WE ARE M2

BRAND MANUAL - V03

MAIN BRANDING

LOGOS, COLORS & FONT

ABCD...

DIN Next LT Pro

...is the primary font across all divisions. It is used on print, web and logotype. Headline uses All caps and body text uses small caps.

M2 FILM

M2 Film is written in "DIN Next LT Pro
– Bold Condensed"
(like Entertainment and Animation).

M2 FILM

M2 ANIMATION

M2 ENTERTAINMENT

There should always be a small space
between M2 and the extensions. This is
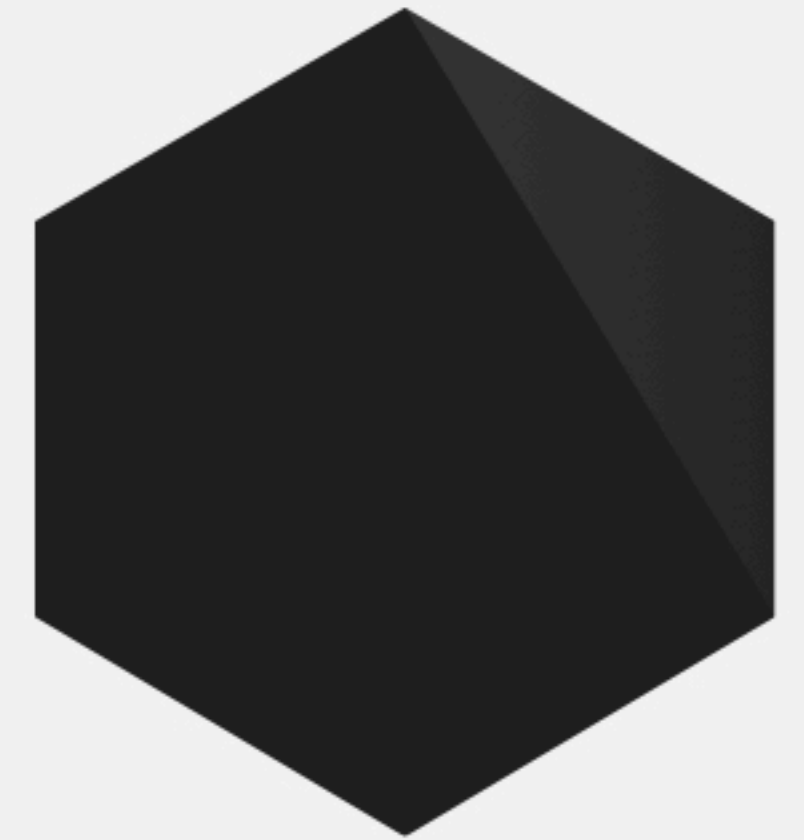consequently applied across all divisions.

The M2 hexagon

HIGHLIGHT - When using the hexagon in either red or black, make sure the top right highlight is present.

SHAPE - As a key part of the visual identity is the "M2 hexagon". It is important to stay true to the proportions of this.

Example of use as generic graphic elements.

The hexagon shaped is used as the primary company logos.

The **primary** color associated with M2 is red.
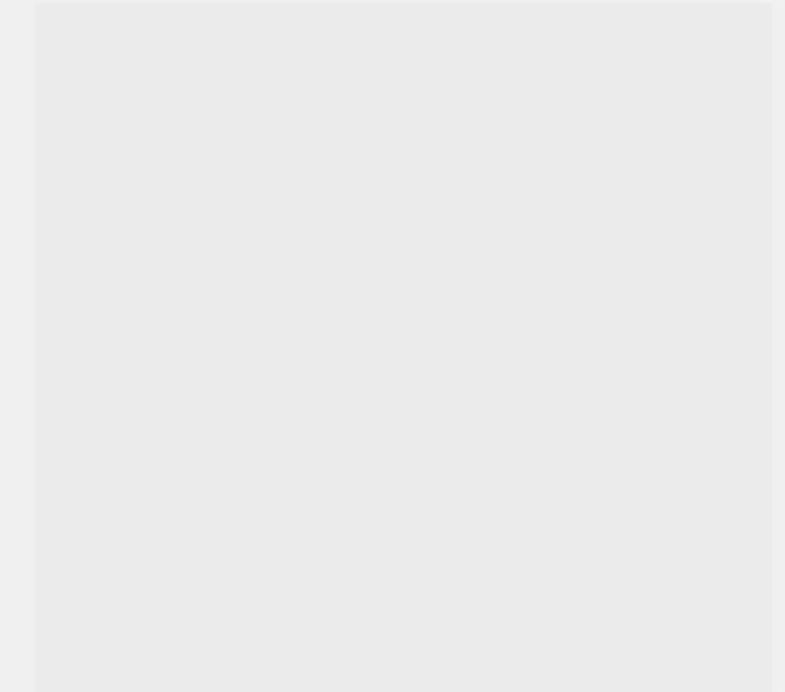
The **secondary** colors are black and light gray.

RED

rgb: 211, 0, 0
hex: #d30000
cmyk: 11,100,100,3
pantone 1795 c
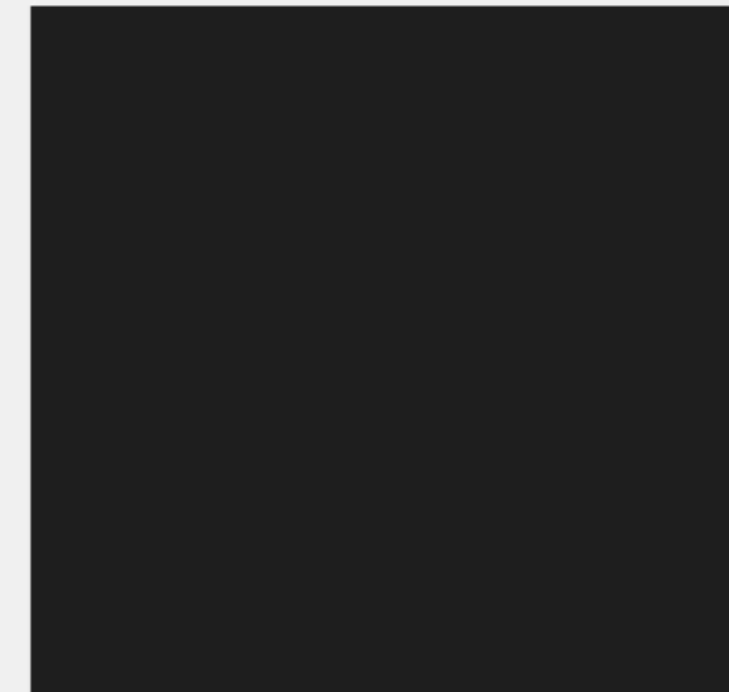
Black

rgb: 33, 33, 33
hex: #212121
cmyk: 0,0,0,95

Light grey

rgb: 237, 237, 237
hex: #ededed
cmyk: 0,0,0,10

When using colors with the hexagon only use these three main combinations.

WE ARE M2

"**WE ARE M2**" is primarily used as an overall headline across all divisions.

As a rule of thumb always go for the hexagon version. Alternatively use the typed version.