

A woman with dark hair pulled back, wearing a vibrant red hooded sweatshirt, holds a pair of white ice skates. She has blue and silver glittery face paint around her eyes. The background is a plain, light grey.

BRAND GUIDELINES



MUST HAVE BLADES

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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

TYPOGRAPHY



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.

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.

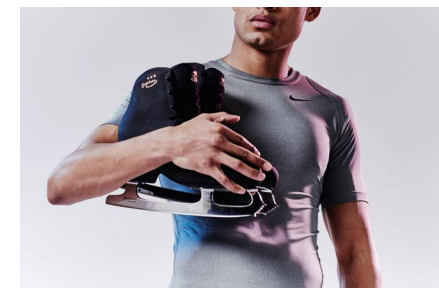


MARKETING ASSETS

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



BLADE RANGE PHOTOGRAPHY



FLIGHT

SKILL LEVEL:
Recreational and Single Jumps



GALAXY

SKILL LEVEL:
Single Jumps



DOUBLE STAR

SKILL LEVEL:
Single Jumps



PROFESSIONAL

SKILL LEVEL:
Single and Double Jumps

OPTIONS AVAILABLE:
 Parabolic  Revolution



VISION

SKILL LEVEL:
Double and Triple Jumps

OPTIONS AVAILABLE:
 Parabolic



PHANTOM

SKILL LEVEL:
Triple and Quad Jumps

OPTIONS AVAILABLE:
 Parabolic  Revolution



DANCE

SKILL LEVEL:
Dance and Synchronized Skating

OPTIONS AVAILABLE:
 Parabolic  Revolution



GOLD STAR

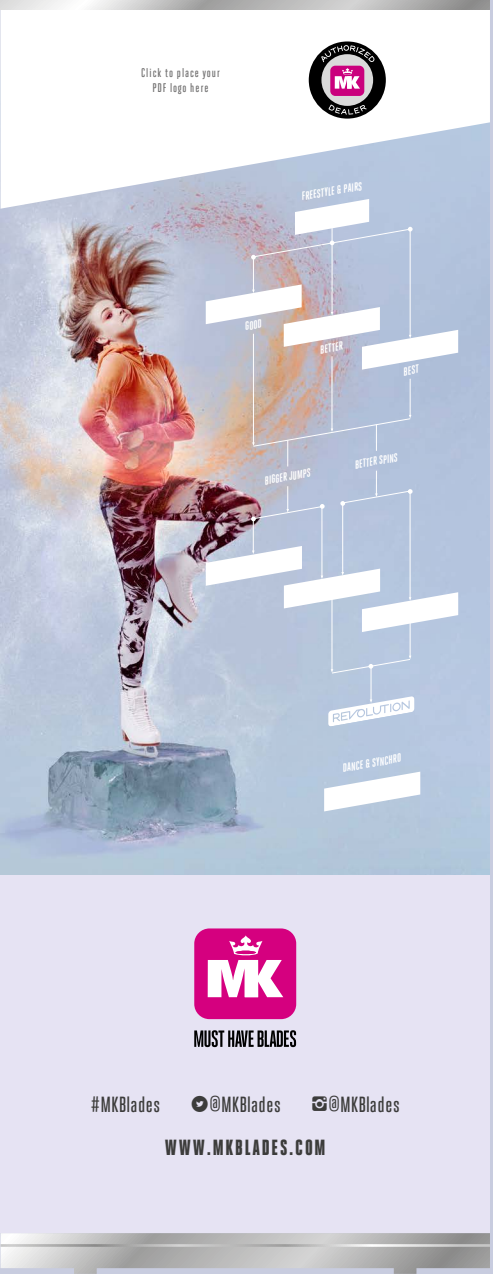
SKILL LEVEL:
Triple and Quad Jumps

OPTIONS AVAILABLE:
 Parabolic  Revolution

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.

2.5
COLLECTABLE POSTCARDS

The collectable cards are an ideal way to promote our blades whilst also collecting signature skaters. 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:

A6 Portrait (105mm x 148mm) printed on 280gsm white matt



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



2.7

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)



A vertical advertisement template featuring a person in a blue jacket and black pants performing a skate trick on a ledge, with a large white text box reading "MUST HAVE BLADES" overlaid. The background is a soft, ethereal blue and purple gradient. In the bottom left corner, there is a small MK logo. In the bottom right corner, there is a small MK logo, the hashtag #MKBlades, and the website URL www.mkblades.com.

Add your contact details in here

Click to place your PDF logo here




2.8

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)



A horizontal advertisement template featuring a person in a blue jacket and black pants performing a skate trick on a ledge, with a large white text box reading "MUST HAVE BLADES" overlaid. The background is a soft, ethereal blue and purple gradient. In the bottom left corner, there is a small MK logo. In the bottom right corner, there is a small MK logo, the hashtag #MKBlades, and the website URL www.mkblades.com.

Add your contact details in here

Click to place your PDF logo here



BROCHURE

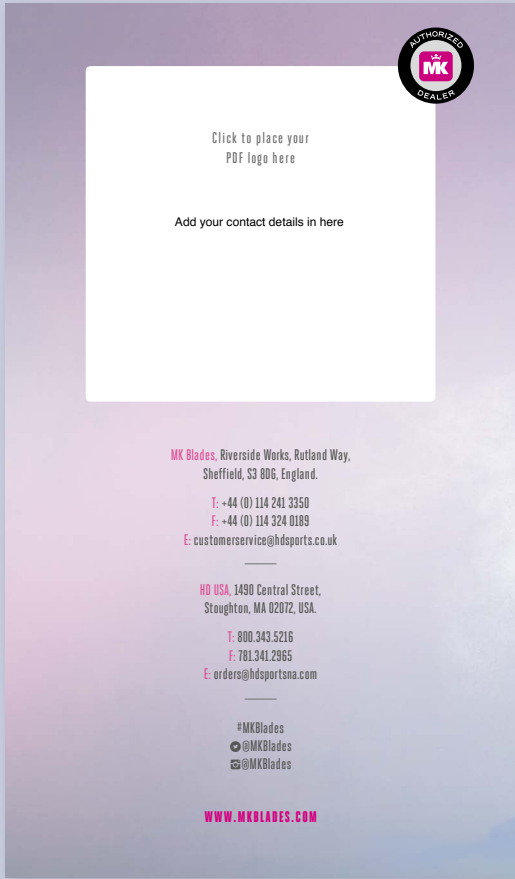
Our blade brochure print ready artwork can be customized with your logo and your contact details, then saved and sent to the printer of your choosing. We recommend the following specification for print:

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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WWW.MKBLADES.COM