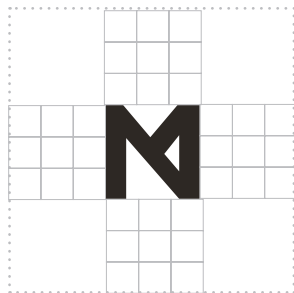
The image displays the word "MANU" in a large, bold, black, sans-serif typeface. The letters are widely spaced and centered horizontally on the page. The 'M' has a distinctive triangular cutout on its left side, and the 'A' has a similar triangular cutout on its right side. The 'N' and 'U' are solid and blocky.

Corporate logo | **Positioning and sizes** | Logo colours | Don'ts

POSITIONING AND SIZES

A clear zone should be created around the logo to establish its full impact using the positioning squares as shown. The measurement of the square is the height and width of the letter 'M' in the logo. A clear space should be maintained to the right, left, top and bottom of the logo.

When placing the logo on A4 and A5 layouts (portrait or landscape), the sizes at the right should be used. The full size of the logo is 60 mm wide.



Full size: 60 mm



When width is smaller than 30 mm, the logo icon is used.

Corporate logo | Positioning and sizes | **Logo colours** | Don'ts

LOGO COLOURS

The preferred use for Manu's logo is on a white background. In certain cases, the logo may be used on a coloured or black background. The colours that can be used are limited to the brand colours as displayed here.

MANU

MANU

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MANU

Corporate logo | Positioning and sizes | Logo colours | **Don'ts**

DON'TS

- Do not place the logo anywhere other than in the top left or bottom left corner.
- Do not adapt or change the logo or add other graphical elements to it.
- Do not use other colours than specified in this corporate identity guide.
- Do not place the white logo on light coloured area's.
- Do not place text over the logo.
- Do not use exotic fonts in publications.

✘ **MANU**

Don't distort the proportions of the logo

✘ **MANU**

✘ **MANU**

Don't place the logo on any other colour than the brand colours

✘ **MANU**

✘ **MANU**

Don't place the white logo on light coloured areas

Specifications

SPECIFICATIONS

The colours shown here can be used as colours in communication materials.



FULL COLOUR (CMYK)

C 0	C 0	C 18	C 23	C 1	C 55
M 0	M 0	M 11	M 53	M 16	M 33
Y 0	Y 0	Y 37	Y 29	Y 4	Y 24
K 100	K 10	K 0	K 0	K 0	K 0

PANTONE COATED

PMS Black C	7541 C	5807 C	5493 C	705 C	2164 C
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PANTONE UNCOATED

PMS Black U	7541 U	5807 U	2211 U	705 U	2164 U
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RGB

R 0	R 230	R 210	R 126	R 247	R 124
G 0	G 231	G 209	G 167	G 218	G 151
B 0	B 232	B 170	B 173	B 224	B 171

WEB (HEXADECIMAL)

#000000	#E6E7E8	#D2D1AA	#7EA7AD	#F7DAE0	#7C97AB
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RAL

RAL 9017	RAL 9003	RAL 6019	RAL 6034	RAL 7047	RAL 5024
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General fonts | Usage and typeface | Multi-platform font

GENERAL FONTS

Manu's corporate fonts are Fedra Sans and Avenir. The general fonts are necessary to establish the power of the brand and are used in all graphic designs.

Fedra Sans is used as the main font. The font styles used for Fedra Sans are Book and Medium. Avenir is used in the Manu logo and can be used for notes/summaries and in certain cases, for headings in all caps. The font styles used for Avenir are Medium, Book and Black.

Use of font styles

- Headings: Fedra Sans - Md, Avenir - Black
- Subheadings: Fedra Sans- Md, Bk
- Body: Fedra Sans - Bk
- Captions: Fedra Sans - Bk
- Notes: Avenir - Medium, Book

Fedra Sans

Fedra Sans - Bk

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

!“\$%&/()=β´ı“¶c[]|}z’ää,f©ª@öoeæ’¥ç~üµ...-“β´ ç÷*—+—-“#£fi^^\`·°ÄÅ,Ç™%ıİÖÓÜÛı^fl`›Ø»,Í`Á,,Ù‡

Fedra Sans - Md

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

!“\$%&/()=β´ı“¶c[]|}z’ää,f©ª@öoeæ’¥ç~üµ...-“β´ ç÷*—+—-“#£fi^^\`·°ÄÅ,Ç™%ıİÖÓÜÛı^fl`›Ø»,Í`Á,,Ù‡

Avenir

Avenir - Md

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

!“\$%&/()=β´ı“¶c[]|}z’ää,f©ª@öoeæ’¥ç~üµ...-“β´ ç÷*—+—-“#£fi^^\`·°ÄÅ,Ç™%ıİÖÓÜÛı^fl`›Ø»,Í`Á,,Ù‡

Avenir - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

!“\$%&/()=β´ı“¶c[]|}z’ää,f©ª@öoeæ’¥ç~üµ...-“β´ ç÷*—+—-“#£fi^^\`·°ÄÅ,Ç™%ıİÖÓÜÛı^fl`›Ø»,Í`Á,,Ù‡

Avenir - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

!“\$%&/()=β´ı“¶c[]|}z’ää,f©ª@öoeæ’¥ç~üµ...-“β´ ç÷*—+—-“#£fi^^\`·°ÄÅ,Ç™%ıİÖÓÜÛı^fl`›Ø»,Í`Á,,Ù‡

General fonts | **Usage and typeface** | Multi-platform font

USAGE AND TYPEFACE

Headings

Fedra Sans Md. Avenir Black

Lorem ipsum dolor sit amet (font size: 12 pt)

LOREM IPSUM DOLOR SIT AMET (font size: 15 pt, caps)

Subheadings

Fedra Sans Md, Fedra Sans Md.

LOREM IPSUM DOLOR SIT AMET (font size: 10 pt, caps)

LOREM IPSUM DOLOR SIT AMET (font size: 9 pt, caps)

Lorem ipsum dolor sit amet (font size: 10 pt)

Lorem ipsum dolor sit amet (font size: 9 pt)

Notes/summaries

Avenir Bk, Avenir Md

9pt - Line spacing 13 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in diam quis lectus convallis maximus quis vitae metus.

8pt - Line spacing 11 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in diam quis lectus convallis maximus quis vitae metus.

Bodytext

Fedra Sans Bk

9pt - Line spacing 15 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in diam quis lectus convallis maximus quis vitae metus. Nulla ornare, nulla sit amet fringilla congue, dui tellus interdum justo, vitae finibus eros ipsum eget eros. .

10pt - Line spacing 16 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in diam quis lectus convallis maximus quis vitae metus. Nulla ornare, nulla sit amet fringilla congue, dui tellus interdum justo, vitae finibus eros ipsum eget eros.

12pt - Line spacing 18 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in diam quis lectus convallis maximus quis vitae metus. Nulla ornare, nulla sit amet fringilla congue, dui tellus interdum justo, vitae finibus eros ipsum eget eros.

General fonts | Usage and typeface | **Multi-platform font**

MULTI-PLATFORM FONT

If it is not possible to use our general font Fedra Sans, Manu recommends Lucida Sans. Lucida is recognized globally and available on every computer (Mac or PC).

Font sizes

Self-adjustable Microsoft Office documents, like Word and PowerPoint, use Lucida Sans as body text (when Fedra Sans is not available). The font size of the letterhead body text is Lucida Sans Unicode 9 pt and the line spacing is 15 pt. Headings for press releases or other applications are printed in Lucida Sans Bold 9 pt.

Lucida Sans Unicode, Lucida Grande

Lucida Sans Unicode, Lucida Grande Rg

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

!“\$%&/()=β´ı“¶¶[]|{}z’ää,f©ª@öoeæ‘¥ç~üµ...-’“β´ ÷*—+--→”#£fi^^\ ~ · ·’ÄÄ< Ç™%ıİÖÓÜÛı^fl~>Ø» ,ı’Á,,Ù‡

Lucida Sans Unicode, Lucida Grande Bd

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789 !“\$%&/()=β´ı“¶¶[]|{}z’ää,f©ª@öoeæ‘¥ç~üµ...-’“β´ ÷*—+--

→”#£fi^^\ ~ · ·’ÄÄ< Ç™%ıİÖÓÜÛı^fl~>Ø» ,ı’Á,,Ù‡

Bodytext

9pt – Line spacing 15 – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin in diam quis lectus convallis maximus quis vitae metus. Nulla ornare, nulla sit amet fringilla congue, dui tellus interdum justo, vitae finibus eros ipsum eget eros.

Headings

LOREM IPSUM DOLOR SIT AMET (font size: 9 pt, caps)

Lorem ipsum dolor sit amet (font size: 9 pt)

Lorem ipsum dolor sit amet (font size: 12 pt)

Lorem ipsum dolor sit amet (font size: 14 pt)