



BRAND GUIDELINES



MUST HAVE BLADES

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OUR BRAND

Along with our name, our most important asset is our brand – this brand book will help you create and promote the MK Blades brand throughout print, digital and web formats.

1.1

COLOURS

To keep consistency across our brand we have brand colours. These are the colour breakdowns for print, digital, web.



BLACK

C:0 M:0 Y:0 K:100
R:39 G:37 B:39
#27251F
PANTONE Process Black



PINK

C:11 M:100 Y:0 K:0
R:213 G:0 B:127
#D5007F
PANTONE 233



PURPLE

C:29 M:21 Y:7 K:0
R:192 G:196 B:218
#C0C4DA
PANTONE 7540

1.2

TYPOGRAPHY

HEADLINE FONT – LONDON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()-=+

The headline should always appear in caps. As a guide when set at 36pt the tracking should be 120 and the leading should be 34.2pt (90% of font size). If used on light backgrounds the colour of headlines should be 90% black.

SUB HEADLINE FONT – HEROIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

The Sub headline should always appear in Pink. The headline should always appear in caps. As a guide when set at 12pt the tracking should be 80 and the leading should be 14.4pt (1.2x font size).

PARAGRAPH FONT – HEROIC CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

1.3

OUR LOGO

Our logo makes our brand distinctive. Please do not abuse our logo by rotating, stretching, squashing or changing the colours.

LOGO ON LIGHT BACKGROUND

On a light background with strapline set to the side, bottom and without.



LOGO ON DARK BACKGROUND

On a dark background with strapline set to the side, bottom and without.



1.4

SMALL SIZE LOGO

Our logos should not be reproduced any smaller than 15mm in height or width.



1.5

SOCIAL MEDIA LOGO

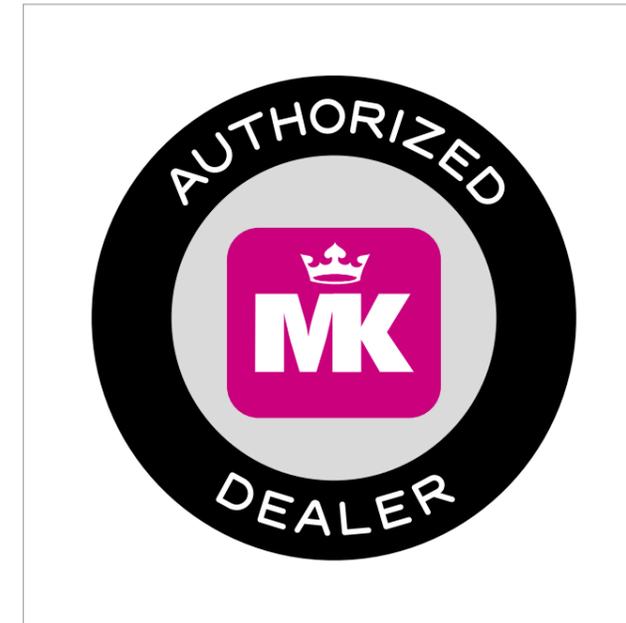
When used within social media profile images the logo should be isolated without the strapline.



1.6

AUTHORIZED DEALER LOGO

As an authorized dealer of MK Blades blades you may use the authorized dealer logo on your marketing material.



On a white background



On a dark background

1.7

AUTHORIZED DEALER LOGO MINIMUM SIZE

The authorized dealer logo must not be reproduced any smaller than 15mm high.



MARKETING ASSETS

We have created an online hub for you to download our marketing assets for your own use. Examples of which are contained in this brand book. You can download these assets by visiting www.mkblades.com/brand

2.1

BRAND IMAGERY



2.2

BLADE RANGE PHOTOGRAPHY



FLIGHT

SKILL LEVEL:
Recreational and Single Jumps



GALAXY

SKILL LEVEL:
Single Jumps



PROFESSIONAL

SKILL LEVEL:
Single and Double Jumps

OPTIONS AVAILABLE:
 Parabolic Revolution



PHANTOM

SKILL LEVEL:
Triple and Quad Jumps

OPTIONS AVAILABLE:
 Parabolic Revolution



DANCE

SKILL LEVEL:
Dance and Synchronized Skating

OPTIONS AVAILABLE:
 Parabolic Revolution

GOLD STAR

SKILL LEVEL:
Triple and Quad Jumps

OPTIONS AVAILABLE:
 Parabolic Revolution

2.3

PULL UP BANNER

This artwork can be customized with your logo and your contact details, then saved and sent to the printer of your choosing. We recommend the following specification for print:

2000mm(h) x 800mm (w) pull up banner.

Artwork includes bleed of 200mm at bottom of banner.





FRONT



REAR

2.4

HANGING CARD

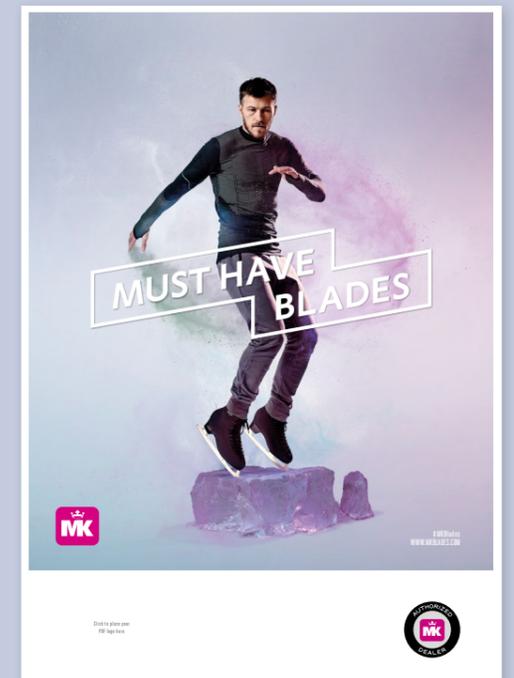
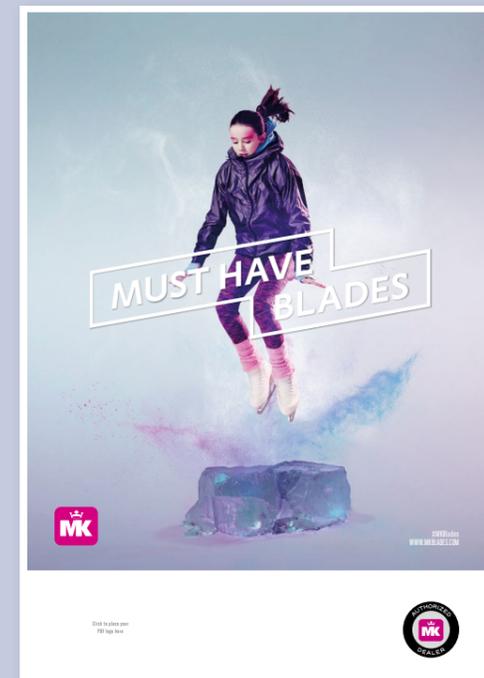
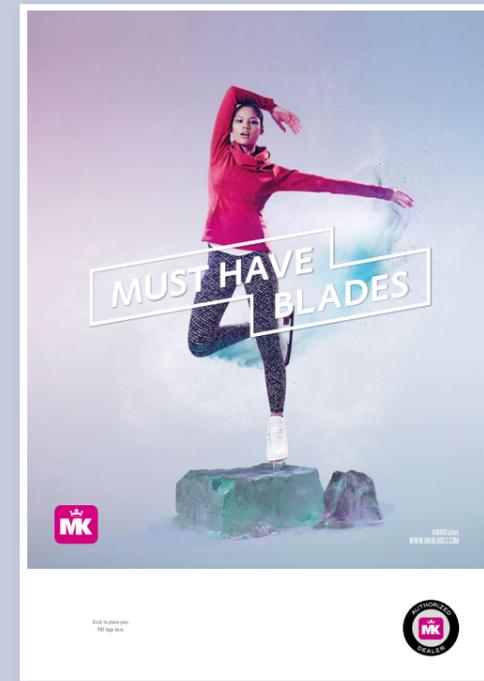
Use this hanging card to promote our blades and your authorized dealer status to your customers. We recommend the following specification for print:

500mm x 500mm 2000 micron white board with or without eyelits depending on the hanging system you use.

A3 POSTERS

Our print ready poster artwork can be customized with your logo and your contact details, then saved and sent to the printer of your choosing. We recommend the following specification for print:

A3 Portrait (297mm x 420mm) printed on 180gsm gloss white



2.6

AD A5 PORTRAIT

This print ready artwork can be customized with your logo and your contact details, then saved and sent to the publication of choice.

Ad dimensions: A5 Portrait (148mm x 210mm)

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MK

#MKBlades
WWW.MKBLADES.COM

Add your contact details in here

Click to place your
PDF logo here

AUTHORIZED
MK
DEALER

2.7

AD A5 LANDSCAPE

This print ready artwork can be customized with your logo and your contact details, then saved and sent to the publication of choice.

Ad dimensions: A5 Landscape (210mm x 148mm)

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Click to place your
PDF logo here

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BROCHURE

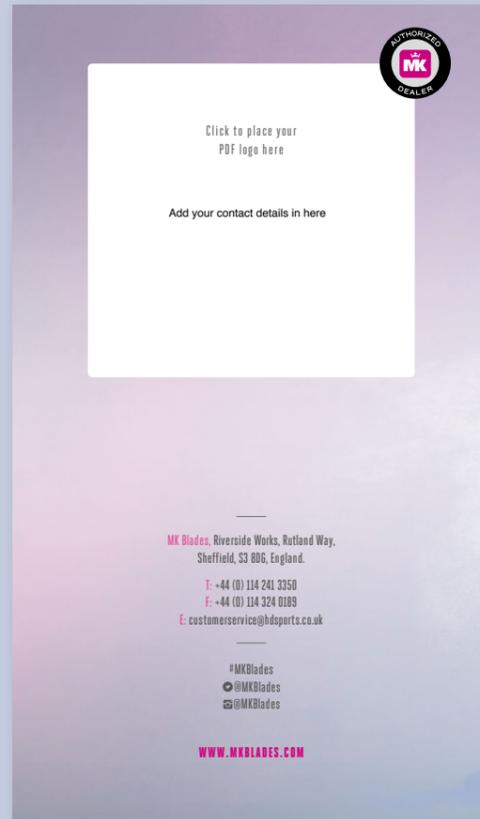
Our blade brochure print ready artwork can be customized with your logo and your contact details, then saved and sent to the printer of your choosing. We recommend the following specification for print:

105mm (w) x 180mm (h) 20 page full colour brochure printed on 250gsm matt white stock for 4 page cover and 175gsm matt white stock for 16 inside pages with matt lamination, saddle stitched (stapled)

FRONT COVER



REAR COVER



WEB BANNERS

To help promote our brand on your website you may download and add these animated gif web banners. We have two popular web banner sizes to download. The images below show the frames of the looping web banners.

728X90PX LEADERBOARD



300X250PX MPU



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