



Midan Brand Standards Guide

Whenever logo files are delivered outside of Midan, they should be accompanied by this document.

Updated May, 2021

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These brand standards are the foundation for establishing consistent and clear communication for the Midan brand. Proper use of the brand logo, colors, typography, trademark and icons will establish brand recognition and differentiation in the marketplace, ultimately bringing the brand to life for our partners and prospects.

The brand standards are to be used in conjunction with, or as an explanation for, Midan branded deliverables only. Uses outside of what is outlined in this document must be approved by the Creative Communications Team.

Contact the Midan Brand Team for more information.



Midan brand standards

Logo

LOGO

The following logos are the preferred standards and should be used whenever possible. Use only the Midan blue logo except on dark backgrounds or B&W print.

Any time logo files are delivered outside of Midan, they should be accompanied by this document.

Primary Logo

To remain legible, the Primary logo should not be used at a size smaller than one inch wide — for any usage smaller than one inch, use the Special Usage logo.

Special Usage Logo

Common usages include but are not limited to: background element, cover/title card, various stationery or as an alternate for mobile on the web. The Special Usage logo may use Midan brand color variants in select circumstances.

Clear Space

To position the logo for maximum impact, clear space must be considered. Competing headlines, images and other visuals should be kept outside the preferred clear space.

Use on Backgrounds/Patterns

To remain legible, the logo should include either a drop shadow or default to the Knockout version for placement on darker backgrounds.

Primary Logo



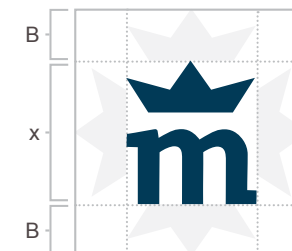
Minimum Size



Special Usage Logo



Preferred Clear Space





Midan brand standards

Logo

PRIMARY LOGO (Never manipulate the logo. Use only the Midan blue logo as shown except on dark backgrounds or B&W printing.)

Midan Dropbox/Stratus/Art/Client_Assets/Midan/logos/2021/Primary

PMS

When available, this color profile is the preferred choice for all printed materials.

File Name: [Md_2021_PMS](#)



CMYK

To be used for 4-color process printing.

File Name: [Md_2021_CMYK](#)



RGB Web Use Only

This logo is RGB and low resolution.

To be used for the web only.

File Name: [Md_2021_RGB](#)



Black

To be used for black and white printing only.

File Name: [Md_2021_K](#)



Knockout

To be used when logo must be on a dark background.

File Name: [Md_2021_KO](#)





Midan brand standards

Logo

SPECIAL USAGE LOGO (Never manipulate the logo. Use only the Midan blue logo as shown except on dark backgrounds or B&W printing.)

Midan Dropbox/Stratus/Art/Client_Assets/Midan/logos/2021/Special-Usage

PMS

When available, this color profile is the preferred choice for all printed materials.

File Name: [M_2021_PMS](#)



CMYK

To be used for 4-color process printing.

File Name: [M_2021_CMYK](#)



RGB Web Use Only

This logo is RGB and low resolution.

To be used for the web only.

File Name: [M_2021_RGB](#)



Black

To be used for black and white printing only.

File Name: [M_2021_K](#)



Knockout

To be used when logo must be on a dark background.

File Name: [M_2021_KO](#)



Midan brand standards

File Formats

FILE FORMATS

All logos are provided in .eps, .pdf and .jpg file formats.
When applicable, .gif and .png files are provided as well.

EPS (preferred version)

Virtually all page layout and graphic applications accept imported or placed Encapsulated PostScript (EPS) files. The EPS format preserves many of the graphic elements created with Adobe Illustrator. Because EPS files are based on the PostScript language, they can contain both vector and bitmap graphics. These files should not be modified without the consent of the brand manager.

PDF

Portable Document Format (PDF) is a universal file format that preserves the fonts, images and layout of source documents created on a wide range of applications and platforms. Adobe PDF is the standard for the secure, reliable distribution and exchange of electronic documents and forms around the world. Adobe PDF files are compact and complete, and can be shared, viewed and printed by anyone with free Adobe Reader® software.

JPEG

Joint Photographic Experts Group (JPEG or JPG) is commonly used to save photographs. JPEG format retains all color information in an image but compresses file size by selectively discarding data. JPEG is a standard format for displaying images over the web.

GIF

Graphics Interchange Format (GIF) is the file format commonly used to display indexed-color graphics and images in Hypertext Markup Language (HTML) documents over the World Wide Web and other online services.

PNG

Developed as a patent-free alternative to GIF, Portable Network Graphics (PNG) format is used for lossless compression and for display of images on the web. Unlike GIF, PNG supports 24-bit images and produces background transparency without jagged edges; however, some web browsers do not support PNG images.

TYPOGRAPHY

Bitter font library (right) is designated for headlines and titles.

Raleway font library (below) is designated for subheadlines and body copy

Raleway Light

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway Regular

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway Medium

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway Medium Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway Bold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Raleway Black

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Regular

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Italic abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Medium

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Medium Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter SemiBold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BITTER SEMIBOLD ITALIC

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Bold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Bold Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter ExtraLight

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Thin abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter ExtraLight Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Thin Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Light abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter Light Italic

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter ExtraBold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bitter ExtraBold Italic

abcdefghijklmnopqrstuvwxyz1234567890

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Midan brand standards

Color

COLOR

Color Specifications





For the Midan brand, PMS is the color profile of choice for all printed materials. When PMS is not available, CMYK may be substituted. RGB is to be used for all web-based material. The blue shown to the right is Midan's primary brand color — the other three colors shown are secondary colors and should be used as accents only.

Color Explanation

PMS The Pantone Matching System or (PMS) is a reference system for selecting and controlling ink colors.

CMYK colors are called subtractive colors; combining the pigments would result in black by absorbing, or subtracting, all colors. The model is based on the light-absorbing quality of ink printed on paper. Combining cyan (C), magenta (M), yellow (Y) and black (K) inks to reproduce color is called four-color process printing. CMYK colors should be used for all printed material.

RGB colors are called additive colors; you create white by adding red (R), green (G) and blue (B) together. This happens because all light is reflected back to the eye. Additive colors are used for lighting, television and computer monitors. Your monitor, for example, creates color by emitting light through red, green and blue phosphors. RGB colors should be used for all web-based material.

Color	CMYK	RGB	Pantone
 Blue	100-75-43-34	3-58-86	302C
 Orange	0-58-100-0	255-133-0	1495C
 Gray	68-61-55-39	71-72-76	2336C
 Light Gray	5-6-7-0	236-234-229	Warm Gray 1C 60% Opacity



Midan brand standards

Brand Usage and Copyright

BRAND USAGE

In copy, the full brand name — Midan Marketing — should always be used at the first and most prominent place in any application. Following the first mention, it is acceptable to refer to the brand by the name Midan alone.

COPYRIGHT

The copyright line statement should be used on all materials on a single line at a minimum of 6 point font.

The copyright line year date should be the date from the time of the final art, not the print date. If you are altering a project created in a previous year in some way other than a resize, the copyright year must be updated. When using only a photo owned by Midan Marketing, the photo will require the year when it was shot.

Copyright line

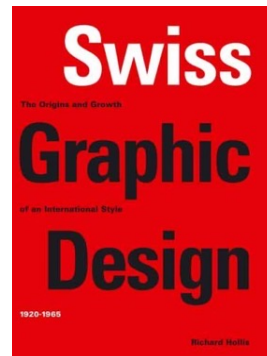
© 2022 Midan Marketing Inc.

Midan brand standards

Graphic Execution

GRAPHIC EXECUTION EXAMPLES

Photography and design should evoke a rugged individuality that bucks the overly stylized, follow-the-leader looks that permeate the industry.



Midan brand standards

Photography

SAMPLE PHOTOGRAPHY

Brand photography is available and should be used when promoting Midan services and capabilities. Requests for photography should be directed to the Creative Communications Team.



The preceding examples represent the characteristics of Midan brand photography.

Thank You

