

mws
miniworkshopseries

brand manual
corporate identity | guidelines

MWS International is the owner of all MWS brands and licenses them to all MWS partners.

What is in the manual?

Guidelines to shared awareness of the concept values and vision behind the MWS brand.

It is important our brand's visual identity is followed carefully to ensure consistent style and quality of presentation.

We promise you will get to know us better.



content

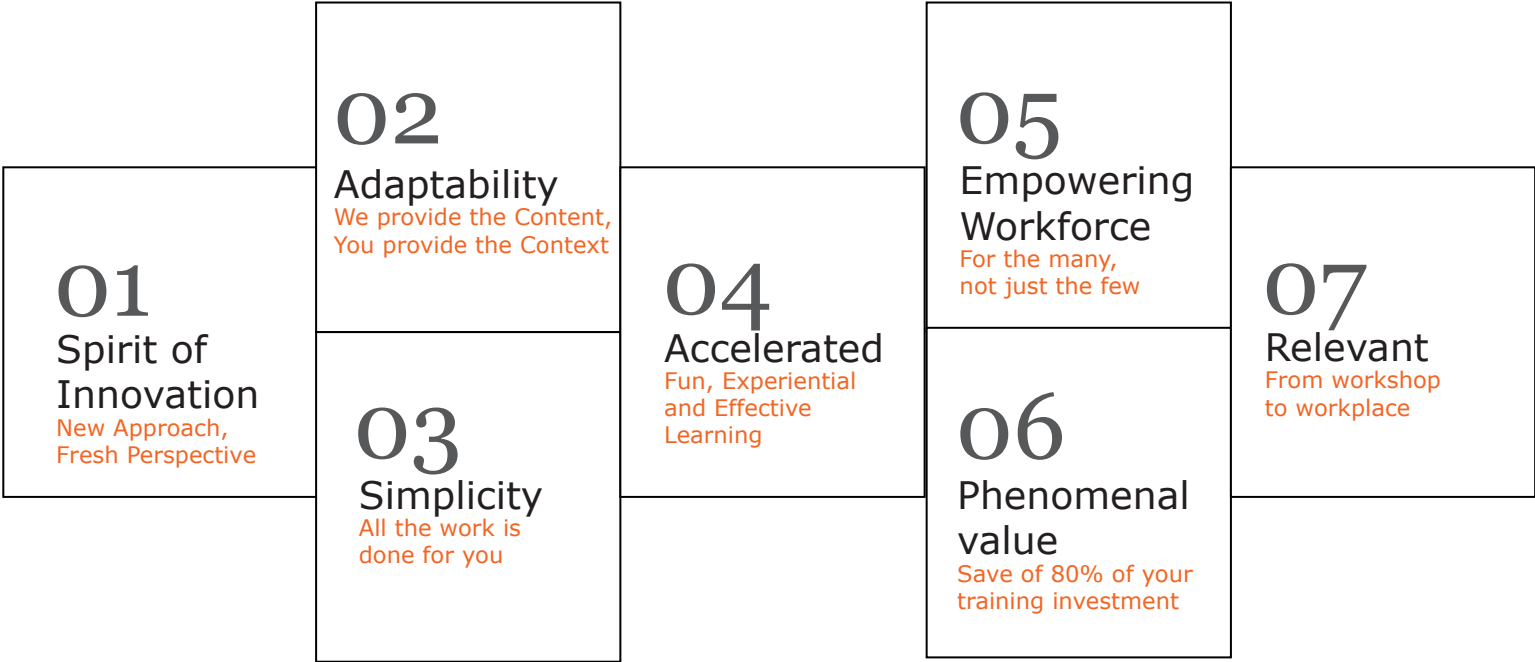
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MWS Brand Values

MWS visual Identity

Examples

Brand Values



MWS Brand Values

MWS Visual Identity

Examples

Horizontal Logo



Square Logo



The Clearance Area

The vertical and horizontal lines around the logos represent the clearance area; no other elements ie. images or type should invade this boundary.

Colors

The logo should only come in our corporate colors: Orange and Grey (refer colour guide). We encourage it sit on white or neutral backgrounds. Unless it really has to sit on colorful images we strongly recommend maintaining the text in white as shown above. It is up to you. As long as it is practical.

MWS Brand Values

MWS Visual Identity

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Brand Logo

This logo is user friendly. It can be used on every publication types including all printed reproduction; advertisements, product packaging, buntings, posters, etc., as well as screen works; websites and other digital presentations.

Do's & Don'ts

01

Do not redraw, recolor, reposition or distort the logotypes in any way.



Do not attempt to recreate.



Don't confuse the color combination.



Stick with our true colours. It's perfect the way it is.



This looks painful. Don't abuse the logo by distorting it!

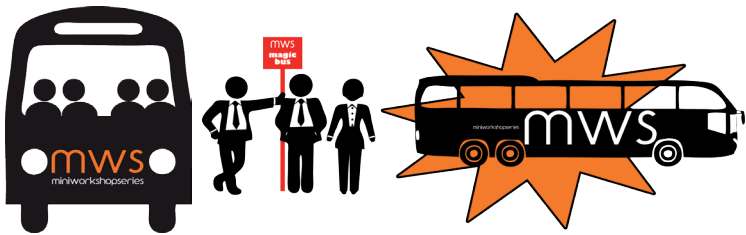


02

Do place the logotypes on uncluttered backgrounds.

03

Do obtain original artwork from MWS International.



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Logo Size

This logo is used only for medium and small sized publications.

The Clearance Area

The 'x' mark is to indicate the minimum clearance area to ensure this logo stand out. It should begin at 0.5cm. However, the more space, the better.

Color

Only place the partners logo on white backgrounds.



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Product Logo

For all our relevant partners, we provide additional logos to represent the type of MWS products they carry.



Logo Size

It comes in two sizes: 12 x 11.5 cm; for any large reproductions ie. buntings and posters; and 3 x 2.5 cm for miscellaneous products ie calendars, notepads, etc.

The Clearance Area

The vertical and horizontal lines around the logos represent the clearance area; no other elements ie. images or type should invade this boundary.

Colors

As usual, we encourage this logo sits on neutral colored background. However, if it sits on colored images, the white areas should be transparent.



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Showcase Logo

Our showcase is held every end of each month. The products for this occasion will bare this specific and unique MWS showcase logo.



Logo Size

This logo is used only for medium and small sized publications.

The Clearance Area

The vertical and horizontal lines around the logos represent the clearance area; no other elements ie. images or type should invade this boundary.

Colors

This logo comes in six different colors unique to one title. Do not change or create new ones.



Essential Skills In Action



Managers In Action



NLP In Action



People Mgmt In Action



Competencies In Action



Sales In Action



Empowered Employees



Innovation In Action



Branding In Action



Leadership In Action

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Track Logo

This logo is a three-boxes independent design. They come in six colourful sets so far ie. on our learning tracks. It can be used anywhere you see fit.

Logo Variations



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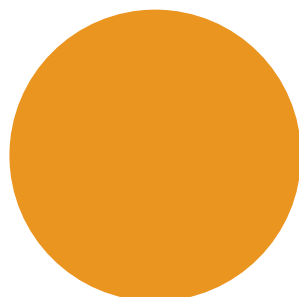


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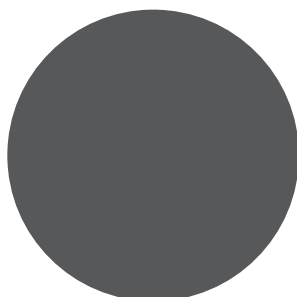


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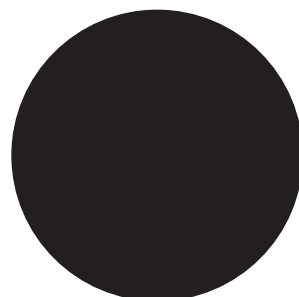
Colors



RGB
242/ 101/ 34
CMYK
0/ 50/100/ 0
Pantone
#F26522



RGB
88/ 89/ 91
CMYK
0/0/ 0/ 80
Pantone
#58595B



RGB
35/31/ 32
CMYK
0/0/ 0/ 100
Pantone
#231f20

Creative, Vibrant, and Youthful.
At MWS, we use Orange, Grey, Black and White to distinguish our true colors.

That is how we like it.

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Typeface

Georgia (Serif)

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#\$%^&*) 0123456789

Verdana (Sans Serif)

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(!@#\$%^&*) 0123456789

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Tone of Voice

Fun!

We are an 'enter-train-ment' brand. Not a technology brand. We communicate with you through active and conversational language.

What's up?

Positive

We look for the best in people and seek the best in every situations. We're always excited with what the future holds. We're warm and friendly and passionate and enthusiastic -but that does not mean we abuse CAPS and exclamation marks (!)

Different

At the heart of our company is the spirit of innovation - the desire to bring new ideas and new experiences to the world. We strive to inspire people to rethink their old ways and leap into the new by introducing new possibilities.

Inspiring

Every time we speak, we leave an impressive. Therefore, we seek to surprise. Our writing should captive and compel -it should make people think, put a smile not just on their faces but also in the mind.

We like to be unpredictable, but not complicated.

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We like to represent our visual images with a slight touch of humour and free from any racial and cultural representation.

Therefore we use clip arts and silhouettes.

MWS Visual Identity

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