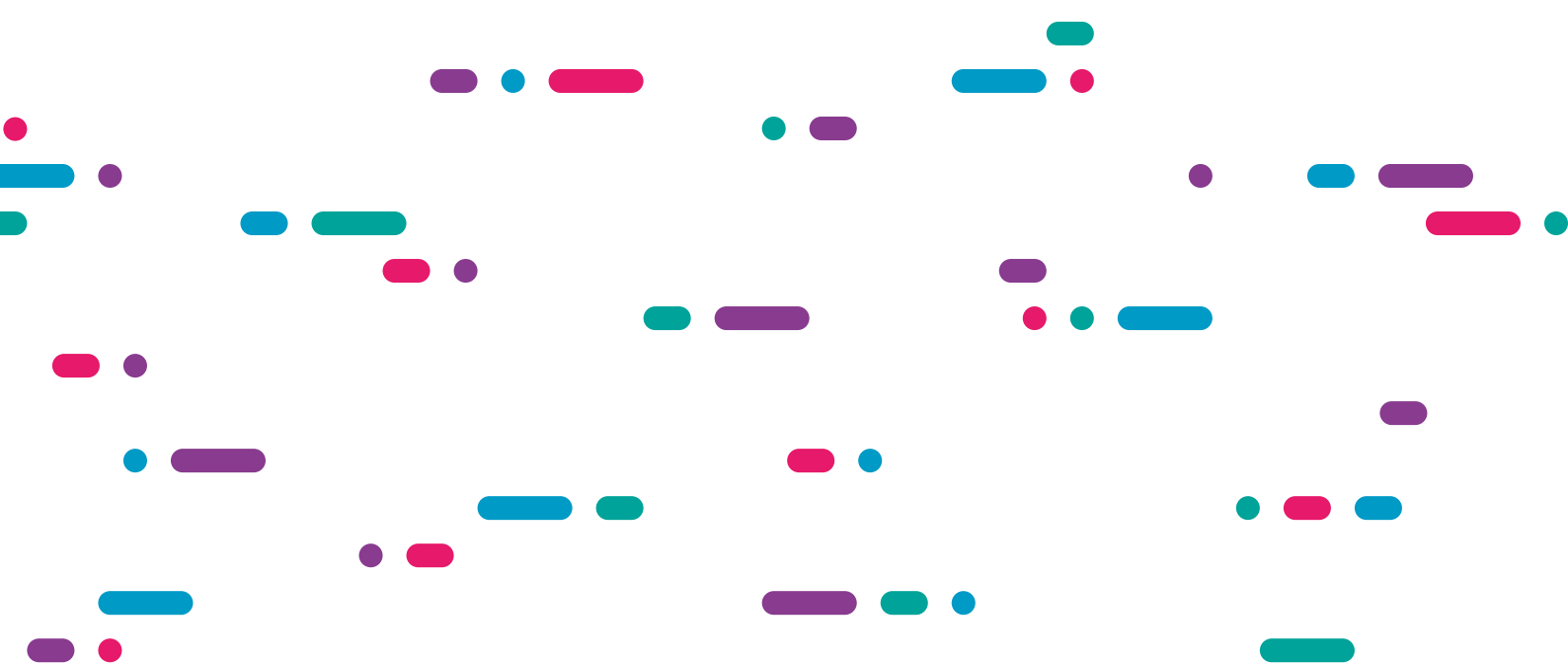




MailUp Group Brand Book



MailUp Group Trademarks & Brand Guidelines

These guidelines have been created to help our customers, partners, licensees, outside vendors, and other third parties understand how to use MailUp Group brand features correctly, including MailUp Group logos and trademarks. You are permitted to use the MailUp Group name, logos, artwork, and other brand features only in accordance with our Trademark Guidelines. Any use of MailUp Group brand features contrary to our guidelines is prohibited.

The MailUp Group name, logos, artwork, and other brand features are valuable MailUp Group intellectual property. It is important to use them properly. By using MailUp Group brand assets, you agree to these trademark guidelines, as may be updated from time to time, and you acknowledge that MailUp Group is the sole owner of the MailUp Group trademarks and service marks, and all goodwill derived from their use accrues only to MailUp Group. MailUp Group may review use of our brand assets at any time and reserves the right to terminate or modify any use.



M A I L U P G R O U P

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01

Logo

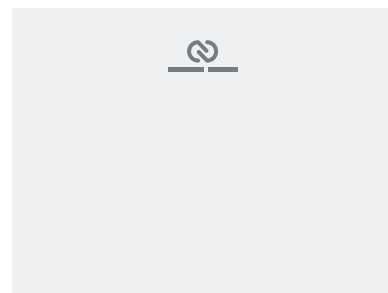


The Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. We have two main versions of the logo.

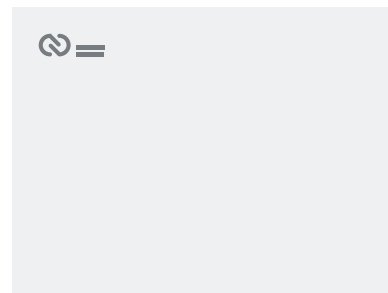
Centered Version

To be use only centrally aligned to the page, as the example below shows.



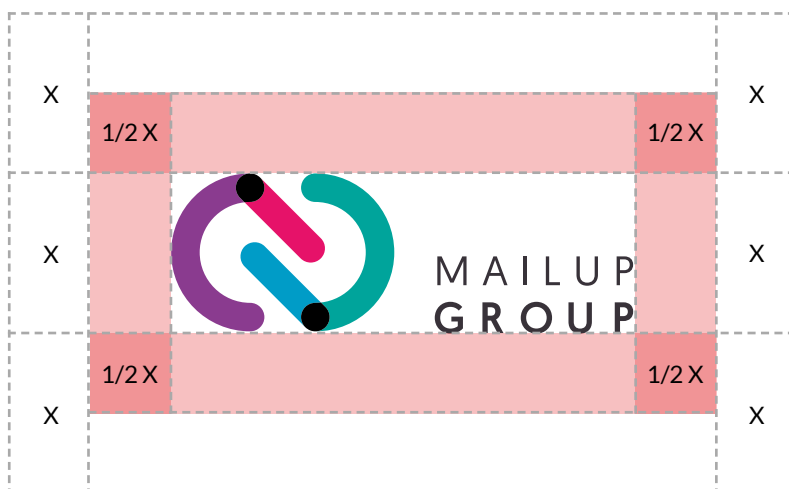
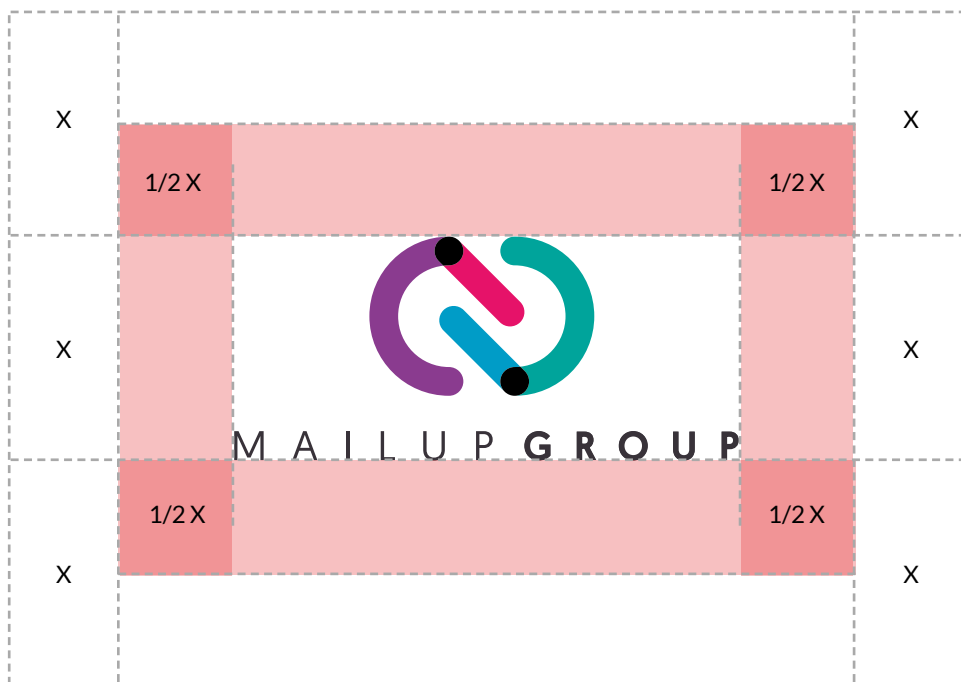
Left Version

To be use only left aligned to the page, as the example below shows.



Clearspace

Our logo should always have space to breathe. We have two clear zones. The minimum clear space it's red highlighted. Never put stuff in it. The optimal clearspace equals to the logo's height.

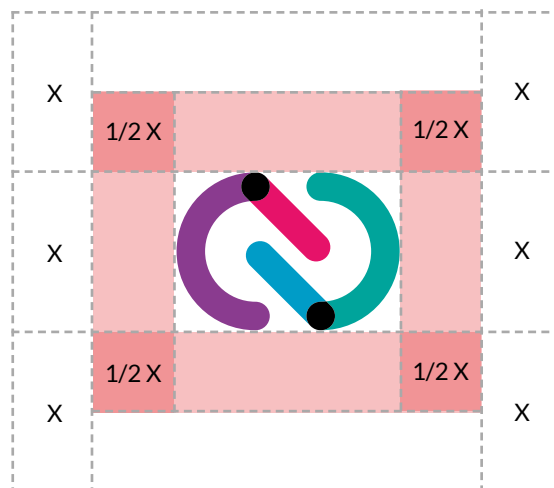


Logomark

In cases when the MailUp Group brand has already been established we can use the logomark on its own.



Logomark Clearspace



Color Variations

When on dark color or on image, we must use the all white logo variation. On white or light gray color we can use the all-black logo as a variation of the main logo, only when the colored logo has been already used. Always be sure to give the right contrast to ensure the correct readability of the logo.



Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.



NO
Do not rotate the logo



NO
Do not change the logo colour or tone



NO
Do not distort or wrap the logo in any way



NO
Do not reverse the logo



NO
Do not manipulate the logo



NO
Do not use unofficial color combinations

02

Colors



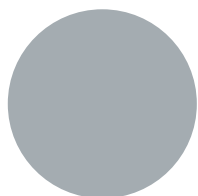
Colour Palette

Our colour palette could be divided in two groups: primary and secondary. The first includes only white, black and a shade of gray. The second group contains four of the five logo's colour.

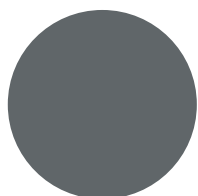
Primary Colours



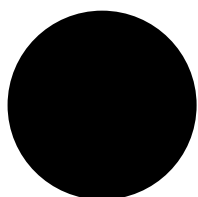
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX ffffff
PANTONE -



CMYK 10, 0, 0, 40
RGB 164, 172, 177
HEX a4acb1
PANTONE 429 C

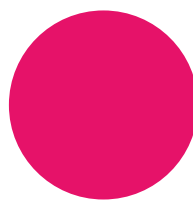


CMYK 12, 0, 0, 72
RGB 96, 102, 105
HEX 606669
PANTONE Cool Gray 10 C

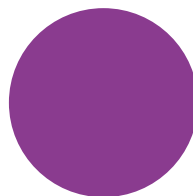


CMYK 0, 0, 0, 100
RGB 29, 29, 27
HEX 1d1d1b
PANTONE Neutral Black C

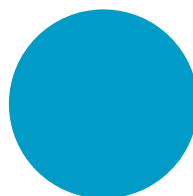
Secondary Colours



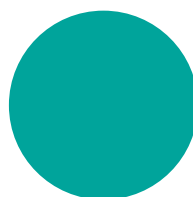
CMYK 0, 97, 28, 0
RGB 230, 20, 105
HEX e61469
PANTONE Rubine Red C



CMYK 56, 87, 0, 0
RGB 138, 60, 143
HEX 8a3c8f
PANTONE 254 C



CMYK 71, 0, 0, 22
RGB 0, 156, 199
HEX 009cc7
PANTONE 801 C



CMYK 81, 6, 46, 0
RGB 0, 164, 154
HEX 00a49a
PANTONE 3272 C

Colour Proportions

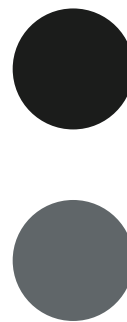
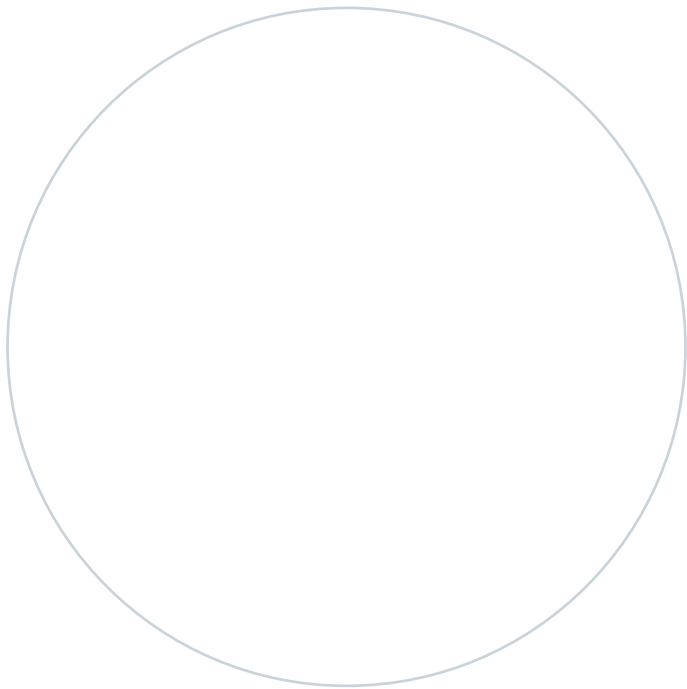
Corporate colors are selected to work on all media. For background should be used white (about 90% of space). Black color and dark gray are for all information (about 8%). Rubine color could be used for highlighting (about 1,5% of space). Purple, light blue and green color could be used in the amount of 0,5% of the space.

White (90%)

Black / Gray
(8%)

Rubine
(1,5%)

Other
(0,5%)



Please note: this proportions are a recommendation, percentage are approximated and are a generic indication. Colors in circles above have a representative ratio for an illustration purpose.



03

Typography



Typography

Our brand is modern and young, but also sophisticated and high-level. Typography reflects these concepts and is designed to maintain this perfect balance.

Primary Typeface

Montserrat

AaBb

The Montserrat project is led by Julieta Ulanovsky, a type designer based in Buenos Aires, Argentina.

Montserrat is a free Google Font with an Open Font License.

Download:

<https://fonts.google.com/specimen/Montserrat>

Secondary Typeface

Lato

AaBb

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic. The Lato family is published under the Open Font License by his foundry tyPoland, with support from Google.

Download:

<https://fonts.google.com/specimen/Lato>



Numbers Font

0 1 2 3

Roboto Mono

Roboto Mono is a monospaced addition to the Roboto type family. The fonts are optimized for readability on screens across a wide variety of devices and reading environments

Download:

<https://fonts.google.com/specimen/Roboto+Mono>

Font Weights & Use

Montserrat Bold will be used as main font for headings and titles. For body text is better to use Lato Regular.

Hero Title Montserrat Bold - Type 60pt / Leading 72pt

**Lorem ipsum
dolor sit amet**

Big Title Montserrat Bold - Type 30pt / Leading 36pt

Lorem ipsum dolor sit amet



Title Montserrat Bold - Type 20pt / Leading 24pt

Lorem ipsum dolor sit amet

Big Body Text Lato Regular - Type 12pt / Leading 20pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Body Text Lato Regular - Type 10pt / Leading 16pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



04

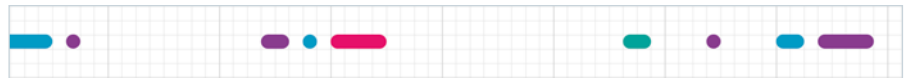
Graphic Pattern



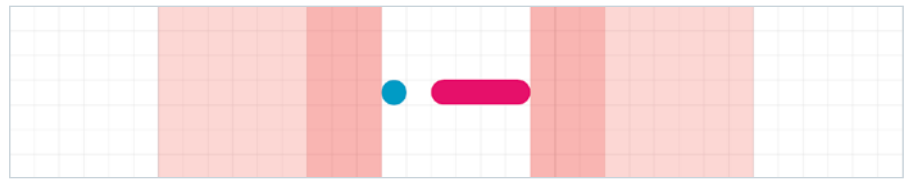
Composition

Our graphic model is derived from the graphic traits that created our logo. It is composed of 3 elements whose color is variable. The model is built on a regular grid.

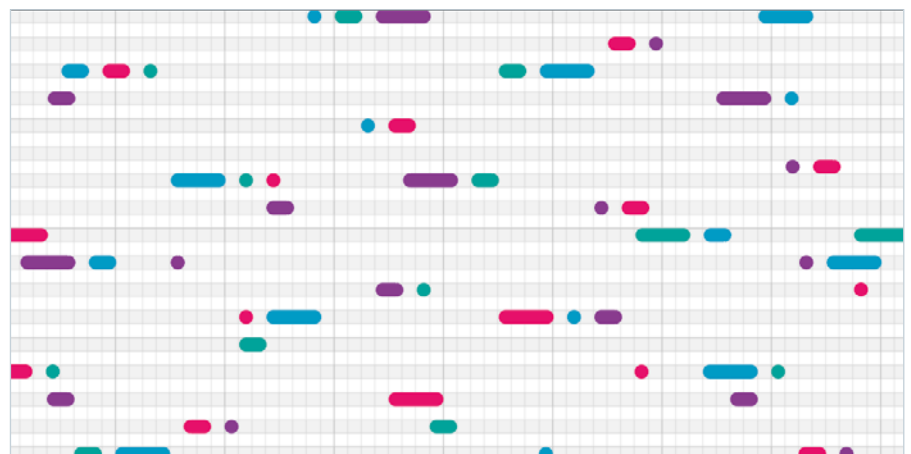
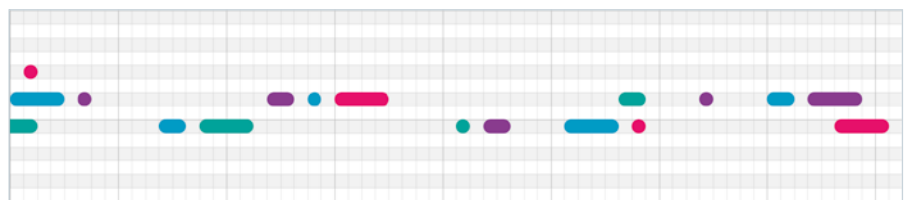
The graphic elements are always mixed in size and color to create pleasant and non-repetitive horizontal blocks.



Set at least 3 columns between the graphic blocks on the same row.



Always put the elements on alternate rows and don't overcrowd them.



Usage

Our pattern is our hallmark in our communication. We can use it in any official and non-official communication, in advertising and in publications. In any case, it should not be overused and should only be included on the main pages. It can cover the whole page or only part of it.

