



Matthews & Partners

Retale your Retail

Brand Manual

Basic brand design

The logo is the cornerstone of corporate identity of company Matthews & Partners. It consists of the company name and the significant symbol „M´´. It is used as a significant element of the company and is used across corporate identity materials. Logo is completed with the claim „Retail your Retail´´.



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Construction and protection zone of the basic brand design

The trademark zone is meant the surrounding area where text and graphic elements can not be placed. The trademark zone also expresses the minimal distance from the end of the page or the background. The trademark zone is defined with the width of the graphic symbol „M´´. For clarity, the zone is marked grey.



Horizontal brand design

Besides the basic variant of logo it's possible to use a horizontal solution. Its using is suitable in a situation of limited vertical space.



Protection zone of horizontal brand design

As well as basic variation of the logo, the trademark zone is defined with the width of the graphic symbol „M´´



Variants of the logo without claim



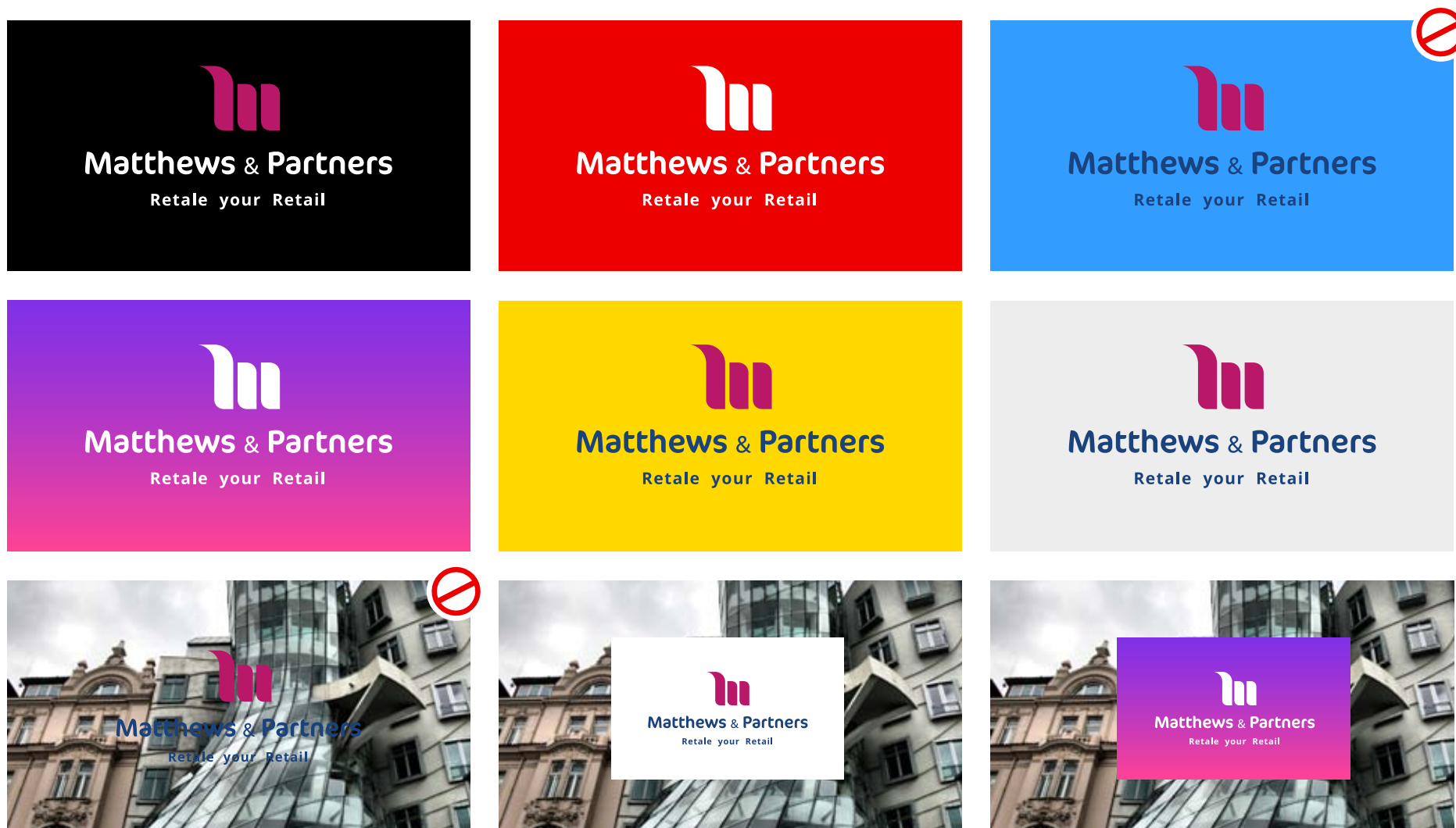
Protection zone of a separate symbol „M“

The symbol „M“ is recommended to use if it is obvious from the print materials that it's the company Matthews & Partners. The symbol must not be pulled out of the context and its using must be consulted with the responsible employee of the company Matthews & Partners. Trademark zone of the symbol is defined by two segments of the graphic symbol „M“



Logo on the underlying surface

For using the logo on a colored background it's necessary to choose the color of the logo which guarantees maximum readability and contrast. When is used a photo background it's recommended to use a background within the trademark zone, see the example below.





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