



M I L T O N G A T E S
B U S I N E S S P A R K



01

LOGO GUIDELINES

FULL LOGOTYPE

STACKED



STACKED BLACK



HORIZONTAL



HORIZONTAL BLACK



Colour Code Gold Cream
 CMYK : 0, 14, 39, 10
 Pantone : 7508C
 HKS : 11
 RGB : 230, 194, 130
 HEX : #e6c282

Colour Code Caramel
 CMYK : 0, 14, 37, 20
 Pantone : 7407C
 HKS : 89
 RGB : 204, 168, 110
 HEX : #cca86e

Colour Code Dark Charcoal
 CMYK : 0, 0, 0, 94
 Pantone : Neutral Black C
 HKS : 88
 RGB : 16, 16, 16
 HEX : #101010

Colour Code Grey
 CMYK : 0, 0, 0, 53
 Pantone : 424C
 HKS : 92
 RGB : 121, 121, 121
 HEX : #797979

EXPLANATIONS 2022

General Explanation

The Milton Gates Business Park logo contains two abstract, minimal elements of the letters M and G. Together they present a dimensional look-and-feel and portray Milton Gates as minimalist, modern with a bit of high-end flare.

Logo Use

The correct use of logos are shown here in this brand guide. Any alterations or improper use of these graphics is not permitted. When using the Milton Gates Business Park logo, please refer to the design structure outlined in this guide.

LOGO A

Gold Cream Version



LOGO B

Caramel Version



LOGO C

Grey Version



LOGO D

(Optional) Outline Version



DIFFERENT LOGOTYPES

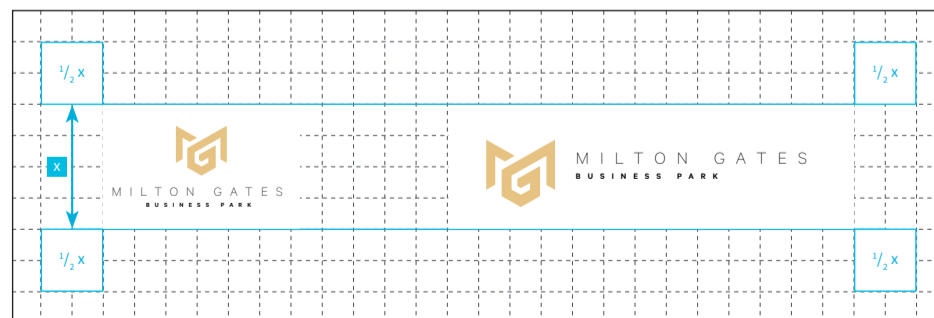
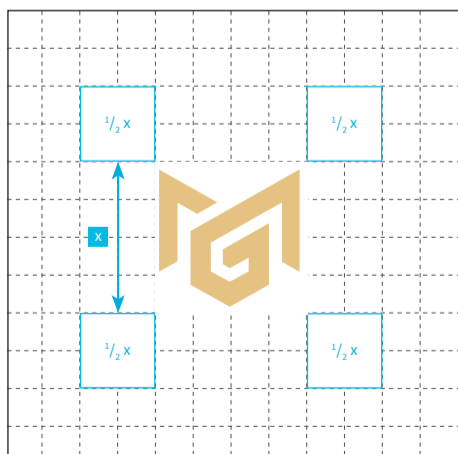
These different logo types constitute variations that can be used when placing the Milton Gates Business Park logo on digital or print mediums. These are also often referred to as icons.

Colour Code TAKOL Grey
 CMYK : 0, 0, 4, 60
 Pantone : 417C
 HKS : 93
 RGB : 102, 102, 93
 Web : #66665D

CORRECT USAGE OF LOGO



LOGO CLEAR SPACE AND COMPUTATION



Optional Clear Space

MARGIN : None
 HEIGHT : Full
 WIDTH : 80%

DEFINITION

Whenever you use the Milton Gates business Park logo, it should be surrounded with clear space to ensure its visibility and impact. No other graphics of any kind should invade this zone at anytime.

COMPUTATION

To work out the clear space take the height of the logo and divide it in half. (Clear space equals Height ÷ 2)

MINIMUM SIZE

The minimum logo size is 120px in Height. Attention: Please do not use less than this size to make sure that the logo will be printable without losing design quality.

REASONABLE EXCEPTIONS

There are no reasonable exceptions.



02

F O N T S & T Y P O G R A P H Y

PRIMARY FONT CALIBRE (THIN)

DESIGNER: KRIS SOWERSBY

History

The Calibre font is a neo-grotesk sans serif typeface. West Berlin street signs have inspired the font. The letter-forms are elegant and straightforward. The construction of the font considers the geometric tendencies by applying the typographic principles of optical correction.

Calibre takes its rationality from Nebiolo's Recta. That's how it has a contemporary and crisp finish. Calibre was designed alongside Metric. The fundamental geometry of the two fonts is similar, however the letter-forms differ in finish.

SECONDARY FONT OPEN SANS (VARIATIONS)

DESIGNER: STEVE MATTESON

History

Open Sans is an open source humanist sans-serif typeface designed by Steve Matteson, commissioned by Google and released in 2011. It is based on his previous Droid Sans design, designed for Android mobile devices, but slightly wider to account for print and desktop usage.

Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. Because it belongs to the humanist genre of sans-serif typefaces, it has a true italic.

HEADLINES CALIBRE (THIN)

C A L I B R E T H I N

TITLES CALIBRE (THIN)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TITLES (SPECIAL) (SEMI-BOLD)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY FONT OPEN SANS

Source Sans Pro

SUB-TITLES OPEN SANS (LIGHT)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

REGULAR BODY TEXT OPEN SANS (SEMI-BOLD)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MAIN FONT PAIRING CALIBRE (SEMI-BOLD) OPEN SANS (LIGHT)

THIS IS A LONG HEADLINE EXAMPLE

Praesent non enim consequat, fermentum nunc sit amet, vestibulum eros. Fusce vestibulum neque purus, ac venenatis justo bibendum ullamcorper. Fusce elementum porttitor nisi, non bibendum nunc rhoncus euac venenatis justo.

EXAMPLE FONT PAIRING CALIBRE (SEMI-BOLD) OPEN SANS (SEMI-BOLD)

HEADLINE

Praesent non enim consequat, fermentum nunc sit amet, vestibulum eros. Fusce vestibulum neque purus, ac venenatis justo bibendum ullamcorper. Fusce elementum porttitor nisi, non bibendum nunc rhoncus euac venenatis justo.



03

A S S E T S & D O W N L O A D S

FILES + ASSETS INCLUDED IN THIS PACKAGE

LOGO FILES, BRAND GUIDE

Originals, EPS and Vector Files

All original files including Adobe Illustrator, EPS, SVG, PNG and available vector files have been included inside this package.

Brand Guide

The Milton Gates Business Park Brand Guide has been approved by TAKOL and is available by contacting TAKOL directly.

PRIMARY + SECONDARY FONTS DOWNLOADS, LINKS

"CALIBRE" AVAILABLE AS FROM FREE FONTS VAULT

Download

<https://freefontsvault.com/calibre-font/>

"OPEN SANS" AVAILABLE AS FROM GOOGLE

Download

<https://fonts.google.com/specimen/Open+Sans>

AVAILABLE INCLUDED WITH BRAND PACKAGE

Included

To request this font, please contact TAKOL directly.

COPYRIGHT AND DESIGNER INFORMATION

LOGO, BRAND GUIDE

Created by JY Group Inc.

The Milton Gates Business Park logo and brand theme look-and-feel as well as this brand guide was created by JY Group Inc. for TAKOL.

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