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# Logotype

district m

# Symbol



# Logo



# Monochromatic Logo

Since District M's symbol is composed of two different colors, a monochromatic logo has been created for instances where it's not possible to use the regular logo.



# Monochromatic Logo — Sizes

To insure the symbol in District M's logo always comes out sharp, three different versions of the logo were created. The width of the logo defines which of these different versions should be used.



## LARGE

When the width of the logo exceeds 4 inches, the large version of the monochromatic logo should be used.



## REGULAR

When the width of the logo is between 4 and 2 inches, the regular version of the monochromatic logo should be used.



## SMALL

When the width of the logo is under 2 inches, the small version of the monochromatic logo should be used.

# Typography

The official font for District M's brand is Touche Medium. Other weights can be used if needed.

## Touche Medium

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 æ œ à è ï ð û ũ ž

0 1 2 3 4 5 6 7 8 9 ! ? # € \$ ¢ £ ¥ & §

% { () } \* T M a o " " ' : ;



# Typography (Web use)

Here are the principal font styles used on the website, all of which use Touche Medium. These styles shall also be used in further digital communications.

Additional styles may be used if needed while making sure to restrain the number of font variations in order to keep a minimal and neat look to the ensemble.

36 pts

Lorem ipsum dolor

24 PTS

MAECENAS VEL FACILISIS METUS

24 pts

Pellentesque metus ipsum

18 pts

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec sed varius quam, et gravida metus. Donnec eget nisi eget purus ornare cursus sed sit metus.

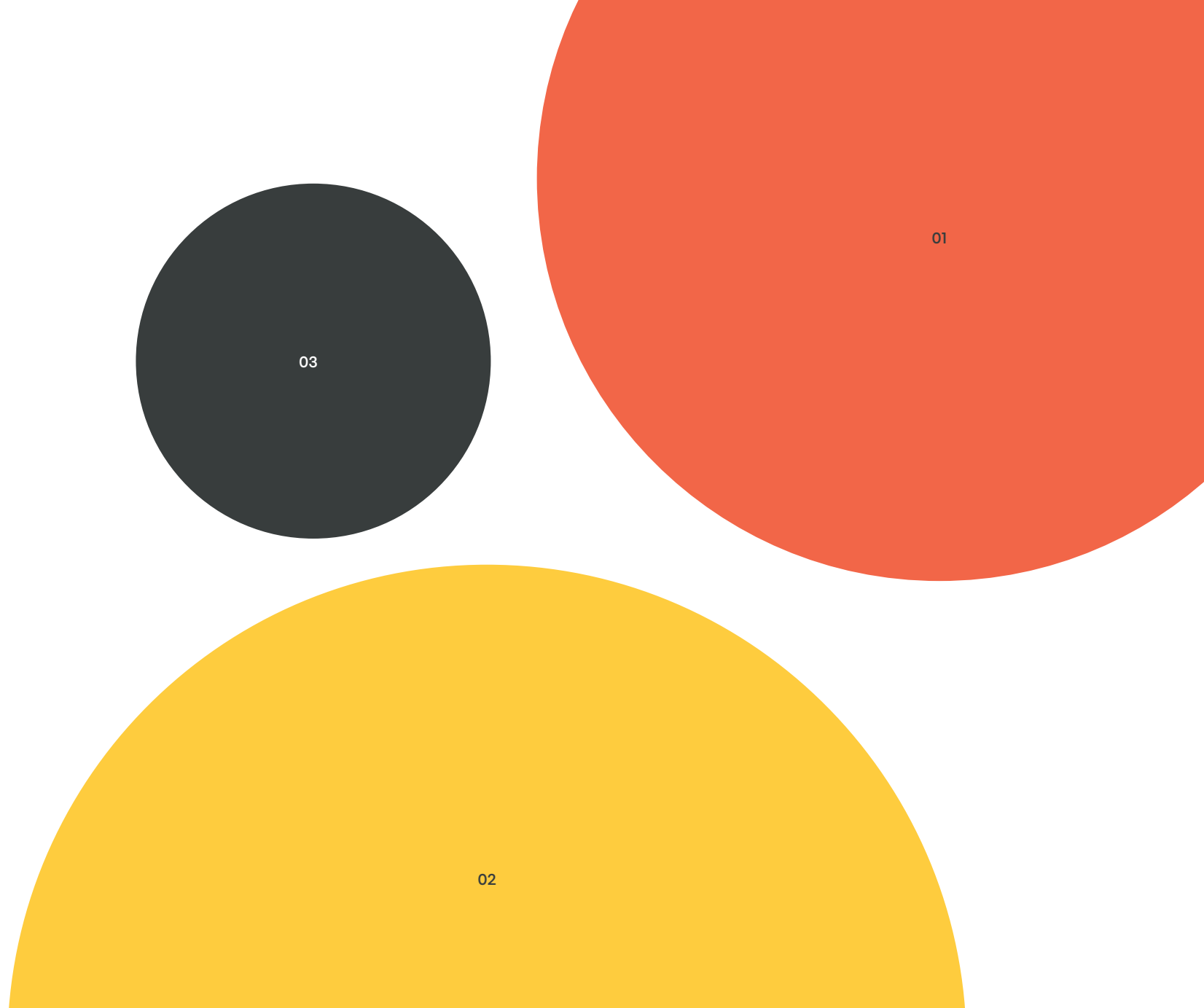
16 pts

Nam fermentum quam at mauris finibus convallis. Etiam ultric ies turpis et nibh feugiat, porta semper lacus maximus tum. Morbi purus leo, vulputate vel placerat in, porta a diam curab litur at orci tristique, vehicula velit id, consequat mauris.

# Colors

District M's branding has two principal colors (01 and 02) that shall be used in all the global corporate communication elements with an additional color (03) that acts as a replacement for regular black.

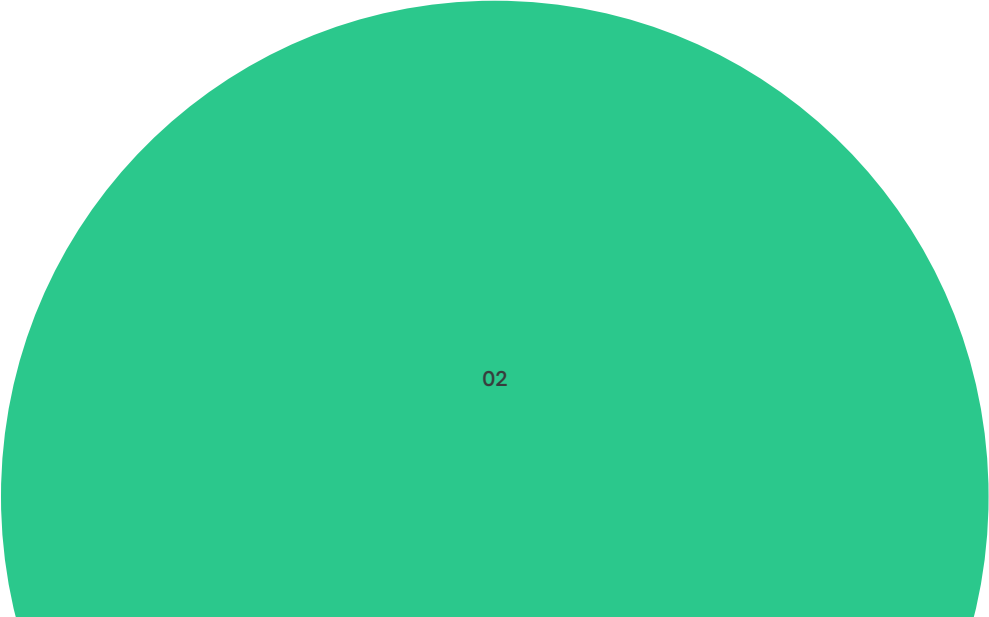
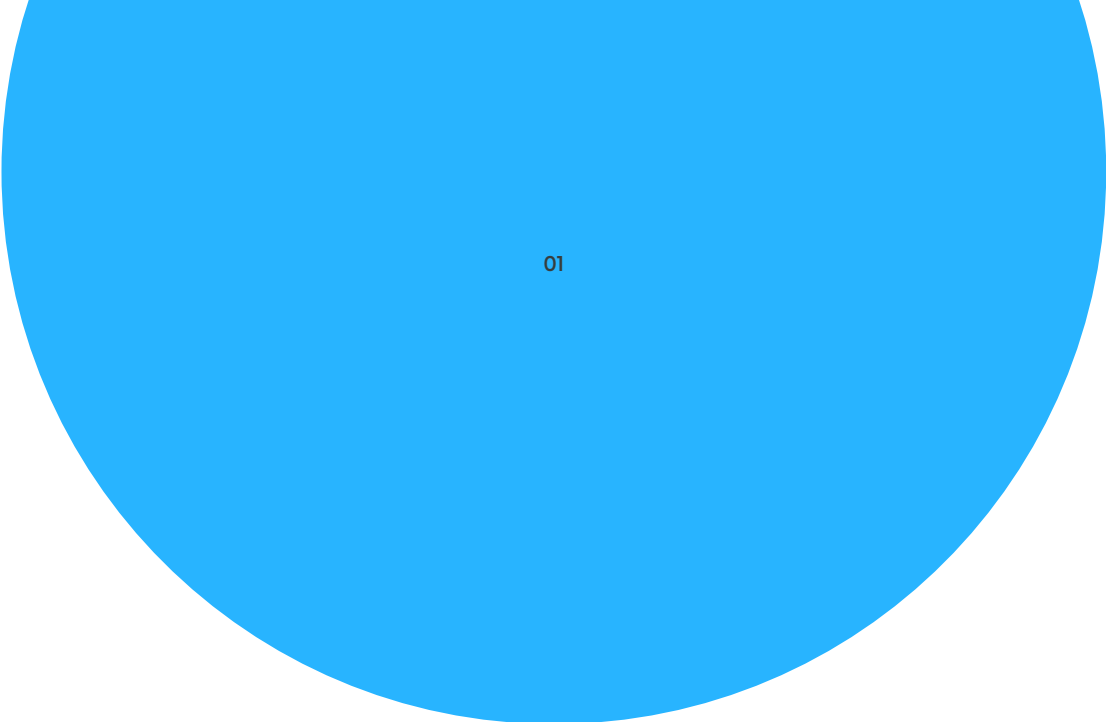
01	CMYK	C:0 M:75 Y:75 K:0
	Pantone	165U
	RGB	R:242 G:102 B:73
	HEX	#f26649
02	CMYK	C:0 M:20 Y:85 K:0
	Pantone	108U
	RGB	R:255 G:204 B:64
	HEX	#ffcc40
03	CMYK	C:70 M:60 Y:60 K:50
	Pantone	419U
	RGB	R:58 G:62 B:61
	HEX	#3a3e3d



# Colors

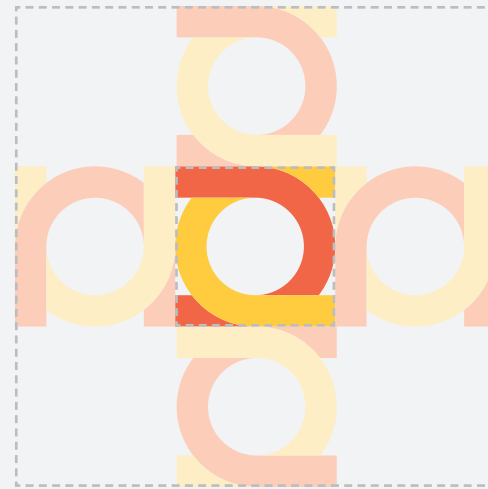
Two additional colors are used for both markets District M is covering.

01	CMYK	C:61 M:9 Y:0 K:0
	Pantone	298U
	RGB	R:46 G:189 B:255
	HEX	#2ebdff
02	CMYK	C:68 M:0 Y:57 K:0
	Pantone	3385U
	RGB	R:20 G:206 B:151
	HEX	#14ce97



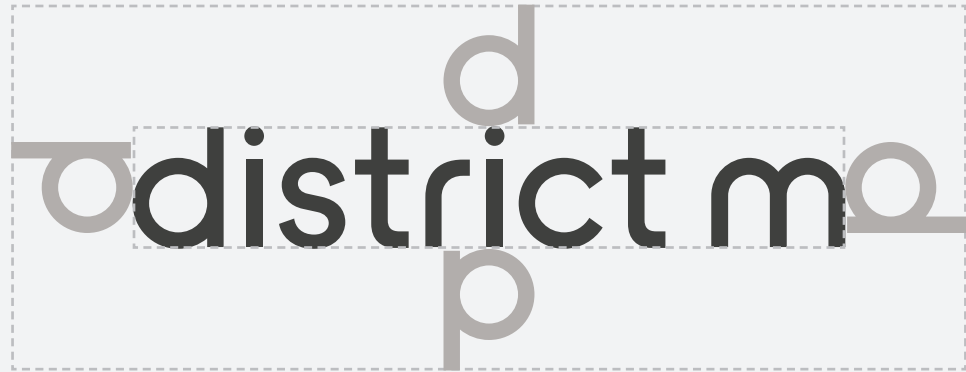
# Safety zone

It is important that District M's logo never feels congested. For that reason, a clear space around the logo should always be kept. No other elements, such as typography, pictures, partner logos, art or borders, can appear in the safety zone. This zone is measured by using the height/widht of the symbol.



# Safety zone

In case only the logotype is used, the height of the D letter should always be used to define the safety zone surrounding the signature.



# Don't's

Logos, by definition, are considered images. Furthermore, no elements of the logo can be modified. It is essential to fully respect District M's logo for legibility and aesthetic reasons. Here are some examples of treatments and effects that should never be used on the District M's logo.



