



hgmt.

Brand style guide

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Introduction

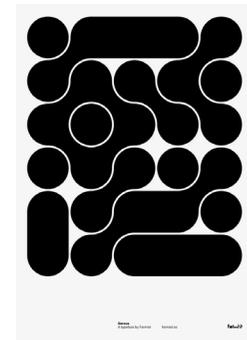
The Mgmt visual identity has been created to reflect the company's core character: modern, human and action-oriented. As a consulting firm working at the intersection of technology and management, Mgmt needs a visual expression that communicates clarity, expertise, and at the same time approachability. The moodboard to the right illustrates the visual tone and brand personality that guided the development of the visual identity.

This style guide provides the essential rules for applying the Mgmt identity consistently across all channels. It outlines the brand's logo system, color palette, typography and supporting visual elements. Together, these components form a cohesive expression that strengthens recognition and ensures that Mgmt appears unified and professional in every context.

The guidelines should be followed in all digital and printed applications. By maintaining consistency in how the identity is used, Mgmt can communicate with confidence, creating a brand experience that is trustworthy and distinct.

A separate Web & UI Guidelines document provides additional rules for digital components, layout, accessibility and interaction design.

All graphic elements and original assets are included in the accompanying folder.

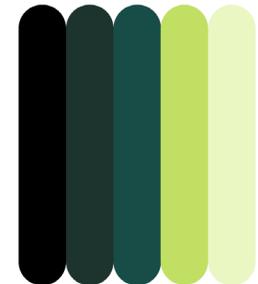


TITEL
Rubrik
Brödtext



Button

Button



Primary Logo: variations

The primary logo is Mgmt's main identifier and should be used in most brand communications. It has been designed to be clean, modern and highly recognizable, with rounded forms that align with the visual language used across the identity.

Primary logo variations

01. Full black logotype

For use on light backgrounds to ensure maximum clarity and contrast.

02. Full white logotype

For use on dark backgrounds such as Dark Cool Gray (#25282b) or Dark Teal (#1e352f).

Usage

- Use the full primary logo whenever space allows.
- Maintain sufficient contrast between the logo and the background.
- The logo can be rotated 90 degrees clockwise.
- Do not size down the logo so that it's not easily recognized
- Do not modify the logo in any way.

(01)



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(02)



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Secondary Logo: variations

The secondary logo consists of the Mgmt icon: a simplified, compact version of the primary mark. It is designed for use when space is limited or when the full logotype is not needed.

Icon variations

01. Solid black icon
Ideal for small-scale use in print and digital.

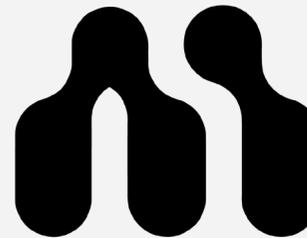
02. White icon
For dark backgrounds and high-contrast layouts.

03. Accent green icon (#c5df7a)
Use for graphic applications or decorative purposes with dark backgrounds.

Usage

- Social media avatars
- UI components
- Favicons
- Pattern compositions or graphic layouts
- Do not modify the logo in any way.

(01)



(02)



(03)



Logo breathing space & size

To preserve the logo's integrity and ensure visual clarity, it must always be surrounded by sufficient breathing space.

Clearspace rule

Use the height of the of the "M" shape as a guide for the minimum clearspace for the primary logo (illustrated to the top right).

Use the thickness of the icons "leg" as the minimum clearspace for the icon (illustrated to the bottom right).

No text, images or graphic elements may enter this area.

Minimum size

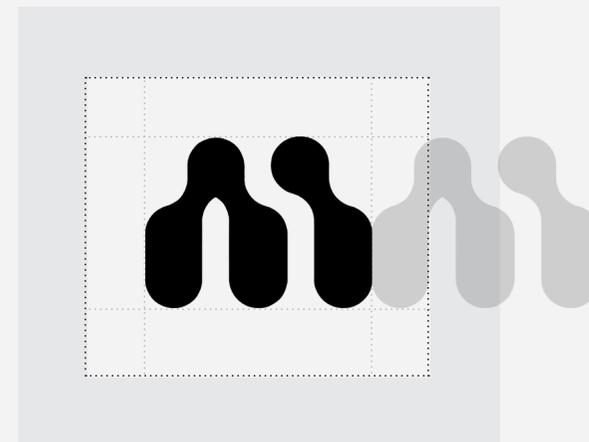
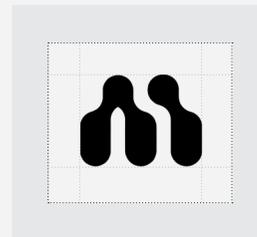
Digital full logo: 120 px

Print full logo: 20 mm

Digital icon: 32 px

Print icon: 10 mm

Maintaining these minimum sizes ensures readability and consistency across applications.



Logo misuse



The Mgmt logo should always be used as provided. Incorrect usage can weaken recognition and compromise brand consistency.



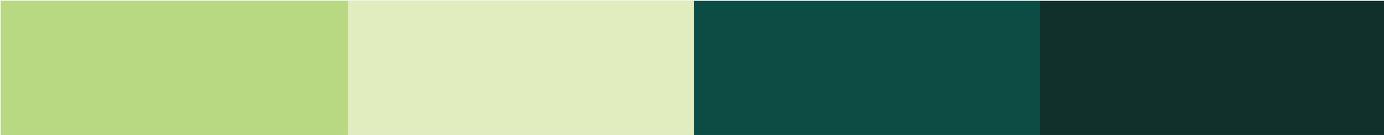
Do not:

- Stretch, distort the logo
- Add outlines, shadows, gradients or effects
- Change the logo's color outside the approved palette
- Place the logo on backgrounds with insufficient contrast
- Change colors within the logo or alter the proportions between the icon and the wordmark
- Replace the logo typeface
- Crop or mask the logo inside shapes
- Rotate the logo to any other way than 90 degrees clockwise



Correct application ensures a strong and professional brand expression.

Colour palette: Accents



Green
Vibrant highlight color used for accents, buttons and graphic elements.
RGB 197, 223, 122
CMYK 30, 00, 63, 00
HEX #c5df7a

Light green
Soft, fresh tone for icons and text on dark backgrounds.
RGB 234, 247, 195
CMYK 12, 00, 31, 00
HEX #eaf7c3

Teal
Used for buttons, call-to-actions and accent backgrounds.
RGB 24, 77, 71
CMYK 86, 42, 61, 47
HEX #184d47

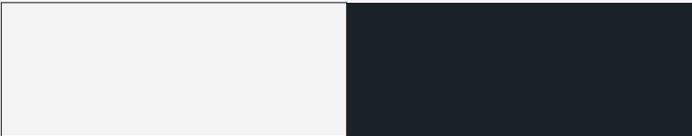
Dark teal
Strong, deep tone suitable for backgrounds and text on green backgrounds.
RGB 29, 52, 46
CMYK 82, 52, 65, 66
HEX #1d342e

Mgmt's accent colors add energy, warmth and clarity to the identity. They support highlights, UI elements and graphic compositions.

COLOUR USAGXE RECOMMENDATION (APPROXIMATE RATIO):



Colour palette: Backgrounds



Bright gray

Primary background color used in most layouts.

RGB 247, 246, 247

CMYK 4, 4, 3, 00

HEX #f7f6f7

Dark cool gray

Used for dark sections, hero areas and strong contrast blocks.

RGB 37, 40, 43

CMYK 78, 65, 57, 71

HEX #25282b

Mgmt uses a clean and minimal background palette that supports clarity, readability and modern expression.

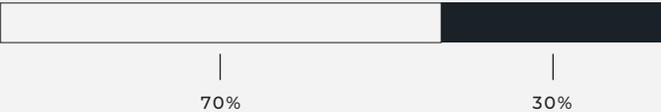
Usage Guidance

Bright gray creates an open, approachable expression.

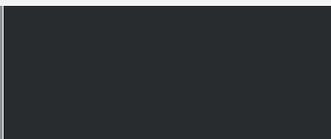
Dark cool gray introduces depth, contrast and visual structure.

Ensure all text meets accessibility contrast standards.

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



Colour palette: Fonts

Titles & Headings	Subheadings	Body text
		
Black	Light gray	Dark gray
RGB 00, 00, 00	RGB 154, 153, 154	RGB 51, 50, 51
CMYK 91, 79, 62, 97	CMYK 41, 32, 32, 11	CMYK 69, 61, 55, 65
HEX #000000	HEX #9a999a	HEX #333233

Mgmt typography is supported by a simple and functional set of font colors that provide clear hierarchy. These tones ensure optimal readability and a clean, modern look.

Brand Typeface - Montserrat

Montserrat is Mgmt's primary typeface. Its geometric structure, clean forms and range of weights create a clear typographic system suitable for both digital and print applications.

Typography tips

Use a maximum of two–three weights per layout.

Maintain consistent vertical rhythm and adequate spacing.

Ideal line height: 115–150% for body text.

Avoid long line lengths (60–80 characters recommended).

If sending a document that's not saved as pdf or similar, use a standardized sans serif font.

Titles (h1) - Extra Bold (800)

Headings (h2) & subheadings (h3) - Bold (700)

Buttons & Accent text - Semibold (600)

Quotes - Semibold italic (500)

Body text - Regular (400)

Typeface sample

Title

Heading

Subheading

Lorruntion perspernam, eles eiciam faceper
chillorem que qui omnis accullis moloria
sam repta dolore el eium volores nam,
venimin non nossus ea volo quaspis aut aut
lat illacia aut mo con cor accat re voluptius
eicipsum sunte et volupta tionessunt.

Id estius. Mo vent, sedipsapit, consequid
que non consed ma dolest, que dellendae
nullaut omnimus daectatem quam,
cuptaspe voluptae versper uptamendae
versperchil millorum ex excepe qui nobissi
blab iumque veliberrum num quis maxim
aut es erchillutet et ulpa diti re plabo.

*“Dundislitatos
quo quas ducipid
eriorum rem fugit
ut aut eumquia!”*

Graphic elements

Mgmt's graphic elements are based on soft, rounded forms inspired by connection and flow. These shapes complement the logo's geometry and create visual rhythm throughout layouts.

Usage Principles

Shapes may be used as decorative elements, backgrounds or section dividers.

Shapes can be rotated as seen fit, but should not be distorted in any way.

The Green accent color (#c5df7a) is preferred but they can appear in black, white or other accent colors depending on context.

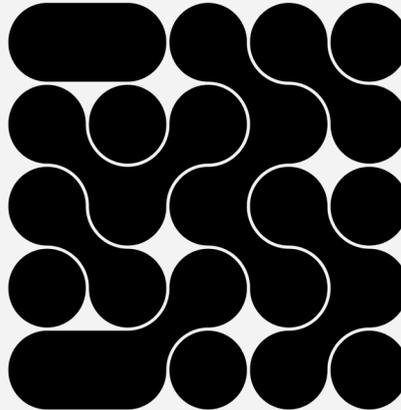
Maintain balance – use graphic elements sparingly to avoid visual clutter.

Elements may interact with photography or typography, but should not overpower them.

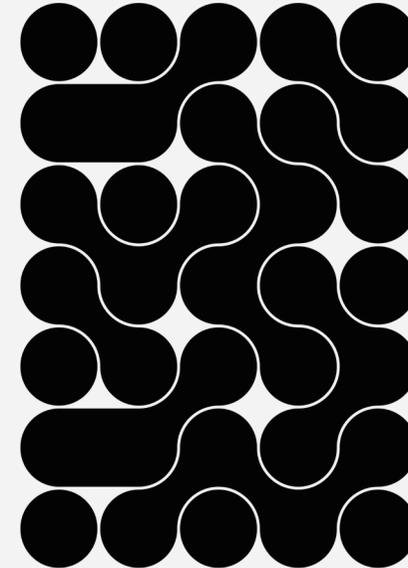


Graphic elements: Pattern

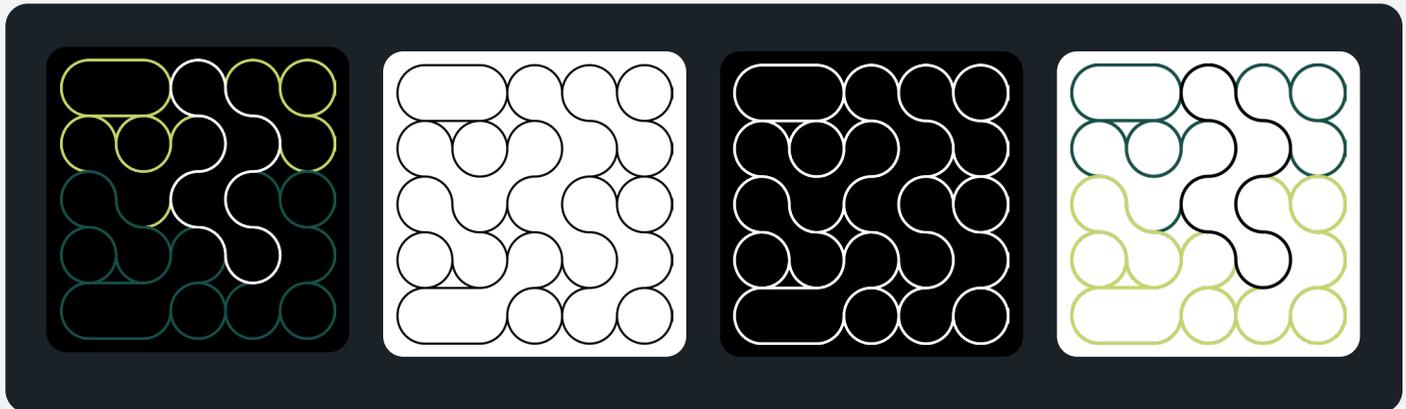
(01) - BASE



(02) - BASE



(03) - VARIATIONS



The Mgmt pattern is built from the same rounded modules used in the icon and graphic elements. It creates a recognizable and cohesive brand expression when used thoughtfully.

Usage Principles

Use the pattern for backgrounds, covers, merch, presentations and large-scale applications. See examples of use in the mockup section.

Do not place text on top of the pattern.

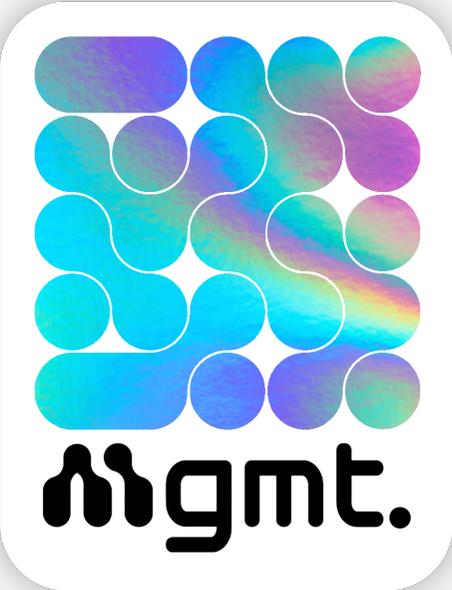
Avoid using the pattern without the icon or logo.

Use monochrome versions for subtlety or accent colors for more expressive layouts. All versions are included in the branding zip file.

Do not distort, rotate or rearrange pattern elements outside the approved compositions.

Elements may interact with photography or typography, but should not overpower them.

Graphic elements: Mockups





Graphics used: Premade Templates > Left: Pattern_icon_Color-on-black.png | Right: Pattern_icon_Black-outline.png



Graphics used: Premade Templates > Square_Fade-black



Graphics used: Premade Templates > Left: Long_Color on black | Right: Long_Color on white



Graphics used: Shapes > Shape_Blob_right, Premade Templates > Square_Fade black



Graphics used: Left: Logos > Icon_white | Right: Premade Templates > Square_Fade-white



Graphics used: Shapes > Shape_Blob_right, Logos > Primary_Logo_white, Base patterns > Pattern_base_A3_outline_color-on-black



Graphics used: Left: Shapes > Shape_Blob_right, Logos > Primary_Logo_black | Right: Premade Templates > Pattern_logo_Black-outline



Graphics used: Left: Shapes > Shape_Blob_right, Logos > Icon_white | Right: Logos > Primary_Logo_white



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