Monday Musical Club

Content

The goal of this document is to provide a comprehensive guide on effectively and consistently representing the MMC Brand across all channels, ensuring brand recognition, maintaining a strong brand presence, and fostering a cohesive brand image throughout all communications and touchpoints.

03

Primary Logo

The primary logo serves as the main representation of the MMC Brand across all marketing materials. It is accompanied by two variations—one for light backgrounds and another for dark backgrounds—ensuring optimal visibility and maintaining consistency across various visual contexts.

Secondary Logos

The secondary logos should be used in instances where the primary logo may not fit or when a more flexible and adaptable representation of the MMC Brand is required.

MMC
Stimulate • Cultivate • Educate

Monday Musical Club
Stimulate • Cultivate • Educate

Monday Musical Club
Stimulate • Cultivate • Educate

Logo Icon

The logo icon should be used as a standalone representation of the MMC Brand when a more compact or simplified visual element is needed. Additionally, it is permitted to use the logo icon across multiple color palettes, providing a playful and dynamic approach to incorporate the branding in various contexts.

Typography

The typography selections for the MMC brand were carefully chosen to serve distinct purposes. Sansita assumes the role of the primary font due to its unique and playful design, while Verdana complements it as the secondary font, enhancing the overall visual appeal. The utilization of these fonts across different brand elements is thoughtfully considered, allowing for adaptability while still upholding a sense of consistency and coherence.

Primary Text

Sansita

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?&*

abcdefghijklmnopqrstuvwxyz
0123456789!?&*

Secondary Text

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?&*

abcdefghijklmnopqrstuvwxyz
0123456789!?&*

Color Palette

The foundational color palette highlights Mint, Teal, Floral White, and Musical Blue as the primary hues, embodying the core brand identity. Moreover, the incorporation of Black and Lavender adds versatility and playfulness, captivating the audience in a visually enticing manner. The brand guidelines further integrate variations of these colors at 70%, 50%, and 20% to provide added depth and a range of visual options.
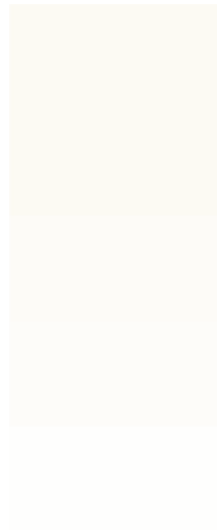
Mint	Teal	Floral White	Black	Musical Blue	Lavender
#6EC393	#0093A3	#E7EBF0	#000000	#2E4999	#CAA4CC
PMS 346 C	PMS 3541 C	PMS 9285 C	PMS Black C	PMS 7685 C	PMS 2563 C

Branding Example