BLACK SQUARE LOGO

This is the black square version of the MCM Group International logo (MCM logo for short). Use this version as of January 2020.

It maintains the “MCM Group” letter forms from the original horizontal design. This version ensures 1pt spacing from the bottom of the “MCM” letter forms to the dark gray box. And 1pt spacing from the top of the “International” letter forms to the dark gray box.

The colors conform to the latest palette numbers. The letter forms sit exactly in the center of the black box now.

The latest revision removes the white padding surrounding the black box with a thin black outline, to appease cultural sensitivity.

BLACK SQUARE LOGO

WHAT'S UPDATED

(Compares the latest version to the former one)

PRE DECEMBER 2019

This is the former black square logo.

NOTES:

1. The black box is **not** a true square. It's wider than it's tall, projecting reliability and stability.
2. "MCM Group" letter forms **are not** from the original logo.
3. Color numbers **don't match** the latest codes.
4. The letter forms sit higher in the black box.

LATEST VERSION

This is the new black square logo.

NOTES:

1.1 The black box is **not** a true square. Same shape as the former.
1.2 The black box height is 72 pt (exact inch) now.
2. "MCM Group" letter forms **are** from the original logo.
3. Color numbers **match** latest codes.
4. The letter forms sit horizontally and vertically in the center of the black box now.

The left column compares the latest logo to the former one, which pre dates December 2019.

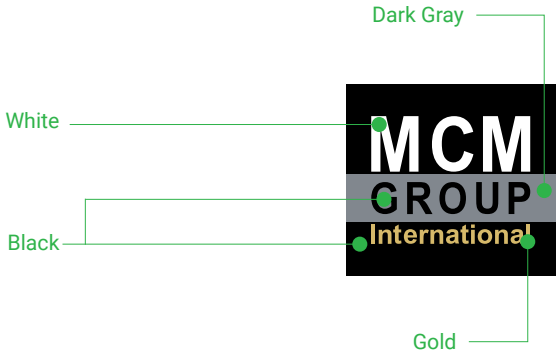
The latest version moves towards a stronger brand, by incorporating the actual letter forms from the original horizontal logo and adheres to the latest color numbers.

The logo underwent subtle technical clean ups for a sharper and solid visual impact.

BLACK SQUARE LOGO

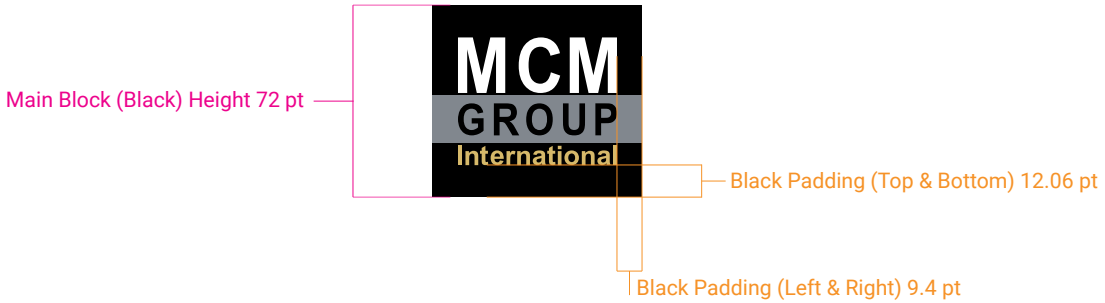
CMYK COLOR NUMBERS

(Locate equivalent RGB or Hex Codes using CMYK color numbers)



4	White	C0 M0 Y0 K0
3	Light Gray	C46 M34 Y29 K0
2	Dark Gray	C53 M41 Y37 K4
1	Gold	C17 M24 Y70 K0
0	Black	C75 M75 Y75 K100

BLACK SQUARE LOGO
LOGO ELEMENTS PROPORTIONS

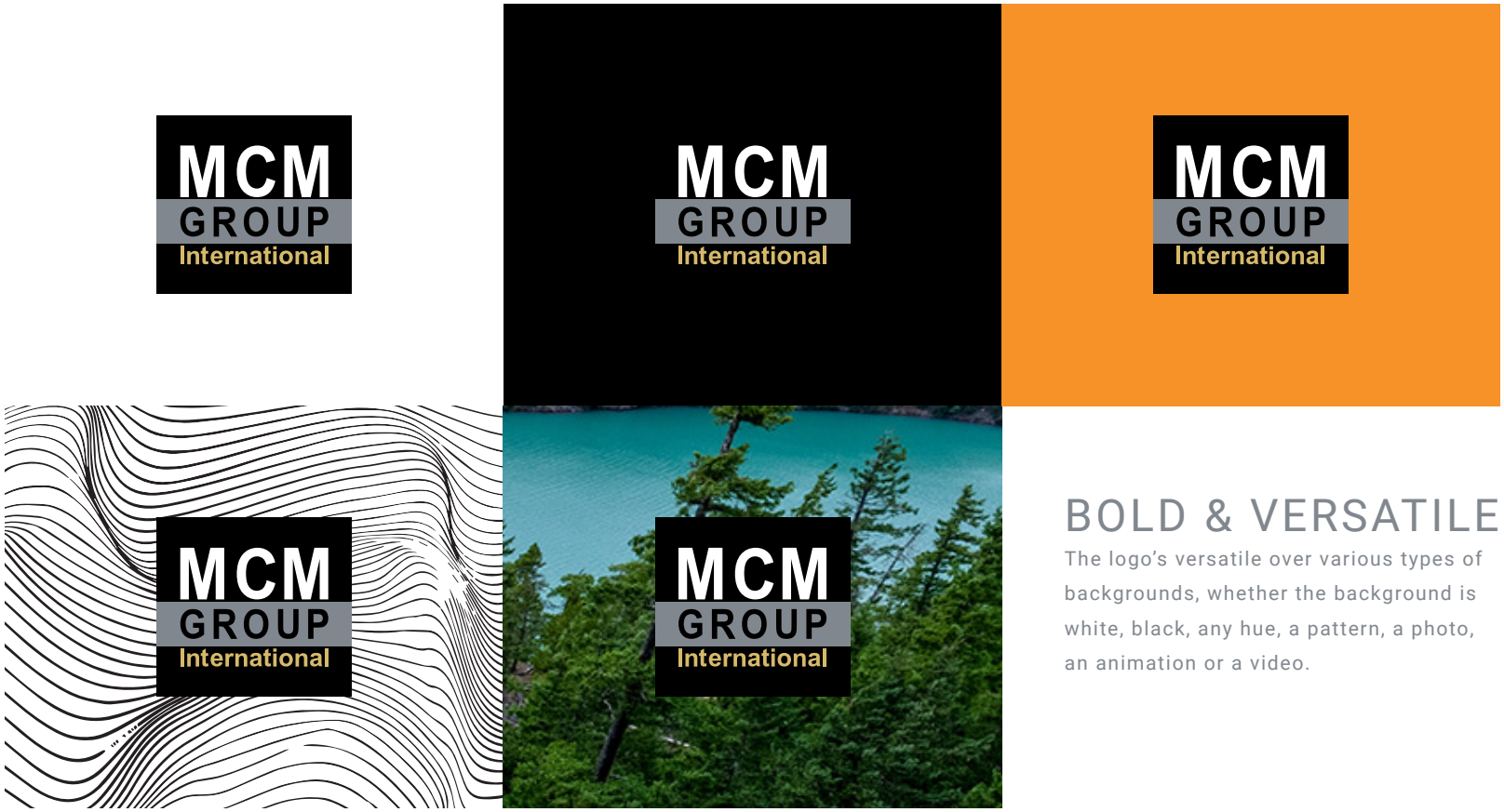


1. Simply copy and paste this vector into your design file to maintain the correct letter forms, spaces and colors.
2. Resize the logo as whole, proportionately.
3. If the letters become unreadable, at the desired print or presentation size, the logo is too small. Increase the size of the logo so that the letters are distinguishable and clear enough to read.

BLACK SQUARE LOGO

MAINTAIN ALL LOGO ELEMENTS FOR A CONSISTENT BRAND

(Logo on various backgrounds)



BOLD & VERSATILE

The logo's versatile over various types of backgrounds, whether the background is white, black, any hue, a pattern, a photo, an animation or a video.

BLACK SQUARE LOGO
WHAT NOT TO DO

1. Don't change the proportion of the black black box. To be safe, copy, paste and transform the ORIGINAL logo as a whole.

5. Don't use other fonts in the logo.

2. Don't change the shape of black box.

4. Don't transform or realign elements individually. Always proportionately reduce or enlarge logo as a whole.

3. Don't add shapes to the logo.

6. Logo is too small when letter forms are illegible.

Use the "bug" version when letter forms become illegible.

BLACK SQUARE LOGO

HOW TO VISUALLY REPRESENT UNITY BETWEEN MCM GROUP AND THEIR SUBSIDIARY

VISUAL CUES

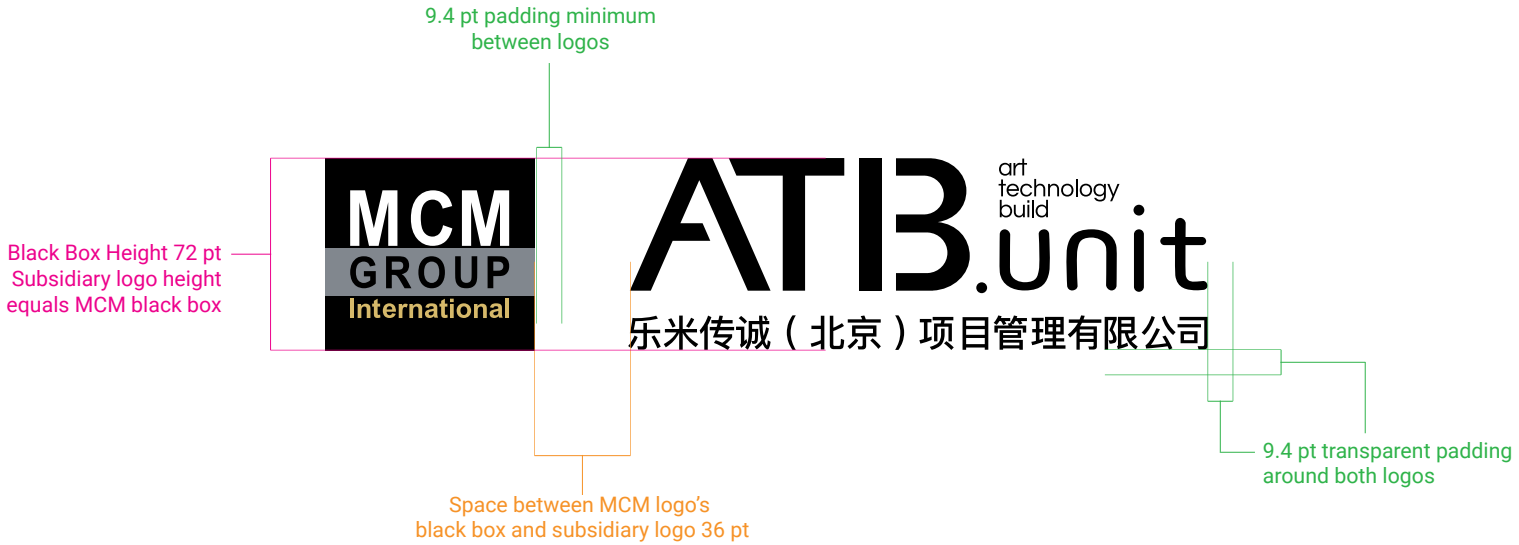
1.1 Group subsidiary logo with MCM logo.
1.2 MCM logo on left, subsidiary on right
1.3 Height of subsidiary equals MCM logo.

2.0 Subsidiary color options:
2.1 Use MCM Colors on subsidiary logo elements or
2.2 Use Subsidiary Colors.
2.3 Determine which color combination best reflects the brand in context of layout.

BLACK SQUARE LOGO

HOW TO VISUALLY REPRESENT UNITY BETWEEN MCM GROUP AND THEIR SUBSIDIARY

(Element Shape and Space Proportions)



BLACK SQUARE LOGO

HOW TO VISUALLY REPRESENT UNITY BETWEEN MCM GROUP AND THEIR SUBSIDIARY

(Alternatives)

Possible logo header works because logos are tied together and maintains minimum padding between the MCM and subsidairy logos.