

CORPORATE LOGO

Main version (horizontal)

Horizontal brand with baseline is the main logo version to be used as basic branding element.

Secondary version (vertical)

The vertical logo variation is the secondary version and can be used when the format requires it.

Versions without baseline

Horizontal and vertical versions without baseline are alternative logo versions especially for smaller formats when readability of baseline gets critical. Please refer to page 8 for logo size guidelines.

Symbol

The logo symbol by itself can only be used as design element and does not represent a corporate branding.

Main version (horizontal)



Secondary version (vertical)



Main version without baseline



Secondary version without baseline



Symbol



MINIMUM LOGO SIZE

Do not display the brand smaller than shown on this page.

PRINT



6 mm



No limits innovation

7,5 mm



9,5 mm



No limits innovation

12,5 mm

DIGITAL



17 px



No limits innovation

21,5 px



27 px

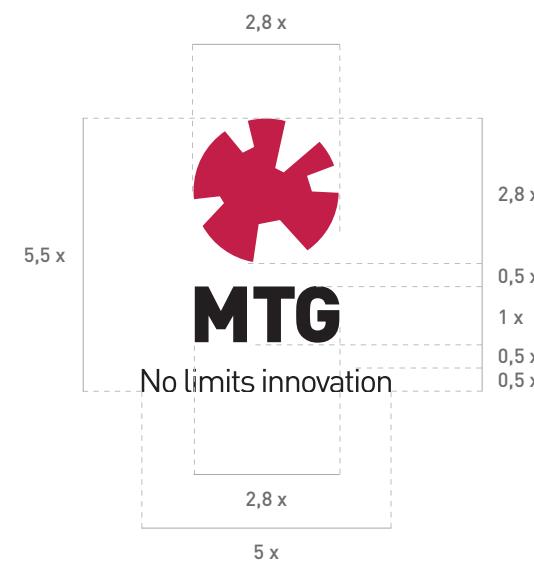
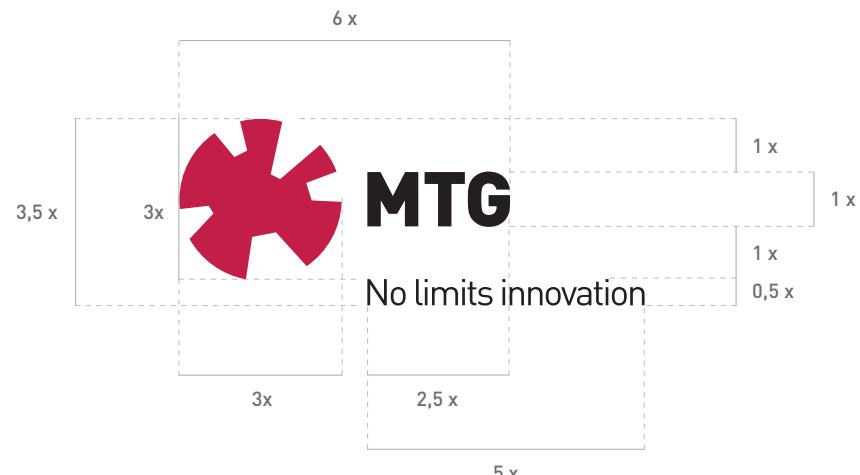


No limits innovation

36 px

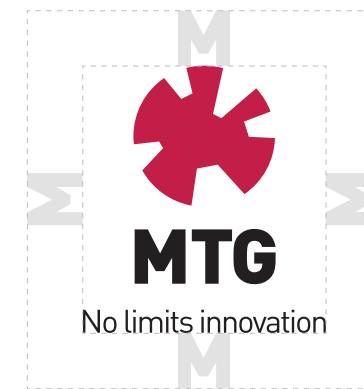
LOGO SETUP

The indicated logo proportions must remain and cannot be modified due to any reasons.



PROTECTIVE AREA

The protective area around the logo has to be respected under any circumstances. This space has to remain clean of other design elements.



INCORRECT LOGO APPLICATIONS

The design of the MTG logo cannot be changed in any way. Its consistent perception is key to maintain the brand integrity.



INCORRECT



No limits innovation

Do not add shadows



No limits innovation

Do not change proportions



No limits innovation

Do not deform



No limits innovation

Do not change colors



No limits innovation

Do not change fonts



No limits innovation

Do not angle the brand

LOGO COLOR VARIANTS

1. Main version

To be applied in most materials. It will be used on light or slightly saturated backgrounds that do not compete with the color of the symbol.

2. Grayscale positive version

This is the positive grayscale version to be used over backgrounds up to 30% black.
The symbol is 60% black.

3. White version

For dark or very saturated backgrounds.
It also is the negative grayscale version to be used on dark backgrounds from 30% to 100% black.

4. White and red version

To be used on black or dark backgrounds that do not compete with the color of the symbol.

5. Only black version

It is important to always ensure maximum visibility, legibility and contrast in all applications of the brand.

1. Main version



2. Grayscale positive version



3. White version



4. White and red version



5. Only black version



LOGO ON COLORED BACKGROUNDS

Correct and incorrect brand usage following the rules described on the previous page.



CORRECT



Main version



Grayscale positive version



White version



White and red version



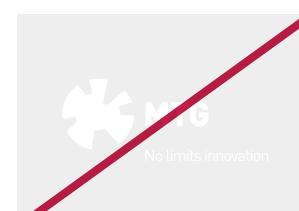
INCORRECT



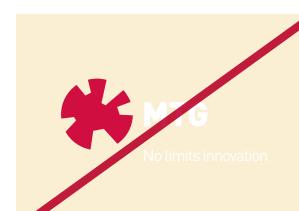
Main version



Grayscale positive version



White version



White and red version

LOGO ON PHOTO BACKGROUNDS

In order to apply the brand correctly above the backgrounds, it is important to be sure that it contrasts with the photographic background.

Positive versions should be applied above light backgrounds.

Negative versions should be applied above dark backgrounds.

When using a version with the red symbol, be sure that the background color does not compete with the red.

✓ CORRECT



✗ INCORRECT

