



14.5.2024

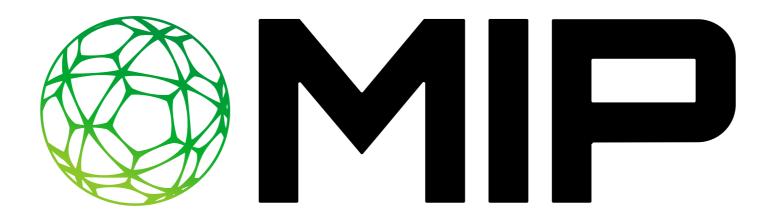


KEY WORDS MIP BRAND GUIDE

Professional
Trusted source and voice
Friendly

High profile Credible Well connected Our logo pairs bold typography with a geometric marque made of a semi-circle with segments fanning out from it. The segments, which appear in green and resemble an abstracted ball, represent the path from the pitch to life beyond. Each line appears from similar starting point and expand, which illustrates the vast network and opportunities afforded by members of MIP. The memorable typeface was chosen to embody MIP's high-profile and professional qualities and give an air of authority and trust.

MAIN LOGO MIP BRAND GUIDE



LOGO TAGLINE MIP BRAND GUIDE



LOGO COLOURWAYS MIP BRAND GUIDE









ICONS MIP BRAND GUIDE



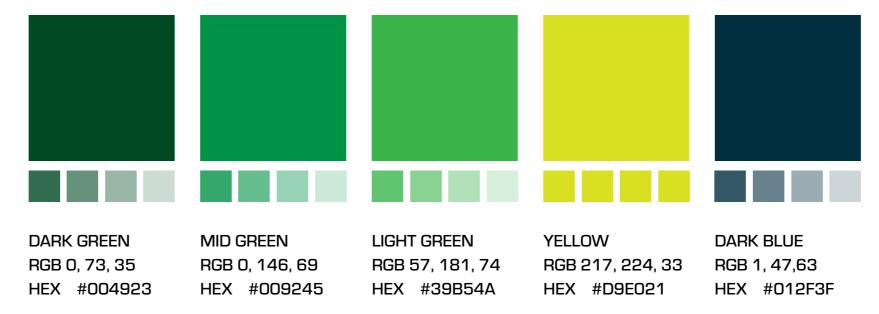




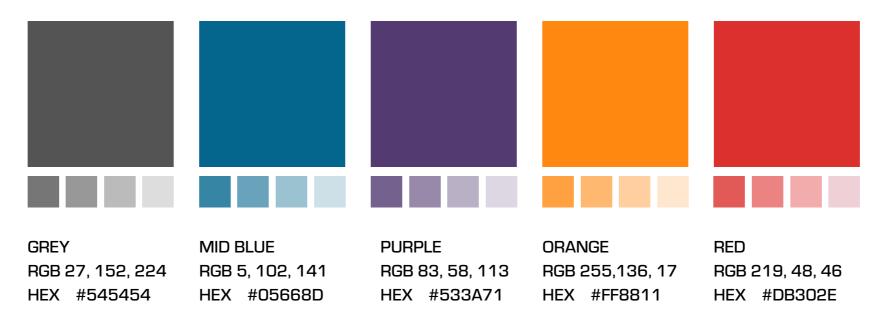


COLOURS MIP BRAND GUIDE

### PRIMARY PALETTE



### SECONDARY PALETTE



TYPOGRAPHY - LOGO MIP BRAND GUIDE

The logo has been developed using the typeface Microgramma Extended, which has been paired with Eurostile Medium for the tagline version. These typefaces have been chosen for their characters which reflect the brand values of MIP.

Licenses can be purchased at: https://www.paratype.com/fonts/urw/microgramma

https://www.youworkforthem.com/font/T1192/eurostile

### MICROGRAMMA BOLD EXTENDED D

### **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## abcdefghijklmnopqrstuvwxyz

**EUROSTILE MEDIUM** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

The typeface Work Sans has been chosen for its modern, clean look and it's legibility on screen and print and it's pairing ability with the typefaces used in the logo.

TYPOGRAPHY - WEBSITE AND BODY CONTENT

Font can be sourced at:
fonts.google.com/specimen/
Work+Sans

### **WORK SANS**

# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

IMAGERY GUIDELINES MIP BRAND GUIDE

### **IMAGERY CHECKLIST**

By steering clear of artificial setups and embracing the beauty of real moments, our visuals should tell a powerful and engaging story.

Please see the dos and don't to the right for more guidance.

## DO

- ✓ Be authentic
- ✓ Tell a story
- ✓ Choose interesting crops
- ✓ Aim for dynamic shots
- ✓ Be engaging and emotive
- ✓ Include subjects from diverse backgrounds and genders

## **DON'T**

- X Be contrived
- X Be passive
- X Rely on static set ups
- X Use flat representations
- Forget attributions (if image is borrowed from another creator)

IMAGERY MIP BRAND GUIDE

MIP champions its alumni and they should be the heart and soul of the brand communication.

Emotive and dynamic imagery should be chosen for maximum impact.

Subjects can be facing the camera or caught in a moment, but they should always feel candid.













# CONTACT

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