

# *Mahdia Tourism Management*

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Logo & Brand Identity Guidelines

**MTM** MAHDIA TOURISM  
MANAGEMENT

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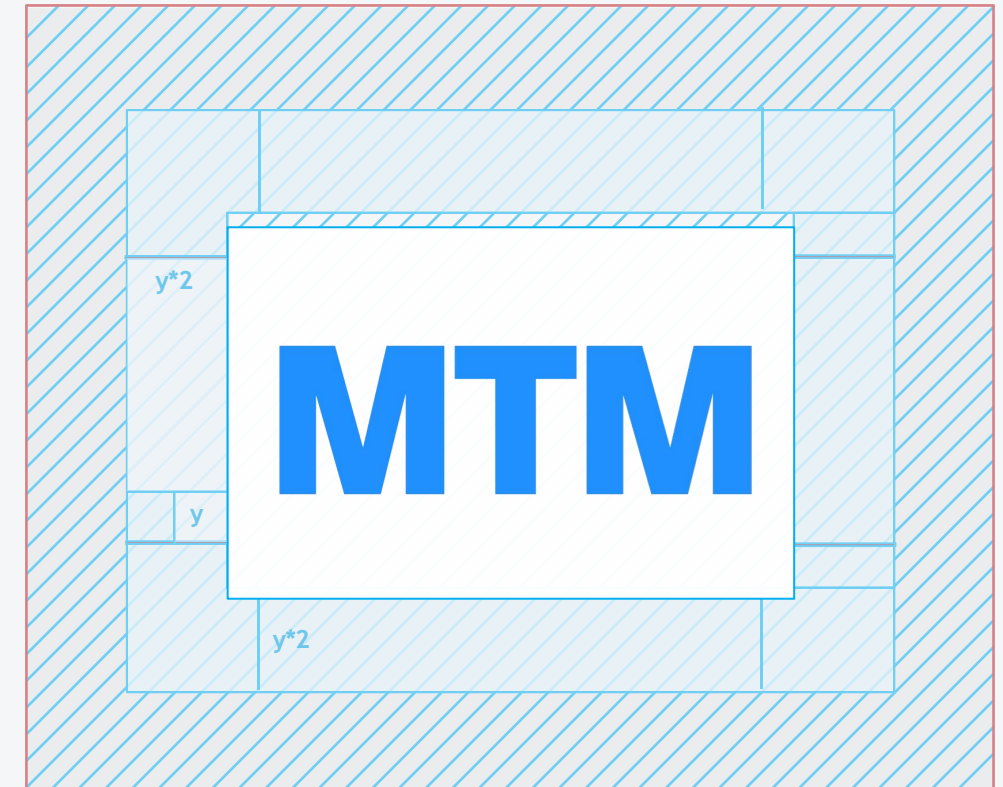
# 0.1 Logo Specifics

## Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.)



## Logo Construction

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.

Magenta indicates various item alignments and intersects (shown as circles).

For example: the end of the logotype meets the 45 degree intersect from top of the logomark, or end of tag-line meets the 45 degree intersect from middle of the logomark.

Yellow/Grey (w) shows how complete logo is divided into 3 equal horizontal segments



## 0.2 Typeface Details

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### The Typeface Family

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#### When to Use:

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**Calibri** is the primary font used for the logotype/logo wording.

It can also be used as the standard when stronger emphasis is needed, such as in: *stationery, website design, brochures and all forms of general correspondance.*

**Calibri**  
**ABCDEF**  
**abcdef1234**

ABCDEFGHJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

#### When to Use:

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**Calibri** is to be used for all other forms of standard body text, ranging from: *stationery, website design, brochures and all forms of general correspondance.*

**Calibri**  
**ABCDEF**  
**abcdef1234**

ABCDEFGHJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

## 0.3 Logo Styles

### Primary Full Tone Colour

This is the primary logo to use, and includes a subtle Colour Burn to the overlapping arms. This is your main go-to version of the logo, except for limited exceptions below.



### Primary Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.



### Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



### Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



### Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

## 0.4 Colour Specifications

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## 0.5 When using the logo, DO NOT:



Do not distort the logo



Do not add any shadow or effect



Do not change the colors of the logo



Do not crop the logo



Do not rotate



Do not edit the logo in anyway

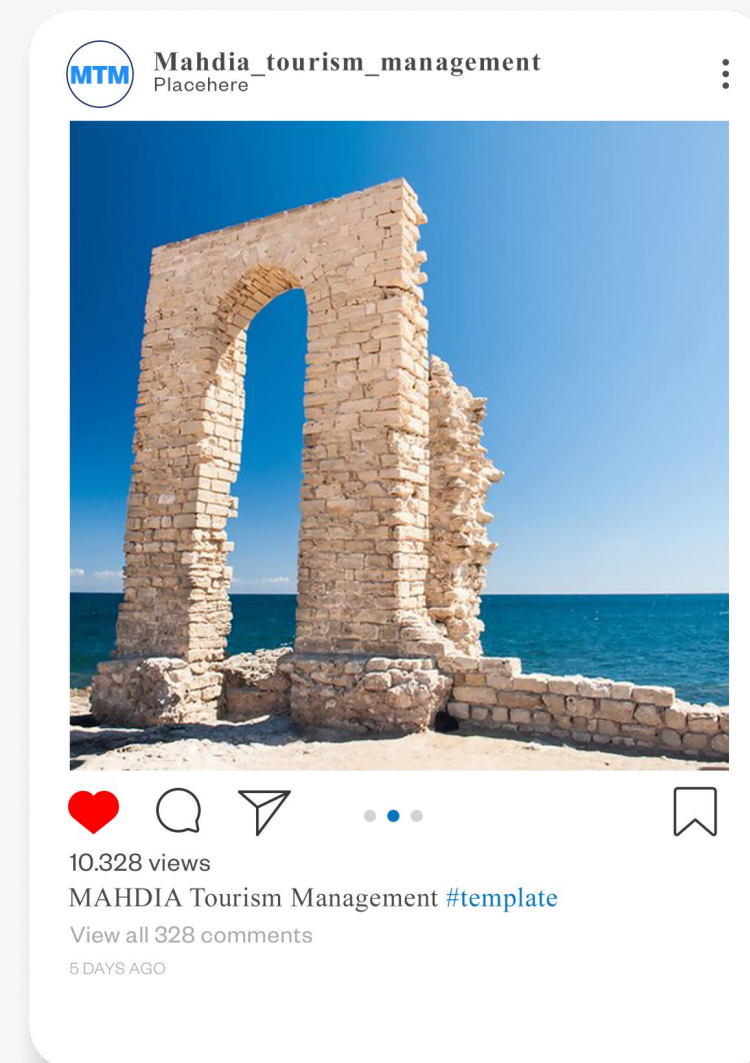


Do not change the transparency of the logo



Do not use on a background that compromises legibility.  
Use monochrome version instead

## 0.6 Social media







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