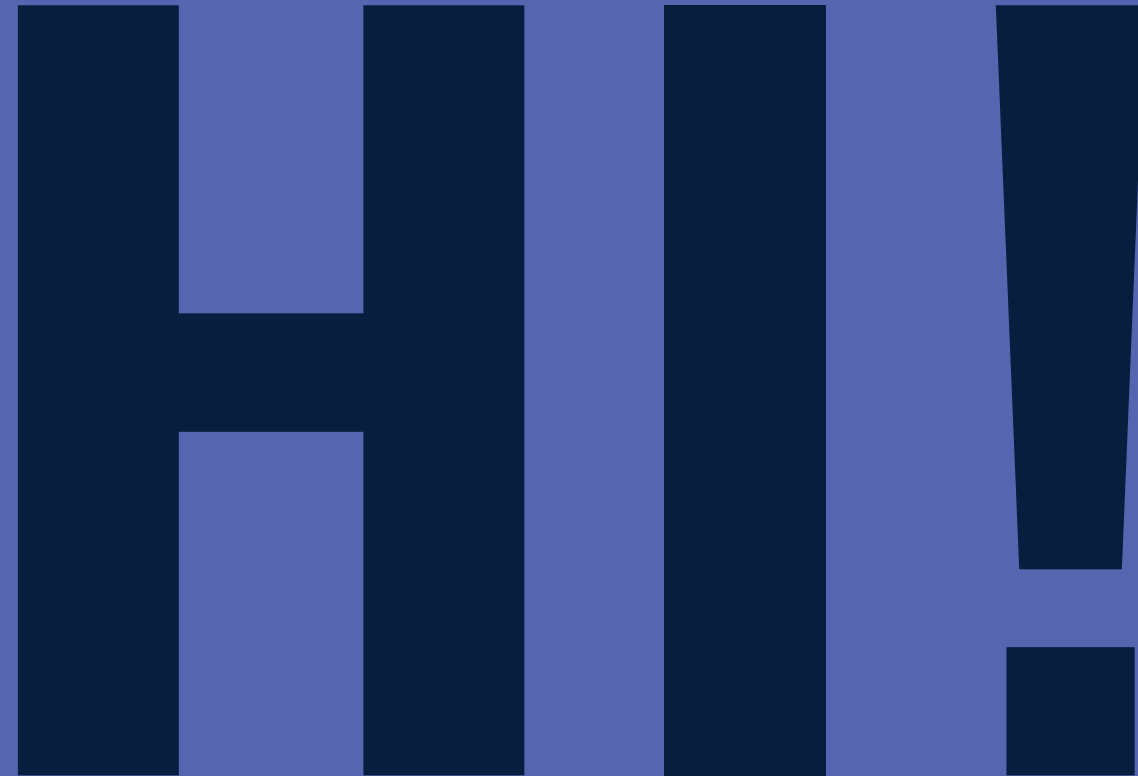




MATERIAL
CONTROL
SOLUTIONS

Brand Guidelines





What are Brand Guidelines?

Brand guidelines, also known as a brand style guide, govern the composition, design, and general look-and-feel of a company's branding. Brand guidelines can dictate the content of a logo, blog, website, advertisement, and similar marketing collateral.

Picture the most recognizable brands you can think of. Chances are, you've learned to recognize them because of the consistency across the messaging — written or visual — these brands broadcast. The same brand colors are reflected across them. The language sounds familiar. It's all very organized and, while not rigid, it's cohesive.

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Section 1

*Defining
Our Brand*





Practical & Pragmatic Solutions

Our Mission: to capitalize on our' our individual and collective experience to deliver compelling bulk material handling and control process solutions.

Our Vision: To solve our customers' problems like they are our own.

Please use "MCS" only as an adjective followed by a description of our services. "MCS" should not be used as a verb, plural, or possessive.





Challenge

To create harmony in the way MCS offers value to its clients. To plan, create and maintain the brand in a singular direction that ensures meaningful experiences and long-term success.

Solution

MCS Brand Refresh - a fresh brand outlook designed to cater to the needs of our customers and depict what we stand for. A new vision, backed by a steady mission and our long-lived core family values.

Result

Reshaped brand experience that elevates business value.

Brand Values

Experience :

Excellence is a habit. With experience of over 20 years, we ensure that each and every one of our clients is delivered the most high quality experience, skills and knowledge.

Growth

We invest in ourselves and in one another, not just to grow as a company but also, as individuals. Through continuous development, we enrich our lives and the experiences we provide to our customers.

Solutions

The MCS brand, products and services are designed to deliver highly customized, high-quality solutions - ensuring end-to-end satisfaction of our customers.

***We Are:
Creative,
professional,
thoughtful,
respectful, purposeful
and curious;
We are smart, humble,
hard-working,
collaborative.***

Our culture turned inward creates our product; our culture turned outward creates our brand.

Our brand is a reflection of who we are as a company and what we represent in the world of work.

If nothing else, our outward-facing brand should represent the best of what we bring to work as colleagues at this company. Smart, humble, hardworking and collaborative.

We are deliberately human — we aim to be an ideal colleague: One that works on the basis of respect and admiration for working people; someone who communicates in a way that is smart, humble, hardworking and collaborative. Who doesn’t dominate the conversation and never wastes your time; who knows the answer if you have a question — and the context, and shows you how to find it yourself in the future.

We demonstrate our commitment to being customer-centric by placing those humans at the center of every communication; not ourselves.



Section 2

Design Elements

Logo Development

The logo is composed of simple geometric shapes and three primary colors.

The symbol is legible at most sizes, with a small version provided for micro applications..

There are two basic shapes used in the logo - a hexagon for enclosing and a triangle with letters for a cubical format. These shapes can be extracted and used as graphic elements.

logo icon



logo icon divided into 5 sections and into 3 triangles



Logo Development



MATERIAL
CONTROL
SOLUTIONS

right justified



MATERIAL
CONTROL
SOLUTIONS

center justified



MATERIAL CONTROL
SOLUTIONS

center aligned

The MCS logo is composed of three geometric shapes and a logotype set in Beckman Font Family.

The flushed right, stacked is the primary logo and should be used in most instances. The center justified logo is for large-scale use. Avoid using small sizes, as it can become illegible.

Always use the logo files provided. **Do Not Re-Create.**

Logo Development (for small use)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

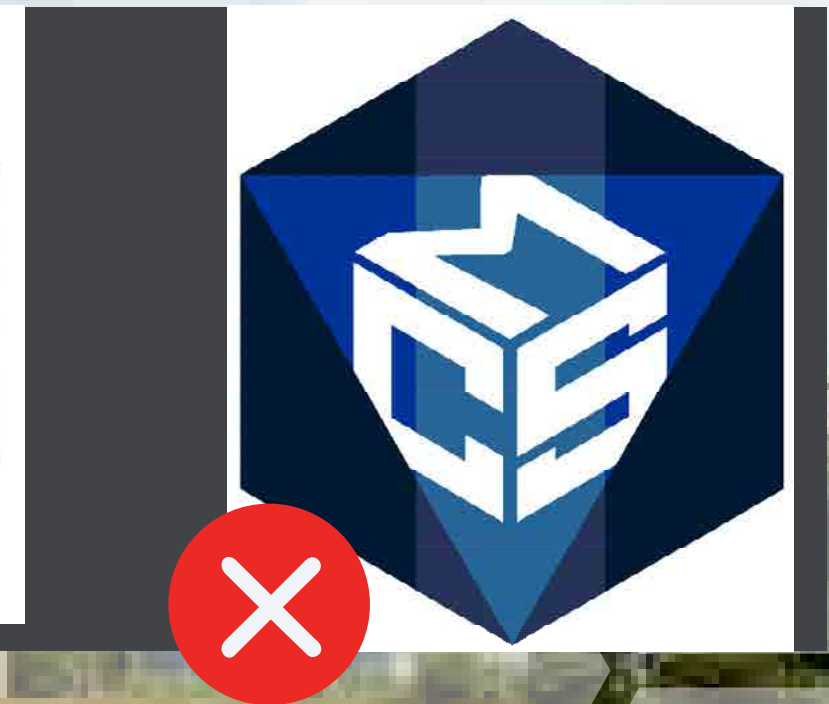
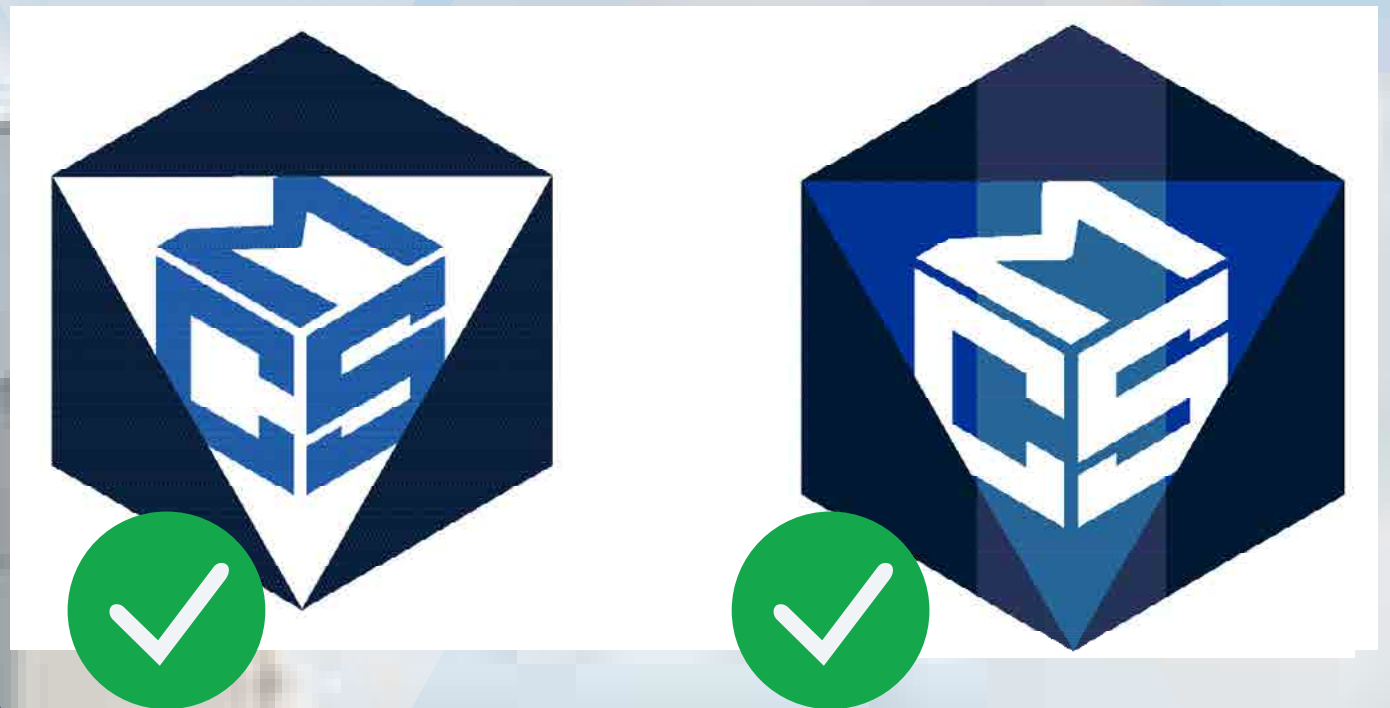
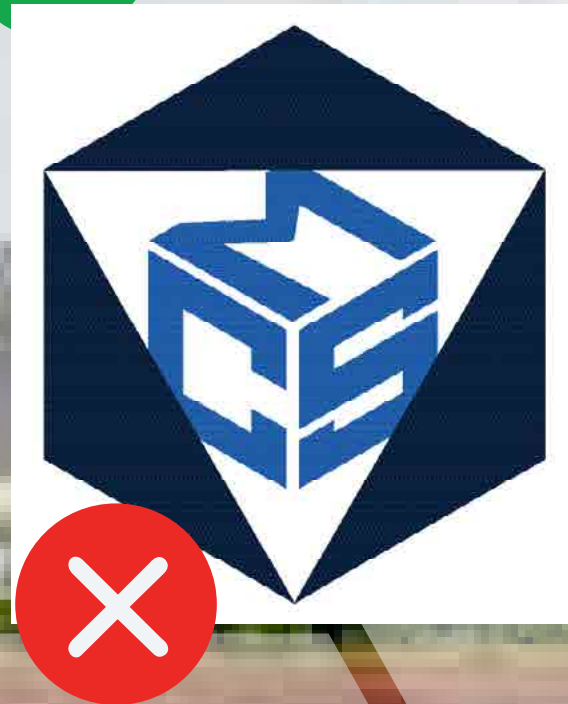
Only the horizontal logos are appropriate for small use. Do not use the stacked logo for small use.



Logo Development (usage on backgrounds)

The full-color logos should be used only on white, gray(80-90%), or colored backgrounds **DO NOT USE BLACK ANYWHERE.**

Avoid using inverted-color logos on photographs unless the logo sits on a black or white area of the image.



Logo Development (misuse)

Do not crop the logo

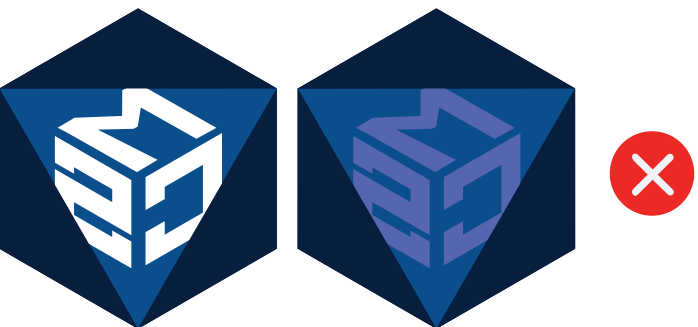
right justified



Do not change the transparency of the logo



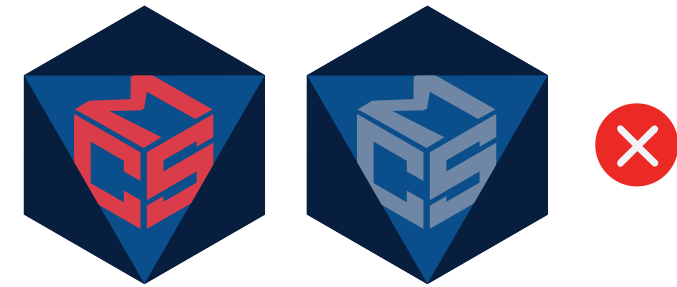
Do not shuffle around the letters or flip them



Do not outline logotype



Do not use different colors unless specified



Do not distort the logo



Do not use drop shadows or any other effects



Do not not re-create using any other typeface



Logo Development (logo core colors)

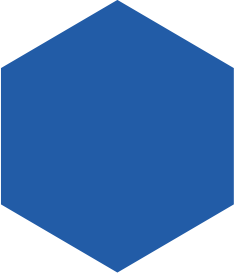
Use these color proportions in any layout or collateral design. Text should always be set in navy blue, white with headers in golden-yellow.

Blue, yellow, green and red can be used as accent colors in the proportions shown above.

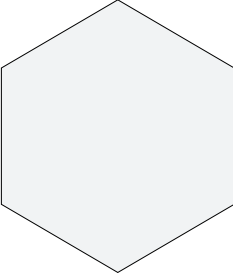
The blue has an accessible alternative #1264A3 for blue text links on a white background. The green has an accessible alternative #007A5A for success states on the web. We also use Aubergine Null (#611F69) and Aubergine Active (#7C3085) to create zero and hover states on the web.



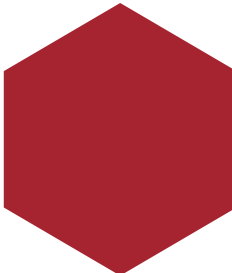
MCS Navy
PMS
CMYK: 98-85-38-1
RGB: 27-50-88
HEX: 1B3258



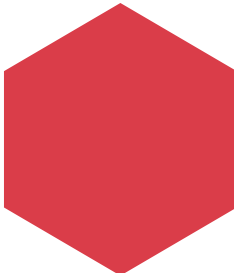
MCS Triangle
PMS
CMYK: 92-70-2-0
RGB: 34-92-167
HEX: 225CA7



MCS Navy
PMS
CMYK: 98-85-38-1
RGB: 27-50-88
HEX: 1B3258



Cherry Red
PMS
CMYK: 24-98-85-17
RGB: 166-36-48
HEX: A62430



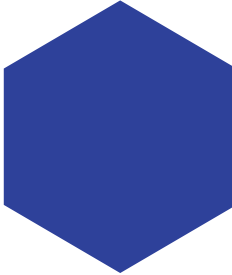
Prime Red
PMS
CMYK: 9-91-71-1
RGB: 218-61-73
HEX: DA3D49



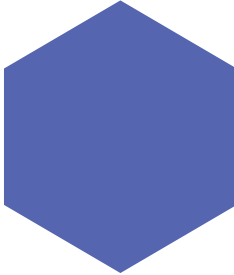
Shiny Red
PMS
CMYK: 0-100-70-0
RGB: 237-24-71
HEX: ED1847



Maraschino Red
PMS
CMYK: 0-100-48-0
RGB: 237-19-92
HEX: ED135C



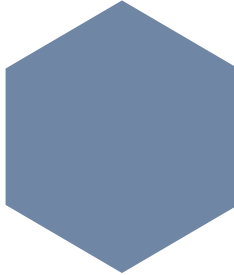
Indigo Blue
PMS
CMYK: 96-89-0-0
RGB: 46-65-154
HEX: #2E419A



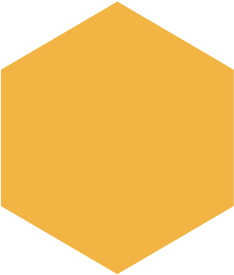
Periwinkle Blue
PMS
CMYK: 75-66-0-0
RGB: 85-101-175
HEX: 5565AF



Shiny Red
PMS
CMYK: 0-100-70-0
RGB: 237-24-71
HEX: ED1847



Maraschino Red
PMS
CMYK: 0-100-48-0
RGB: 237-19-92
HEX: ED135C



Shiny Red
PMS
CMYK: 0-100-70-0
RGB: 237-24-71
HEX: ED1847

Typography

The logo is designed in Beckman and Univers font family, provided from the Adobe Cloud subscription. TTypeset all text and paragraph text are in Bilo font family, also from Adobe Cloud subscription. The fonts are licensed and used for commercial purposes by Material Control Solution.

DO NOT USE: Beckman or Univers fonts for other purposes other than for the usage of the logo.

Print: Print (physical collateral): Use Bilo for body copy and paragraph text. For headers, use Univers or Yorkten Condensed Font Family. Bilo should be used in no larger than 15-16 points size with a size cap of 20-21 points. Use standard kerning and tracking when setting body copy.

Digital: Keep the same font family, but use REM or EM to set the type. Bilo should NOT be used above 1 REM or 1.2 EM for the body copy. Yorkten Slab Font Family should be used for headers and buttons on the website. The headers are set in REM and shouldn’t be bigger than 2.3 REM.

Typography

ABCDEFGHI	ABCDEFGHI	ABCDEFGHI	ABCDEFGHI	ABCDEFGHI
JKLMNOPQ	JKLMNOPQ	JKLMNOPQ	JKLMNOPQ	JKLMNOPQ
RSTUVWXYZ	RSTUVWXYZ	RSTUVWXYZ	RSTUVWXYZ	RSTUVWXYZ
1234567890	1234567890	1234567890	1234567890	1234567890

Beckman Font Family 18/25pts

ABCDEFGHI	ABCDEFGHI	ABCDEFGHI	ABCDEFGHI	ABCDEFGHI
JKLMNOPQ	JKLMNOPQ	JKLMNOPQ	JKLMNOPQ	JKLMNOPQ
RSTUVWXYZ	RSTUVWXYZ	RSTUVWXYZ	RSTUVWXYZ	RSTUVWXYZ
abcdefghi	abcdefghi	abcdefghi	abcdefghi	abcdefghi
jklmnopq	jklmnopq	jklmnopq	jklmnopq	jklmnopq
rstuvwxyz	rstuvwxyz	rstuvwxyz	rstuvwxyz	rstuvwxyz
1234567890	1234567890	1234567890	1234567890	1234567890

Univers Font Family 18/25pts

Typography

abcdefghi	abcdefghi	abcdefghi	abcdefghi	abcdefghi
jklmnopq	jklmnopq	jklmnopq	jklmnopq	jklmnopq
rstuvwxyz	rstuvwxyz	rstuvwxyz	rstuvwxyz	rstuvwxyz
1234567890	1234567890	1234567890	1234567890	1234567890

Bilo Font Family

ABCDEFGH I	ABCDEFGH I	ABCDEFGH I	ABCDEFGH I	ABCDEFGH I
JKLMNO P Q	JKLMNO P Q	JKLMNO P Q	JKLMNO P Q	JKLMNO P Q
RSTUVW XY Z	RSTUVW XY Z	RSTUVW XY Z	RSTUVW XY Z	RSTUVW XY Z
abcdefghi	abcdefghi	abcdefghi	abcdefghi	abcdefghi
jklmnopq	jklmnopq	jklmnopq	jklmnopq	jklmnopq
rstuvwxyz	rstuvwxyz	rstuvwxyz	rstuvwxyz	rstuvwxyz
1234567890	1234567890	1234567890	1234567890	1234567890

Yorkten Slab Font Family

Typography

H1 Univers
Cond.
40/48pts

H1 Yorkten
Cond.
40/48pts

H2 Yorkten
NormBook
30/36pts

H3 Yorkten
NormThin
22/28pts

H4 Univers
Cond.Obliq
22/28pts

P Bilo
15/21pts

A Better Way To Work

A Better Way To Work

Simpler, more pleasant and more productive

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of work.

After all, every organization needs a little Slack.

There is an enormous and here to fore largely unmet demand for an easier way to coordinate and align people. That demand is why Slack is here today, and why Slack is being adopted all over the world. Email course through it, but each person has only a tiny view.	answered and information shared, but if you're new to a company, or just in the Share channels with companies and businesses you regularly work with to bring all the right people into the same room. wrong inbox, you have access to none of it. Rather than inboxes, all those messages are organized.	Channels can correspond to anything - projects, teams, planning, office locations, business units, functional areas, temporary channels for things like investment, by making it easier to access, easier to act upon, and easier to share
--	---	--

Section 3

*Brand
Architecture*



Brand Architecture

***In which we break down
the difference between
different uses of the logo &
the mark, & where
we use them.***

Brand Architecture

For anything that faces an eternal audience we use

the full MCS logo to build equity around our core

brand. Using the MCS icon brand is still unique, but within
the industry use please use the logo appropriately by
linking the hexagon patterns, triangle lines and the unique
color palette designed. By using these elements we create a
link back to the Material Control Solutions.

Brand Architecture (Patterns)

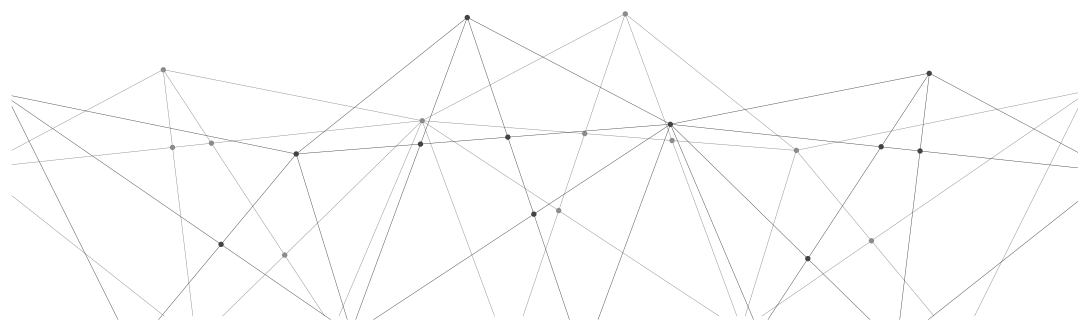
The concept of triangle is one that grounds and connect to the client’s initially brand development. Chris Veley started Material Control Solution on the concept of Safety, Quality and Reliability. Hence we designed the brand to be focused on the angle of the triangle and integrating that with the shape of the hexagon to represent growth and expansion of MCS.

Let’s Dive In ...

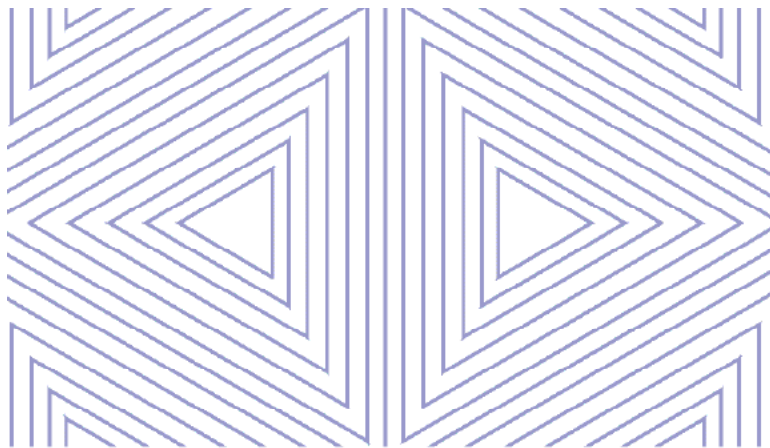
Brand Architecture (Patterns)



The hexagon are suppose to be used vertically and on a very low opacity nothing above 20% and can be used on a large scale for banners, trade-shows and any other marketing material that is on a large scale.



The multiply triangle pattern can be used on small material such as letterhead(s) and is used on the website for layering on photographs. However please make sure that no text is laid on top or preventing any verbiage to not be legible.



This pattern is used on very minimally but when used it is designed to be used on the website as border placement ,

Brand Architecture (Stationery)

Business Cards

The business cards have a very modern style being vertical at the size of 2 x 3.5 inches. The front of the card has the MCS icon and the information suppose to go on the back with the QR Code in red. **(please refer the color Platte for the color specs)**



not to scale see specs

Letterhead

This is design on and for the standard 8.5x11 or A4 size. The logo is to be placed on the upper left hand corner nothing smaller then 15-20% scalable size. Company information is on the upper hand-right corner and for additional design elements please used the triangle pattern or the blue pattern. For anything large please contact the brand designer for alternative logo placement.

Brand Architecture (Stationery)

Line Cards

The lines or product sheets are designed on a 8.5x11 size with product front and back. For additional layouts please contact the designer for further information and material.

not to scale see specs

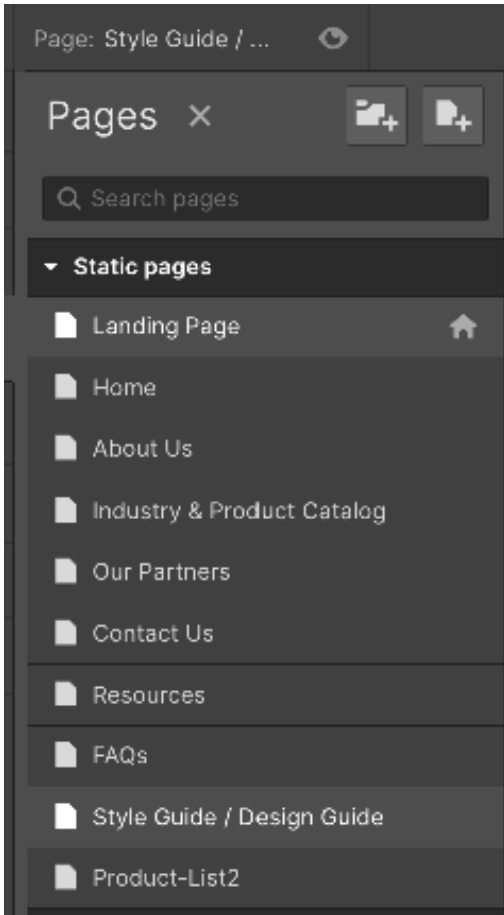
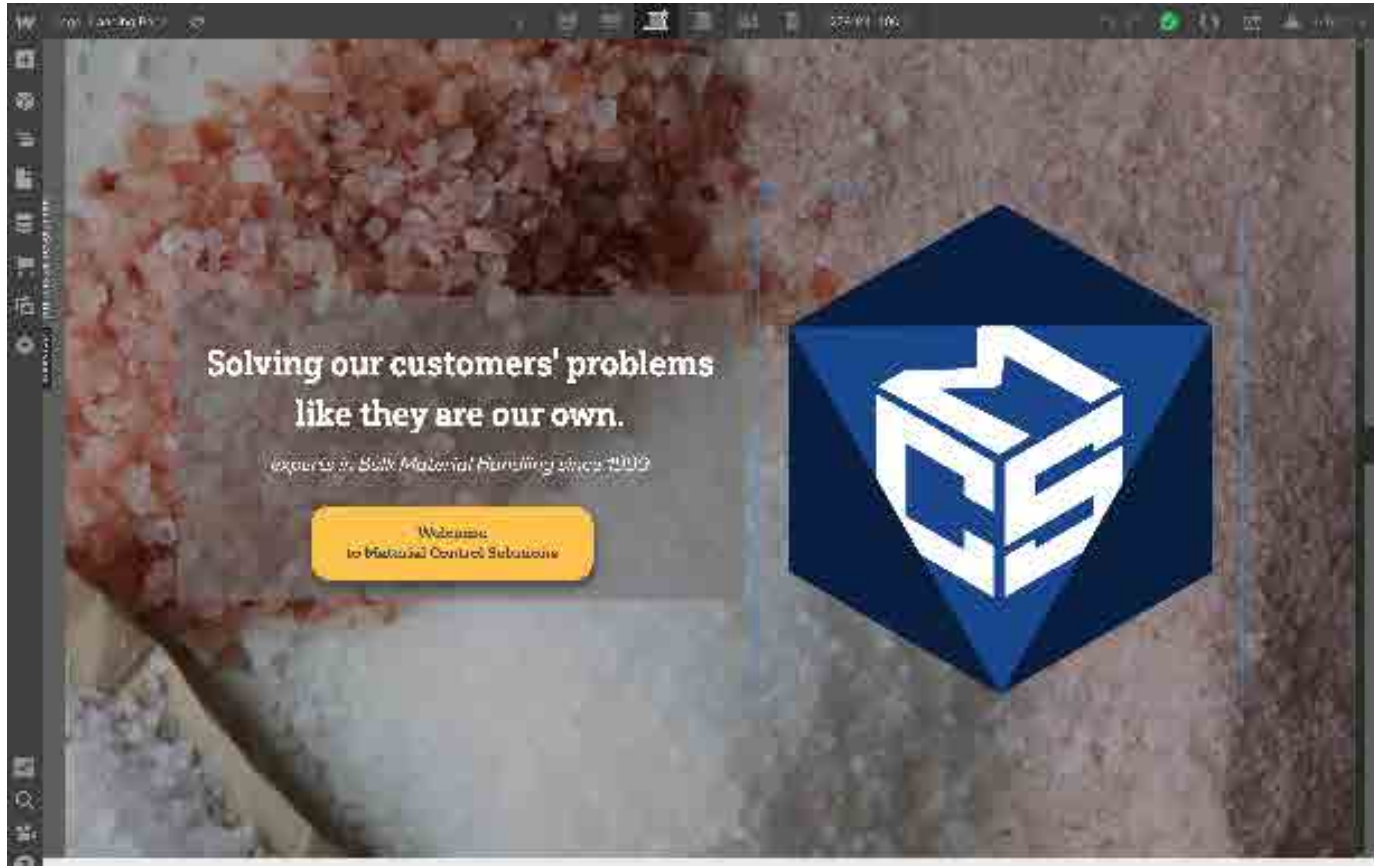


Brand Architecture (Website)

Website

The website is designed and constructed in a no-code/low-code platform called Webflow. The client is able to have 100% control on the site and the updates and visual design at all times.

Please refer the style guide / design guide in Webflow under the pages panel for more information and outline structure.



Brand Architecture (Web-Icons)

Icons

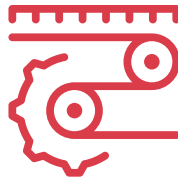
6 icons have been designed for MCS for each of the industries. Food/ Animal Feed / Bulk Powder, Aggregate Sand, Industrial, Steel, Forest, Bio-Fuel. These can be used separately on web or print. The icons are used mainly with headers on the products pages and with the headers on the Line Card / Product Cards.



Food / Bulk Feed



Aggregate Sand



Industrial Production



Steel Production



Forest Production



Bio-Fuel Recycling



***If you need further
information, and assistance
please feel free to contact at
fatemadesigns@gmail.com***

***Thank You Very Much Hoping to Keep the Brand
Consistent Material Control Solutions.***