

MANNING GLOBAL

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# MANNING GLOBAL

## Logo Usage Guidelines

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Quality flexible  
Project Solutions

## About Manning Global Logo



A good logo is the essence of an organization, reduced to its simplest visual form. It says not only who a company is, but also what it may become. Think of it as an ambassador to our customers and the outside world: building credibility, encouraging positive associations, and enhancing a company's professionalism. But to take full advantage of this powerful marketing tool, the company must use it in a consistent manner, maximizing its impact and strengthening the company brand.

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## Logo Configuration

The logo consists of two basic elements: word Manning Global separated in two colours and two circles crossing each other and creating a shadow. Circle elements represent “Global” part as Manning Global work across the globe.

The company tagline “Quality Flexible Project Solutions” is a third element. It may be used with the logo but it has to be used in the same circle elements as “Global”.

### Logo

This is the primary way the logo is to appear. Circles should be aligned as shown; green circle need to create shadow for blue one.



### Logo with Tagline

A configuration of the tagline “Quality Flexible Project Solutions” with the logo is appropriate to sign off Manning Global branded communications, especially advertising and on the collateral brochures.



## Acceptable Logo Colours

Blue and green form the basis of Manning Global corporate color palette. The positive color variations shown on this page are the only ways in which the MG logo should be used.

Any other logo combinations or variations should not be created. A blue and green logo on a white or black background is the ideal way to display the identity.

### Blue and Green Positive Logo

Use the 2-color version for offset printing when both P 7700C and P 7480C spot inks are available. This should also be used for in-house color laser printers. For web colours use #185878 and #6CC180.



### One Color Positive Logo

Use the black or gray 1-color version when color usage is restricted or when using a black and white laser printer. It is not acceptable to use an all-blue or all-green MG logo.



### Blue and Green Reverse Logo

The positive blue and green version of the logo can be applied to a black background without any manipulation of the electronic file.



### One Color Reverse Logo



## What not to do with MG logo

The MG logo should never be broken into pieces. They should never be recolored or distorted in any way. Never redraw or reconstruct any part of the logo or lockup.

### Never recolor the logo

The logo cannot be used in any color other than the options laid out on page 5.



### Never distort the logo

The logo cannot be stretched in any way.



## White Space Guidelines

The logo has the most impact when there is a significant amount of “white space” around it. Use half the measurement of the height of the blue circle (represented here by “x”) as a minimum distance around the logo. While this is the minimum amount of white space that should be used around the logo, ideally the amount should be greater.



X equals half the height of the MG circle.



## Minimum Sizes

Although the logotype and symbol remains legible at very small sizes, avoid using the artwork below the minimum recommendations shown here. Do not reduce the logo and tagline lockup to less than 0.825" in width, or the tagline will be very difficult to read.

### Logo

When the plain logo is being used, it must be no less than 30 mm wide.



### Logo with Tagline

When the stacked tagline lockup is being used, the main logo and circle with Tagline must be no less than 40 mm wide.

