



Corporate Design Manual

of the MIZAR brand



Welcome

This manual will familiarize you with the ways the MIZAR brand presents itself through its design.

Please follow the style indications closely and apply the brand consistently across the relevant communications and promotional materials, documents, presentations, artwork and branding opportunities you have identified.

When to use the MIZAR logo

The logo must be used to identify all official internal and external communications, including but not limited to:

- Communication materials, print and digital
- Document and presentation templates
- Letterhead
- Website pages
- Social media accounts
- Newsletters
- Business cards



The Logo element

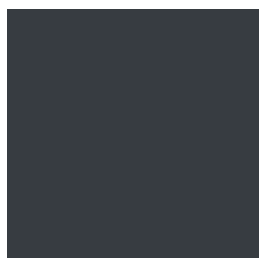
Mizar round simbol



Lettermark

mizar

Colour



GREY

RGB 55 / 60 / 65

#373c41

CMYK 73 / 60 / 51 / 56



RED

RGB 215 / 35 / 20

#d72314

CMYK 7 / 96 / 100 / 1



Logo do's and don'ts

The logo can be used in all three compositions: only round element, only lettering, or complete with both elements as long as it is always totally visible.

MIZAR characters must always be present in communications, the round logo may be used solitary only when other references to MIZAR lettering are present.

Here are some examples of correct and erroneous interpretations:

Do



Don't



Missing reference to brand name



Round logo cut out



Lettering cut out and reassembled



As a basic rule, the logo should never be altered nor used in any orientation other than horizontal.

Here are some examples of correct and erroneous interpretations:

Do



Don't



Don't change the position of the lettermark



Don't use gradients



Don't add dropshadow



Don't use outlines



Don't change the proportion of the logo



Don't alter graphical elements



Use of the logo on different background

It is important that a logo gets noticed.

Always try to reach the highest contrast between background colour (or image) and logo colour.



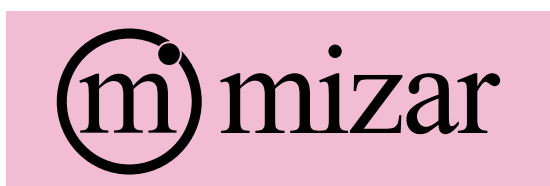
Avoid using the logo on a lively image



White or very light background:
use positive logo



Black or very dark background:
use negative logo



Light colour background:
use black logo



Dark colour background:
use white logo



Light image background:
use black logo



Dark image background:
use white logo



Typography

Montserrat Light

This font is to be used for all written parts on both web and printed material.

On particularly dark backgrounds and images it is allowed to use Montserrat Regular instead of Montserrat Light.

Montserrat Light

Uppercase

Lowercase

A B C D E F G H I J K L M N

a b c d e f g h i j k l m n

O P Q R S T U V W X Y Z

o p q r s t u v w x y z

Never use italics, except for words in a foreign language.



Need more information or have concerns
about how to properly use the logo for your
communications?

Contact us via email at

marketing@mizar.it

Thank you