



Brand Manual

**Communicating our
brand with consistency
and sensitivity is
important to all of us.**

NOTE

Please note that all final artwork, as well as any designs of collateral/materials not explicitly covered in this manual must be approved by the Brand Communications team prior to production. Should you have any queries regarding the guidelines or their application, please contact the team immediately.

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01 Brand Logo



The wordmark is distinguished by making M&C letters more distinctive. With rounded edges, the logo looks more approachable.

The shape that holds MC has been stylised to look like a speech bubble, emphasising our communication centric approach. And engaging our consumers in a dialogue to make learning easier.

A gradient tone is added to make the logo look more dynamic. Italic font and gradient flowing from left to right give us a future forward outlook.

Education is highlighted, striking a balance with Marshall Cavendish.



The Marshall Cavendish Education logo comprises of three distinct components.

1. The Speech Bubble
2. The Logotype
3. The Colours

1

The Speech Bubble

Progressive, insightful and approachable.

2

The Logotype

The font used for the Marshall Cavendish Education Logo is Frankfurter D.



marshall
cavendish
education

3

The Colours

There are 3 colours in our logo.



M40 Y100
R250 G166 B26
P137

M85 Y100
R240 G78 B35
P172



M80 Y100
R241 G90 B34
P021



Y27 K74
R102 G100 B80
P417

There are two logo versions that can be used: **vertical** and **horizontal**. The vertical version is recommended for most types of communications; while the horizontal version should be used in special applications, such as when space is limited. This ensures legibility of the logo in all instances.

Typography used for Chinese version is 文鼎粗圆筒.

NOTE

The proportions of the logo are fixed and should not be altered in any way. In order to ensure consistency, do not attempt to recreate the logo.

Vertical



Horizontal



Chinese Version: Simplified



Traditional



Bilingual Version



To maintain its integrity, the Marshall Cavendish Education logo must be kept clear of all other elements. This clear space around the logo is known as the "clear zone". It is the minimum space that must be provided around the logo.

Vertical



Horizontal



To maintain its integrity, the Marshall Cavendish Education logo must be kept clear of all other elements. This clear space around the logo is known as the "clear zone". It is the minimum space that must be provided around the logo.

Chinese Version: Simplified



Traditional



The Marshall Cavendish Education logo may only appear in the colours shown here. Whenever possible, the full colour version of the logo should be used.

The following details serve as a colour guide for the logo. Different materials and textures may produce different shades. Please ensure that the final colours appear as close as possible to the colours shown here.

Full Colour



Black



Reverse White



Spot Colour



To ensure legibility, please ensure that the logo is no smaller than the measurement indicated in the visual here.



The logo may appear smaller than the size indicated here, **ONLY on the book spine**. Wherever possible, the minimum size of the logo should be used for all communications material, including marketing collateral.

Refer to page 41 - 46 for the book cover measurements.

Vertical



Chinese Version



Horizontal



The Marshall Cavendish Education logo should not be modified in any way. Here are some examples of what **NOT** to do!

NOTE

These are just some examples of incorrect usage of the logo. To avoid errors, please use the master artwork provided. Do not reconstruct the logo.

❌ Do not change the logo colour.



❌ Do not reposition the logo components.



❌ Do not add outlines.



❌ Do not add a drop shadow.



❌ Do not italicise the logo.



❌ Do not change the typeface.



O2 MCEduHub Logo



Eduhub is an extension of Marshall Cavendish Education. It serves as a hub for professional development for our educators. This new design seeks to reflect our culture and desire to constantly change, improve, innovate and inspire.

The Marshall Cavendish Education speech bubble logo extends from the EduHub word cementing it as an integral part of the Marshall Cavendish Education family.

The EduHub wordmark font is in Frankfurter. This approach is similar to Marshall Cavendish Education's new brand renewal. This helps drive synergy and projects a professional yet approachable feel.

The EduHub wordmark is highlighted by different colours for ease of pronunciation. Bright green was incorporated to add vibrancy.



The MCEduHub logo comprises of three distinct components.

1. The MC Logomark
2. The Logotype
3. The Colours

1

The MC Logomark

Progressive, insightful and approachable.

2

The Logotype

The font used for the MCEduHub Logo is Frankfurter D.



3

The Colours

There are 2 colours in our logotype.

Refer to page 5 for MC Logomark colours.



M35 Y90
R251 G176 B52
P1235



C50 Y100
R141 G98 B63
P375

There are two logo variants (a corporate main logo and a variant to denote professional development).

Corporate Main Logo



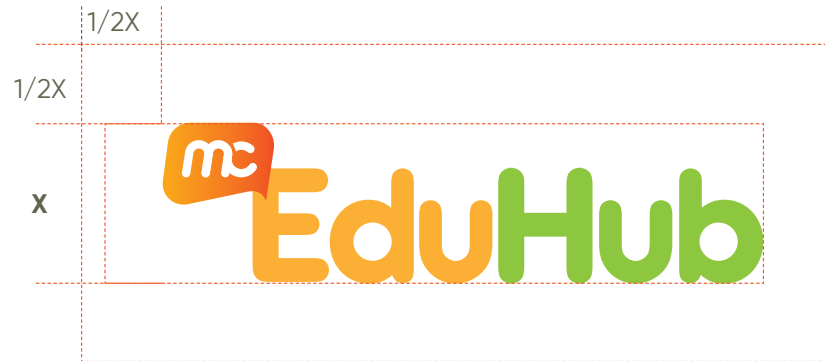
With Description



To maintain its integrity, the MCEduHub logo must be kept clear of all other elements. This clear space around the logo is known as the "clear zone". It is the minimum space that must be provided around the logo.

To ensure legibility, please ensure that the logo is no smaller than the measurement indicated in the visual here.

Corporate



With Description



The MCEduHub logo may only appear in the colours shown here. Whenever possible, the full colour version of the logo should be used.

The following details serve as a colour guide for the logo. Different materials and textures may produce different shades. Please ensure that the final colours appear as close as possible to the colours shown here.

Full Colour



Black



Reverse White



Spot Colour



The MCEduHub logo should not be modified in any way. Here are some examples of what **NOT** to do!

NOTE

These are just some examples of incorrect usage of the logo. To avoid errors, please use the master artwork provided. Do not reconstruct the logo.

Do not change the logo colour.



Do not reposition the logo components.



Do not add outlines.



Do not add a drop shadow.



Do not italicise the logo.



Do not change the typeface.



O3 Visual Identity system



Use the brand's main and complementary colours in our advertising and marketing collaterals.

The following details serve as a colour guide for the logo and our various product portfolios. Different materials and textures may produce different shades. Please ensure that the final colours appear as close as possible to the colours shown here.

Brand Main Colour	M80 Y100 R241 G90 B34 P021
Brand Complementary Colours	M55 Y100 R250 G166 B26 P75
	Y27 K74 R102 G100 B80 P417
Pre-school main colour	M90 R238 G61 B150 P232
Primary main colour	C55 M85 R135 G73 B156 P7442
Secondary main colour	C80 M50 R55 G119 B188 P2727
Cambridge International main colour	M30 Y100 R253 G185 B19 P1235
MCE Maths main colour	C26 M100 Y48 K10 R173 G30 B87 P7542
Applied Learning main colour	C90 M33 Y100 K25 R4 G105 B55 P349
Digital resources main colour	C50 Y100 R141 G198 B63 P375
Catalogue main colour	M68 Y15 R242 G118 B153 P190
Professional development main colour	C84 M37 Y11 R0 G134 B184 P7460

The right typeface and typography are essential for communicating the overall tone of the brand. A disciplined use of typographic standards helps maintain a strong and effective Marshall Cavendish Education brand identity and adds consistency to all our communications.

Corporate Typeface

The corporate typeface is **Frankfurter D**. It is used across all communications that are professionally printed or produced. This also includes the various internal, employee-generated and electronic communications such as PowerPoint presentations, letters, reports and other similar documents

Aa

Frankfurter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

.,:;'!@#\$\$%^&*()_+<>

Secondary Typeface

The secondary typeface is **Gilroy**. It is used for bodycopy and when the corporate typeface is unavailable.

Aa

Gilroy

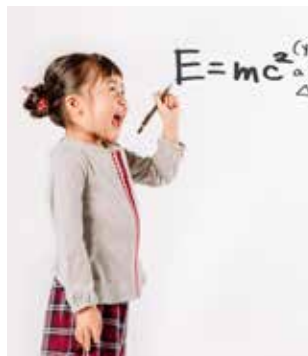
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

.,:;'!@#\$\$%^&*()_+<>

The choice of images used for Marshall Cavendish Education's communications plays a key role in supporting and reinforcing our brand image. Images should reflect joy, confidence, professionalism and be non-discriminatory as well as sensitive to social sensibilities at all times.



Our aspiration for iconography is to use geometric shapes, straight lines and controlled curves.

We recommend the use of 100% solid colour or outlined.

NOTE

These are just a few examples as a guide. Acceptable applications are not limited to those shown here.

Examples: Outlined**Solid Colour**

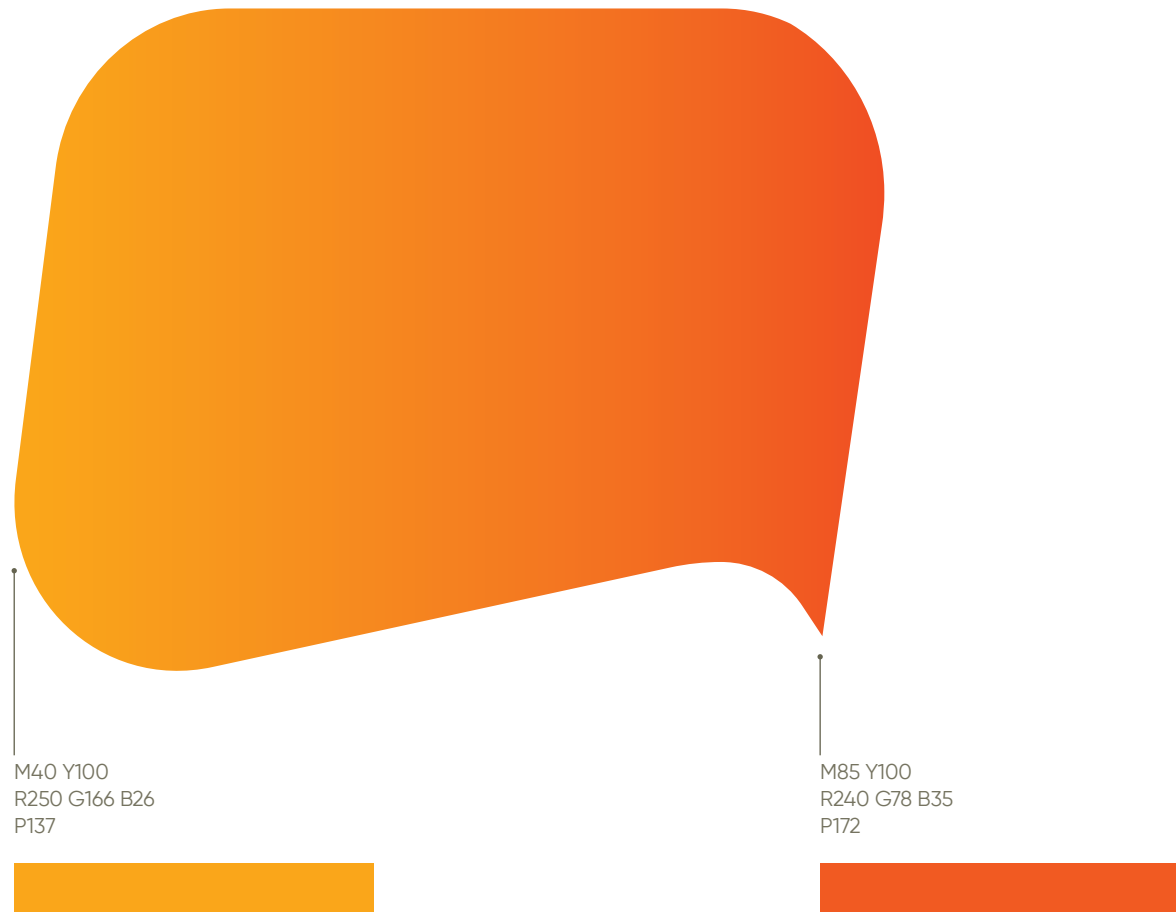
The choice of illustration used for Marshall Cavendish Education should be simple and contemporary looking. In line with the brand's fight towards simplicity.



Examples: Book Cover



The Speech Bubble device is used to underpin all designs and is thus, mandatory.



Here are the permitted variants.
The Speech Bubble device can be cropped to contain copy or images.

The Full Colour device may appear in transparency in **not less than 80%**.

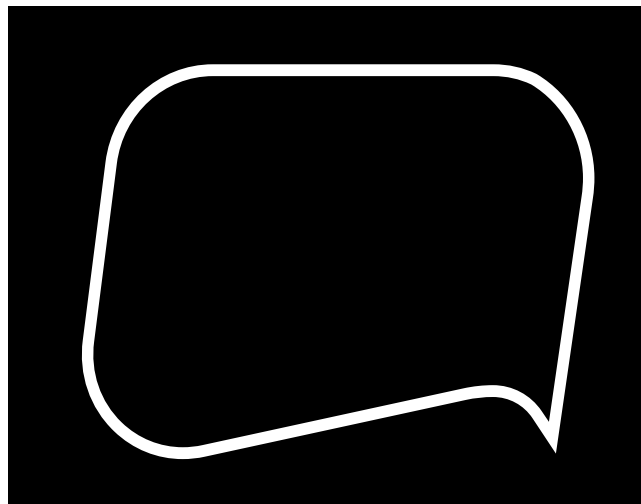
Full Colour



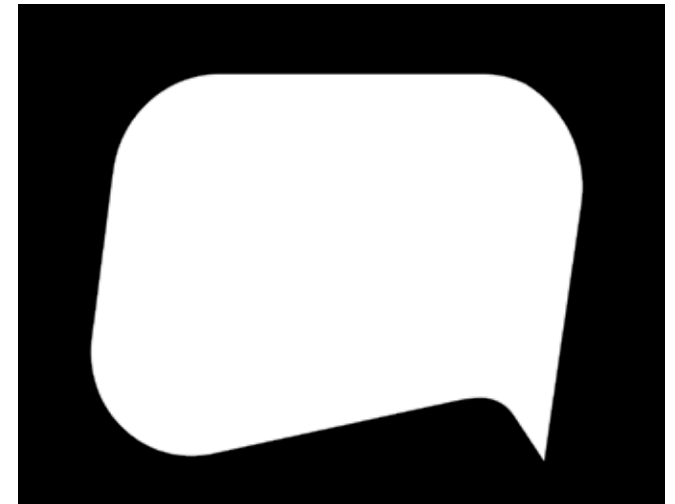
Outlined Version: Full Colour



Outlined Version: Reverse White



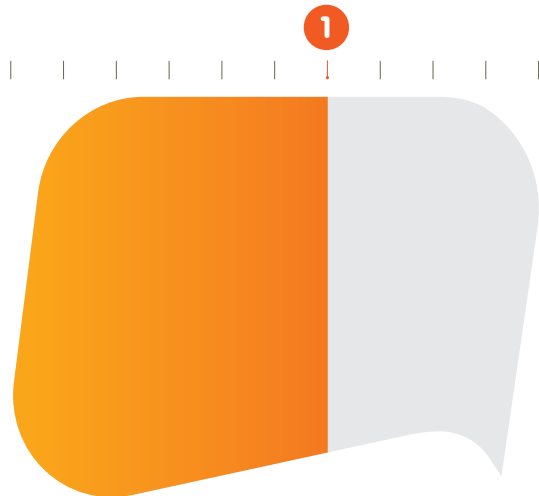
Full Reverse White



The Speech Bubble from our logo is used to underpin all designs and is thus, mandatory.



- 1 When used in the advertising templates, the device must be cropped from the left or right. To maintain brand visibility, it **cannot** be cropped more than **40%** of total width.



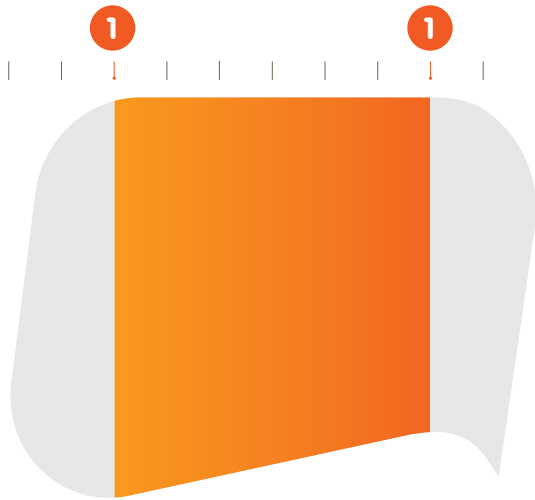
Example



The reverse white outlined device can be used as part of the image area.

Refer to page 26 for device variants.

The Speech Bubble from our logo is used to underpin all designs and is thus, mandatory.



- 1 In special case where the visual area is limited, the device can be cropped from the left and right up to 20% each side.

Example



- The reverse white outlined device can be used as part of the image area.

Refer to page 26 for device variants.

The Speech Bubble from our logo is used to underpin all designs and is thus, mandatory.



1 In this format, the device can only be cropped from the top or the bottom. It **cannot** be cropped more than **40%** of total height.

Example

The reverse white outlined device can be used as part of the image area.

Refer to page 26 for device variants.



The Speech Bubble from our logo is used to underpin all designs and is thus, mandatory.



- 1 In special case where the visual area is limited, the device can be cropped up to 60% from the bottom.

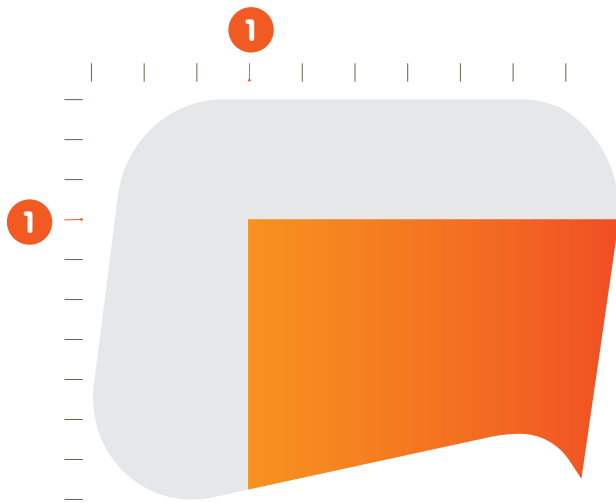
Example



The reverse white outlined device can be used as part of the image area.

Refer to page 26 for device variants.

The Speech Bubble from our logo is used to underpin all designs and is thus, mandatory.



- 1 In this mixed format, the device can be cropped on the left and top. It **cannot** be cropped more than **30%** of total width and height to maintain brand visibility.

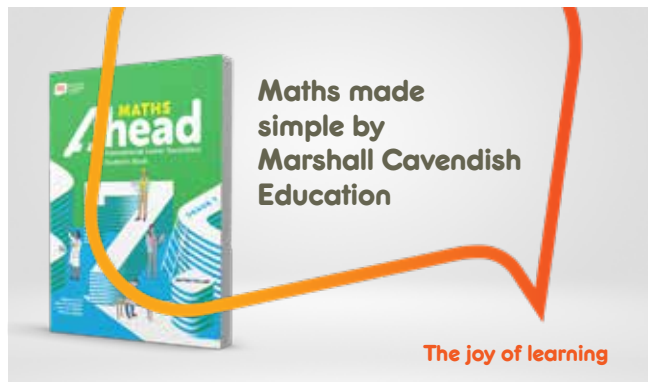
Example

The reverse white outlined device can be used as part of the copy area.

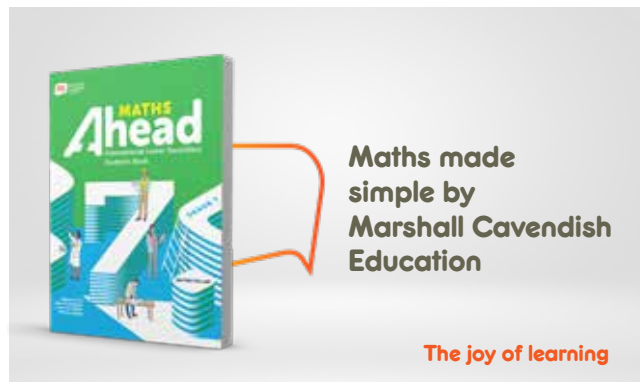
Refer to page 26 for device variants.



The examples shown here illustrate incorrect use of the Speech Bubble Device.



❌ Do not obstruct the focal point of an image with the Speech Bubble Device.



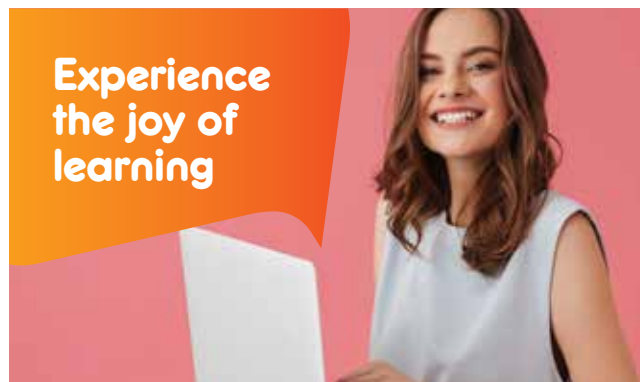
❌ Do not use the Speech Bubble Device less than 20% of the visual area and at non-heroic position.



❌ Do not change the device colour.



❌ Do not crop the Speech Bubble Device until it becomes unrecognizable.



❌ Ensure clarity at all times.



❌ Do not use the Speech Bubble Device as a bullet.

O4 Applications



Our business card represents our organisation and is therefore one of our most important marketing tools. Please ensure that the guidelines here are correctly and consistently applied.

Size

90mm (W) x 50mm (H)

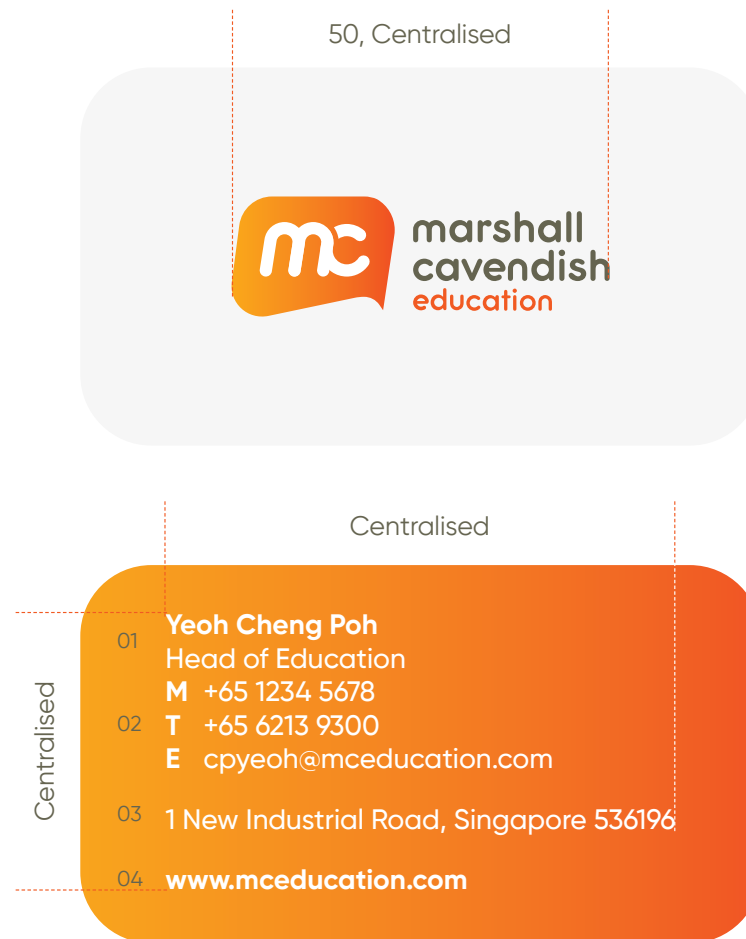
Typeface

- 01 Gilroy Bold, Gilroy Regular, 10.5pt, white
- 02 Gilroy Bold, Gilroy Regular, 10.5pt, white
- 03 Gilroy Regular, 10.5pt, white
- 04 Gilroy Bold, 10.5pt, white

Abbreviations

- M** Mobile
- T** Telephone
- E** Email

All dimensions are in millimeters



Size

210mm (W) x 297mm (H)

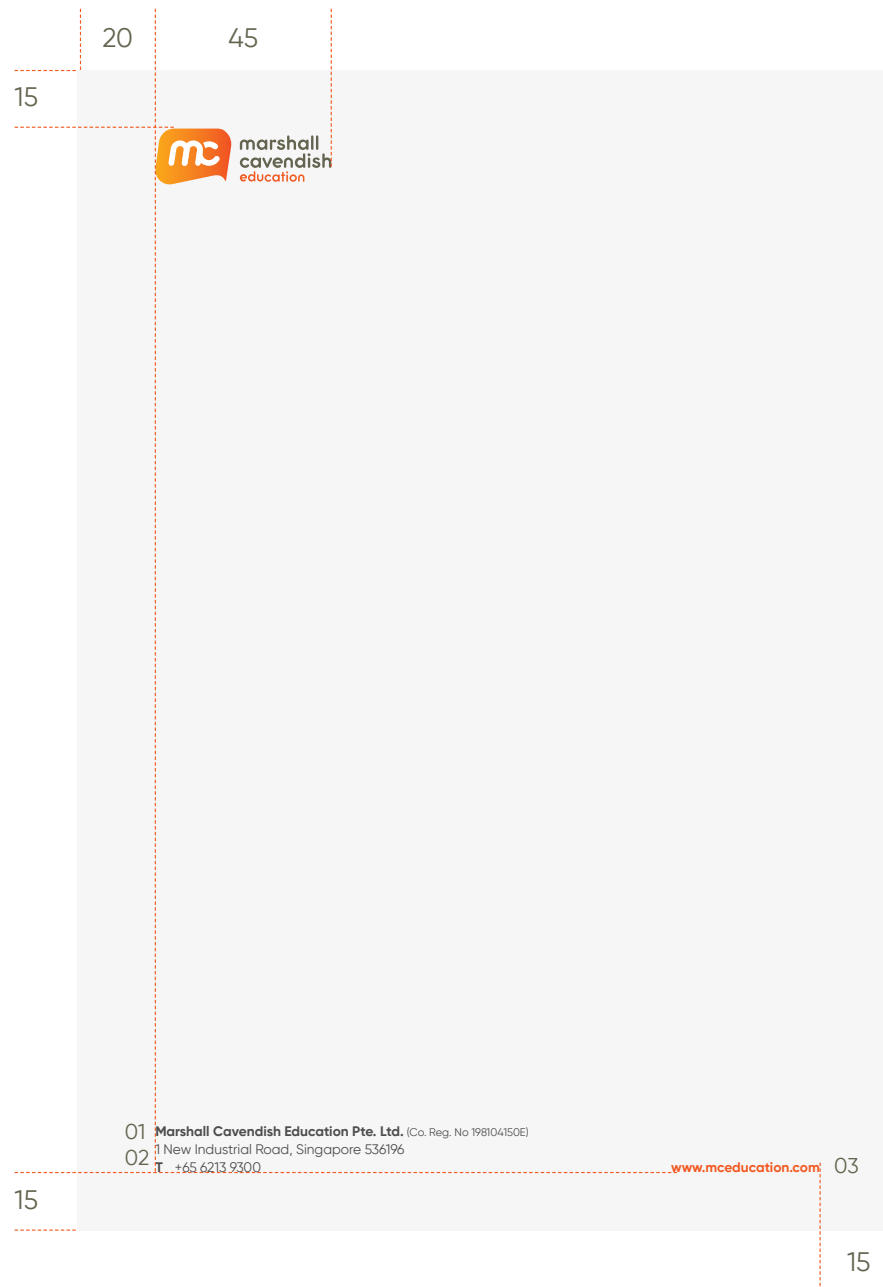
Typeface

- 01 Gilroy Bold, 10pt, K85
Gilroy Regular, 8pt, K85
- 02 Gilroy Bold, Gilroy Regular, 10pt, K85
- 03 Gilroy Bold, 10pt, Corporate Orange

Abbreviations

T Telephone

All dimensions are in millimeters



Size

220mm (W) x 110mm (H)

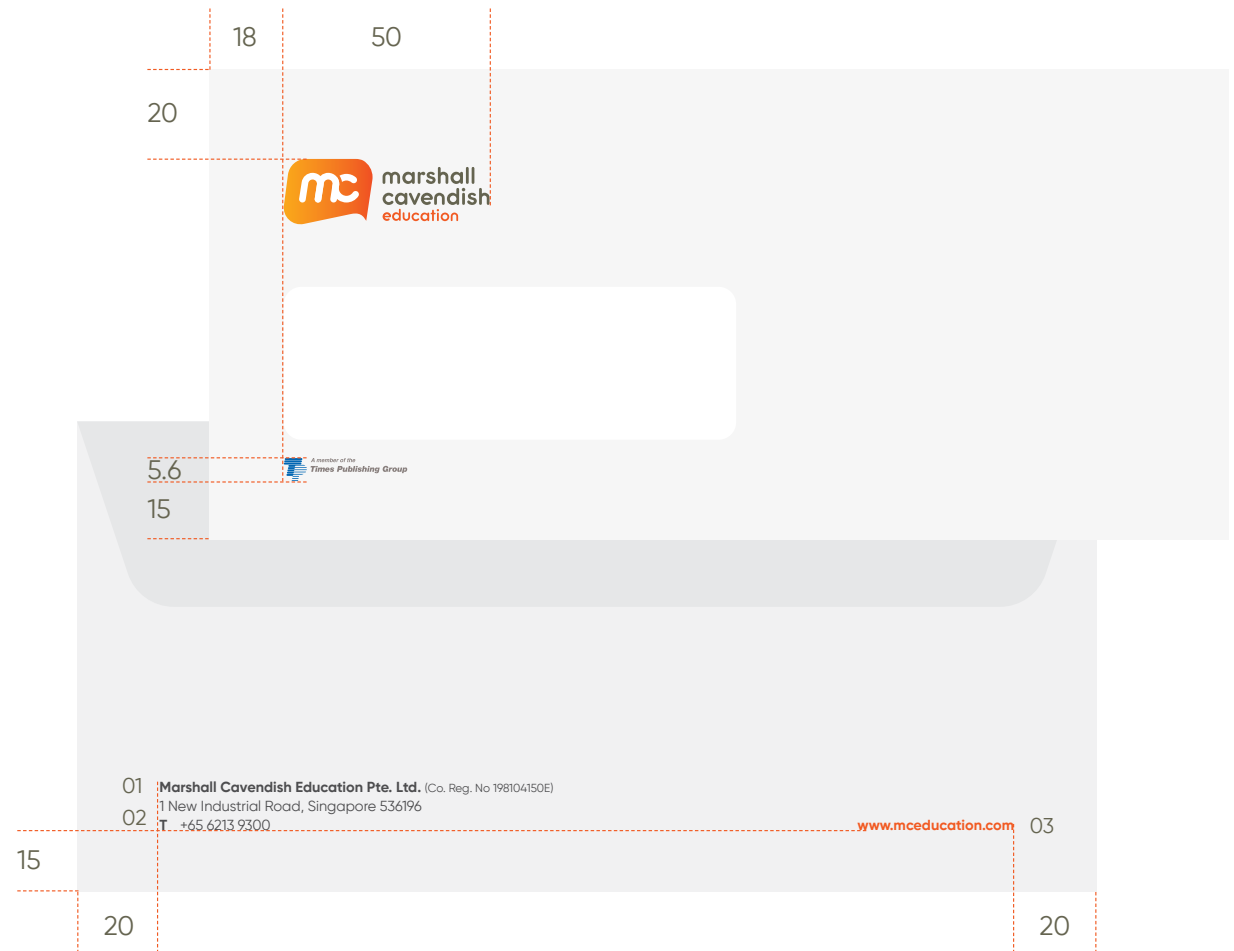
Typeface

- 01 Gilroy Bold, 10pt, K85
Gilroy Regular, 8pt, K85
- 02 Gilroy Bold, Gilroy Regular, 10pt, K85
- 03 Gilroy Bold, 10pt, Corporate Orange

Abbreviations

T Telephone

All dimensions are in millimeters



Size

220mm (W) x 110mm (H)

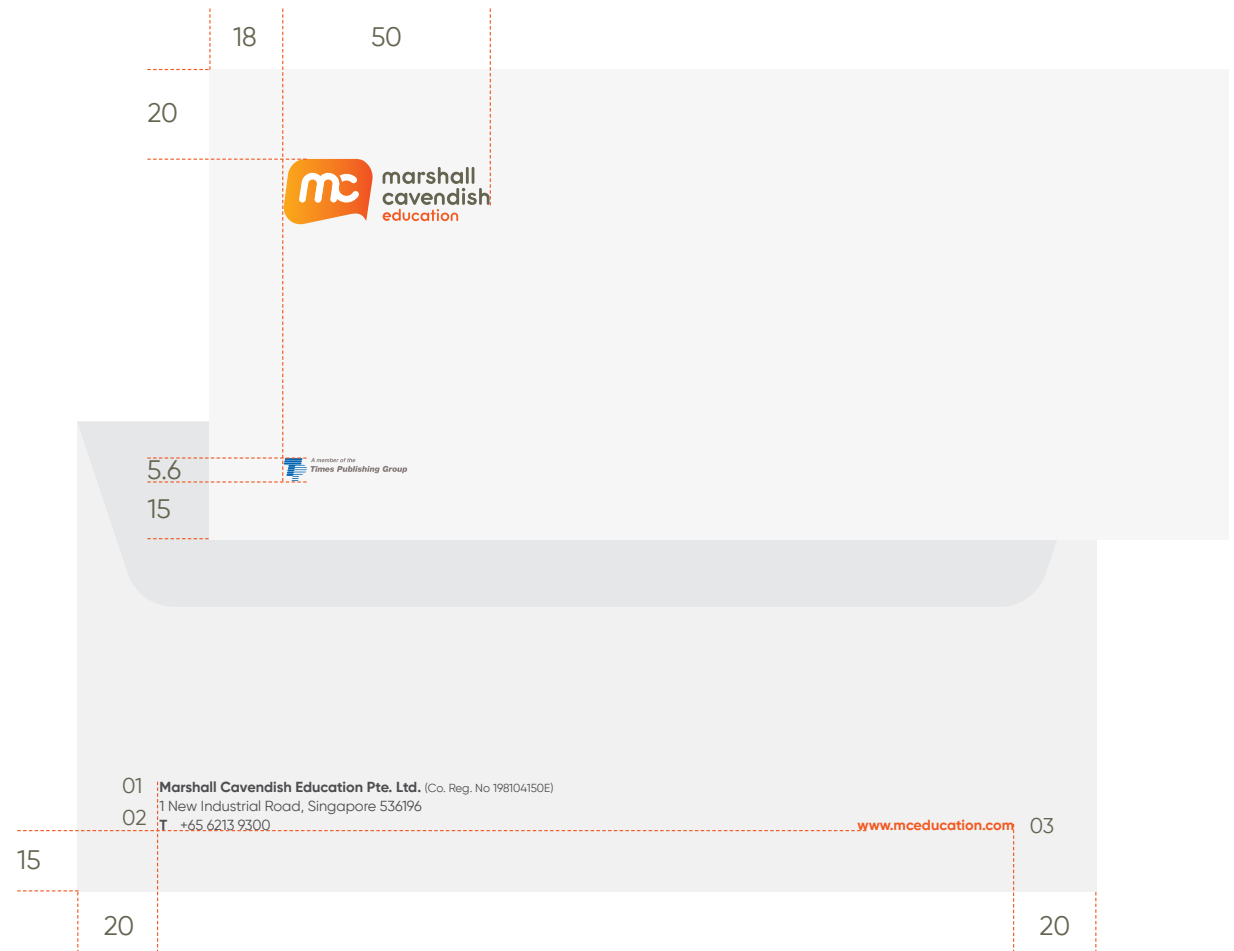
Typeface

- 01 Gilroy Bold, 10pt, K85
Gilroy Regular, 8pt, K85
- 02 Gilroy Bold, Gilroy Regular, 10pt, K85
- 03 Gilroy Bold, 10pt, Corporate Orange

Abbreviations

T Telephone

All dimensions are in millimeters



Size

324mm (W) x 229mm (H)

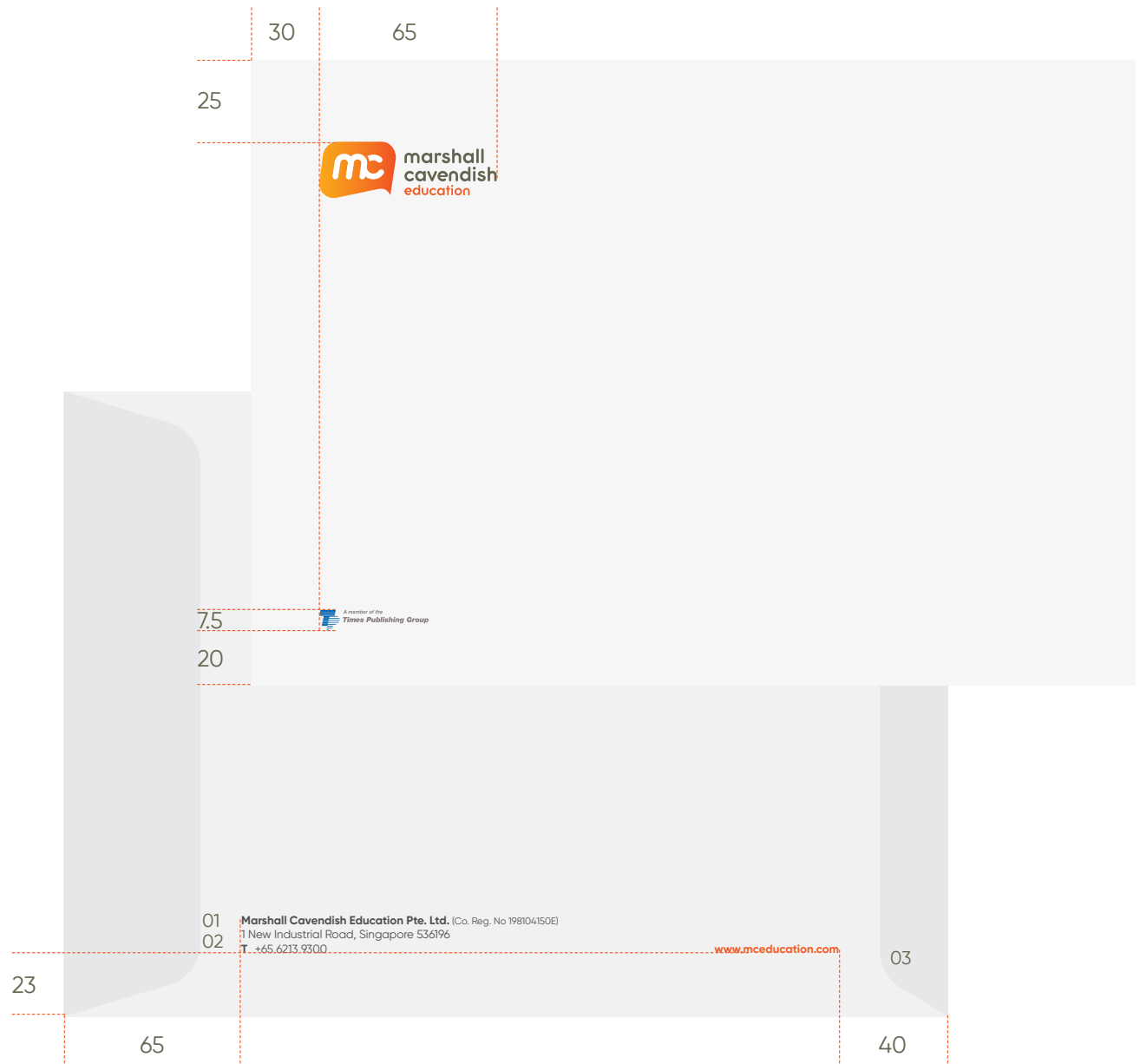
Typeface

- 01 Gilroy Bold, 12pt, K85
Gilroy Regular, 10pt, K85
- 02 Gilroy Bold, Gilroy Regular, 12pt, K85
- 03 Gilroy Bold, 12pt, Corporate Orange

Abbreviations

T Telephone

All dimensions are in millimeters

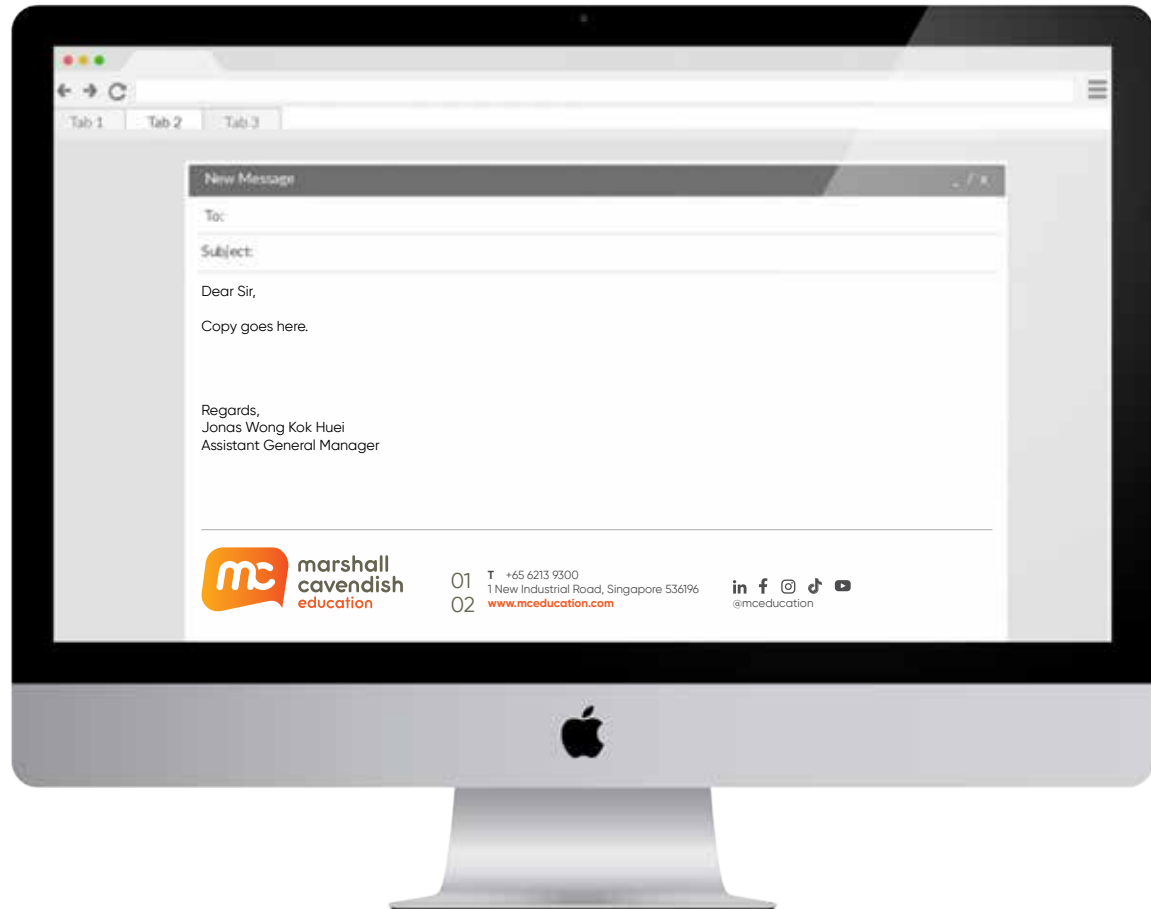


Typeface

- 01 Gilroy Bold, Gilroy Regular, K85
- 02 Gilroy Bold, Corporate Orange

Abbreviations

- T Telephone



Size

1920pxl (W) x 1080pxl (H)

Typeface

01 Frankfurter D, Corporate Orange

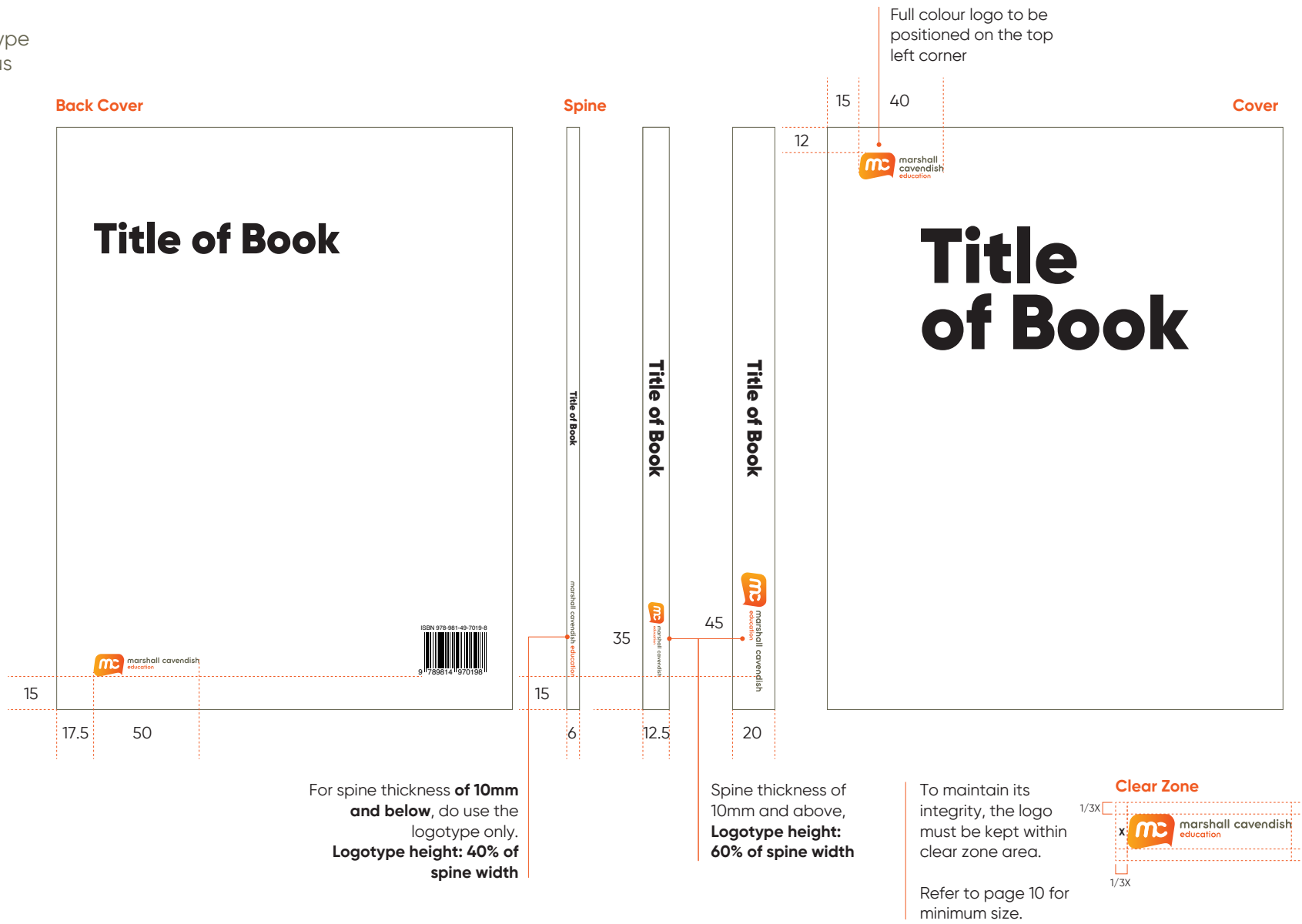
Option



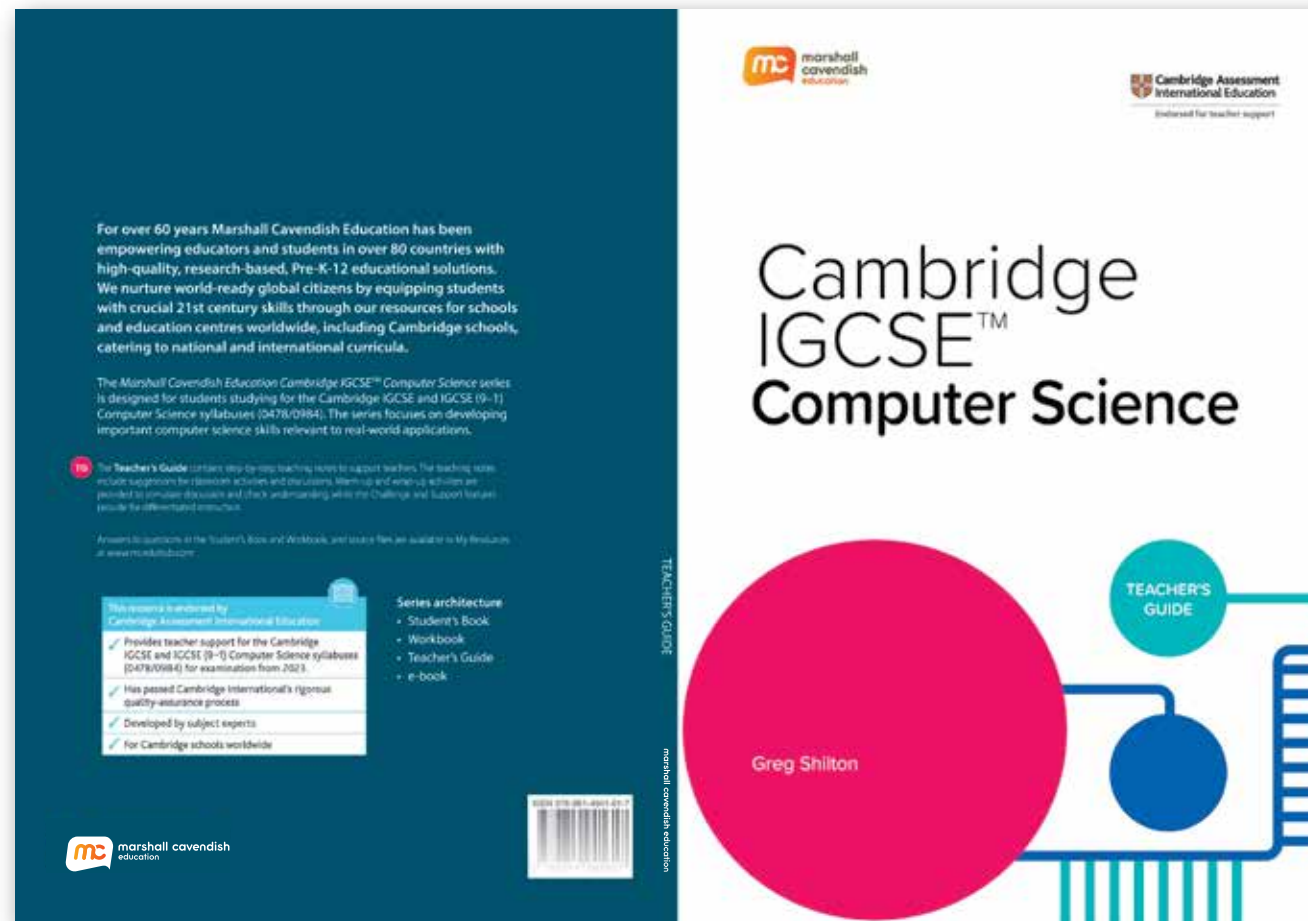
Following is a sample of the application of the Marshall Cavendish Education logotype on the book spines of various depth and thickness.

Shown here are the basic grid and outlines based on Marshall Cavendish Education logo.

All dimensions are in millimetres



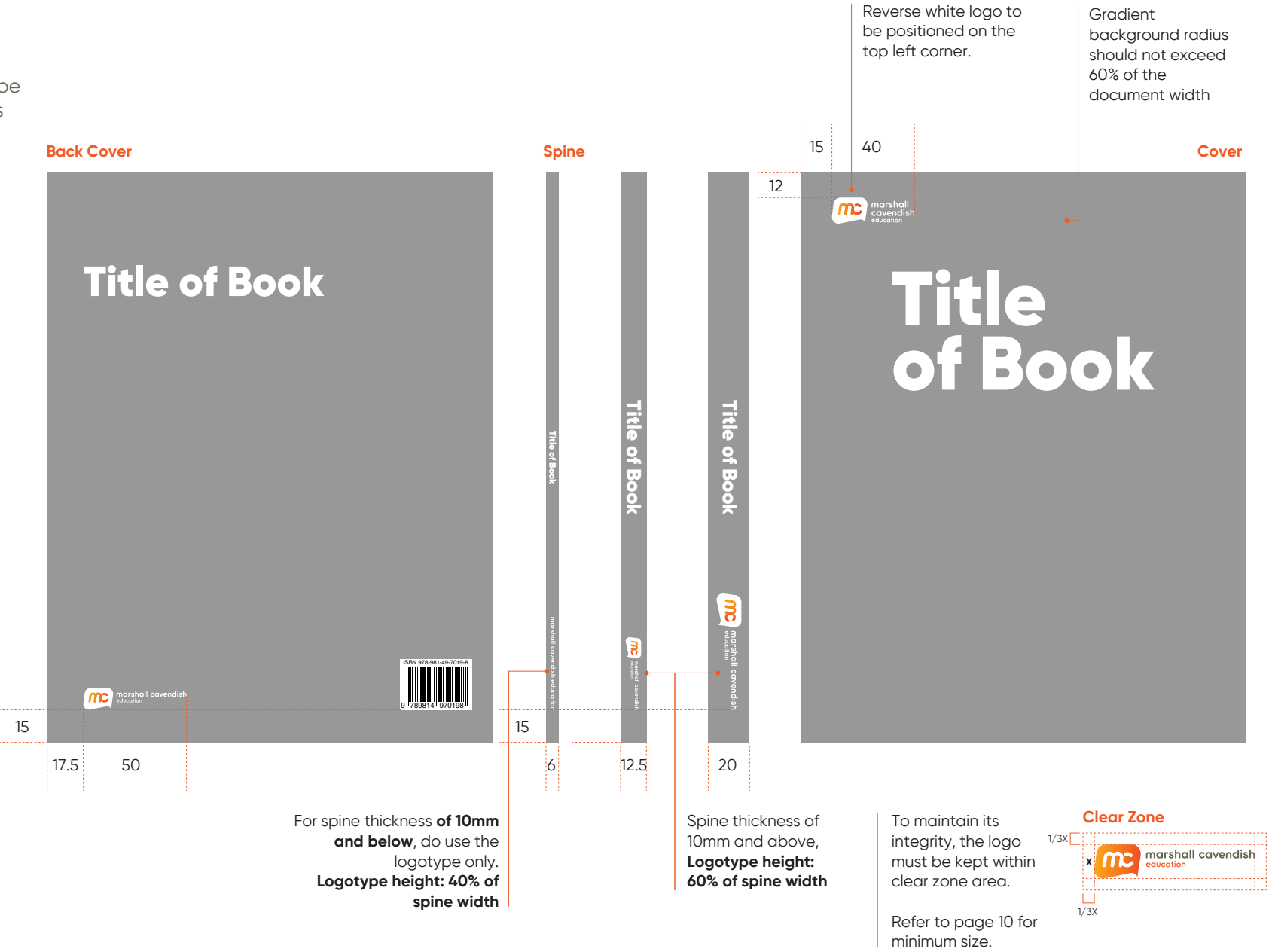
Example



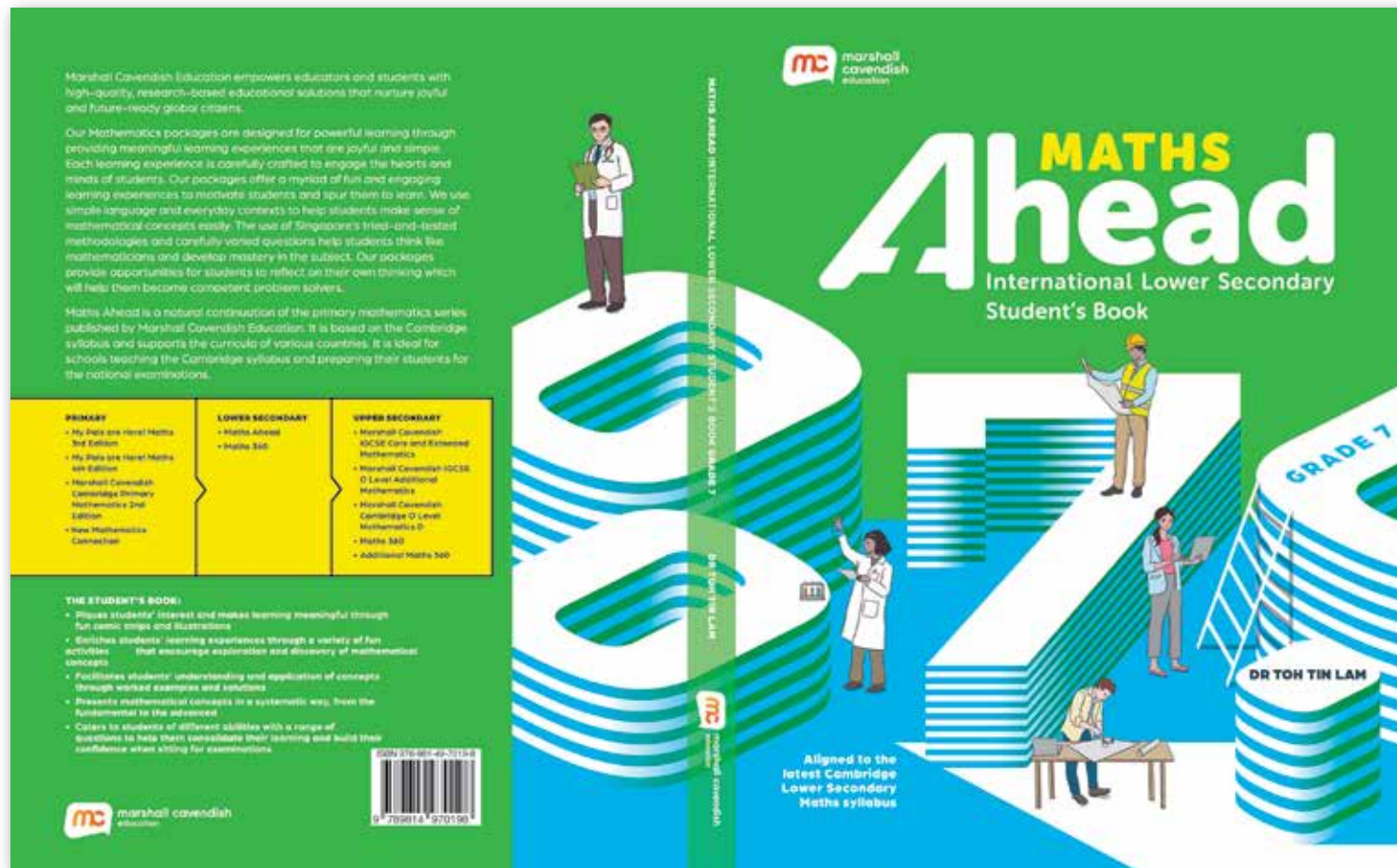
Following is a sample of the application of the Marshall Cavendish Education logotype on the book spines of various depth and thickness.

Shown here are the basic grid and outlines based on Marshall Cavendish Education logo.

All dimensions are in millimetres



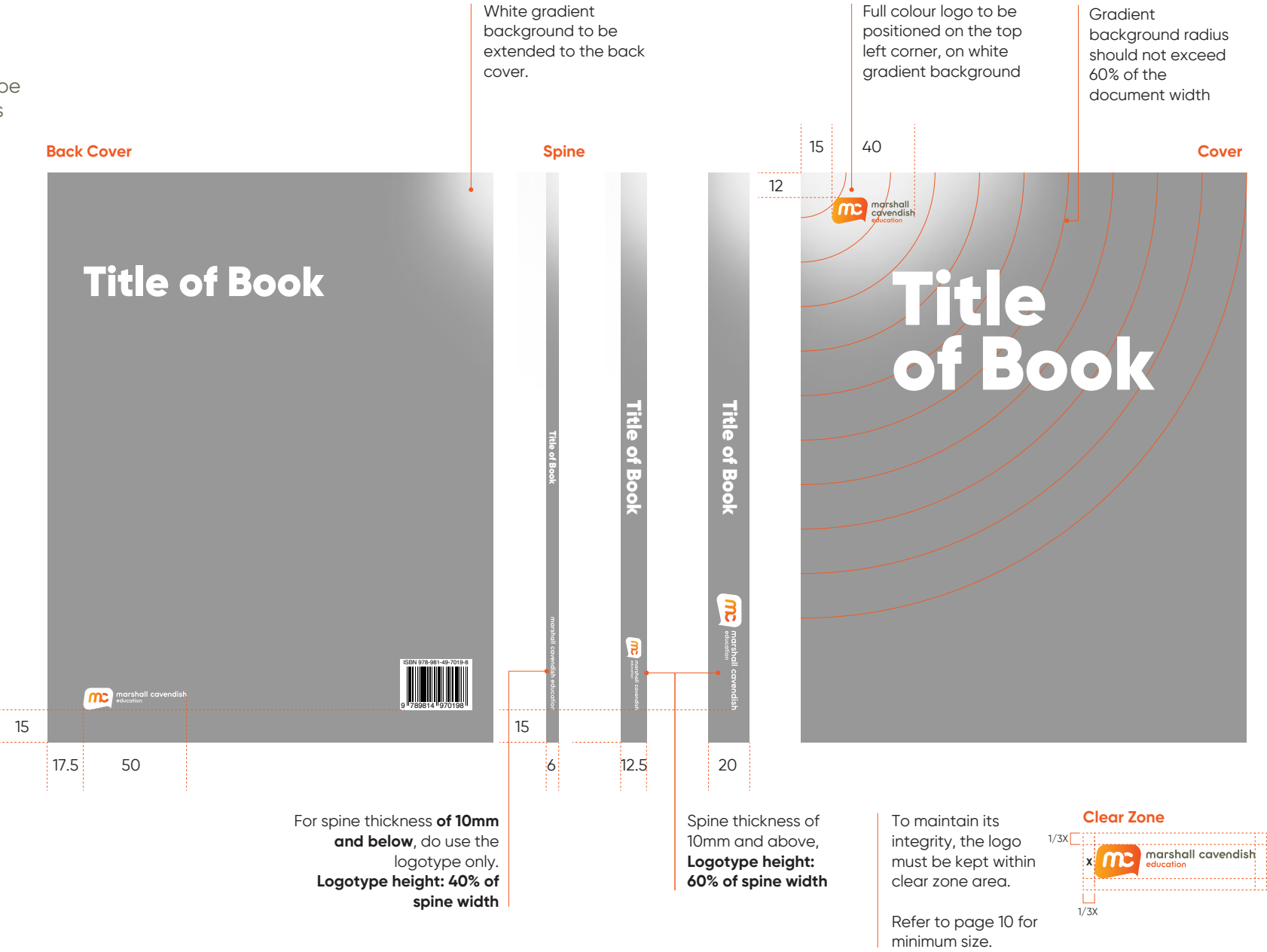
Example



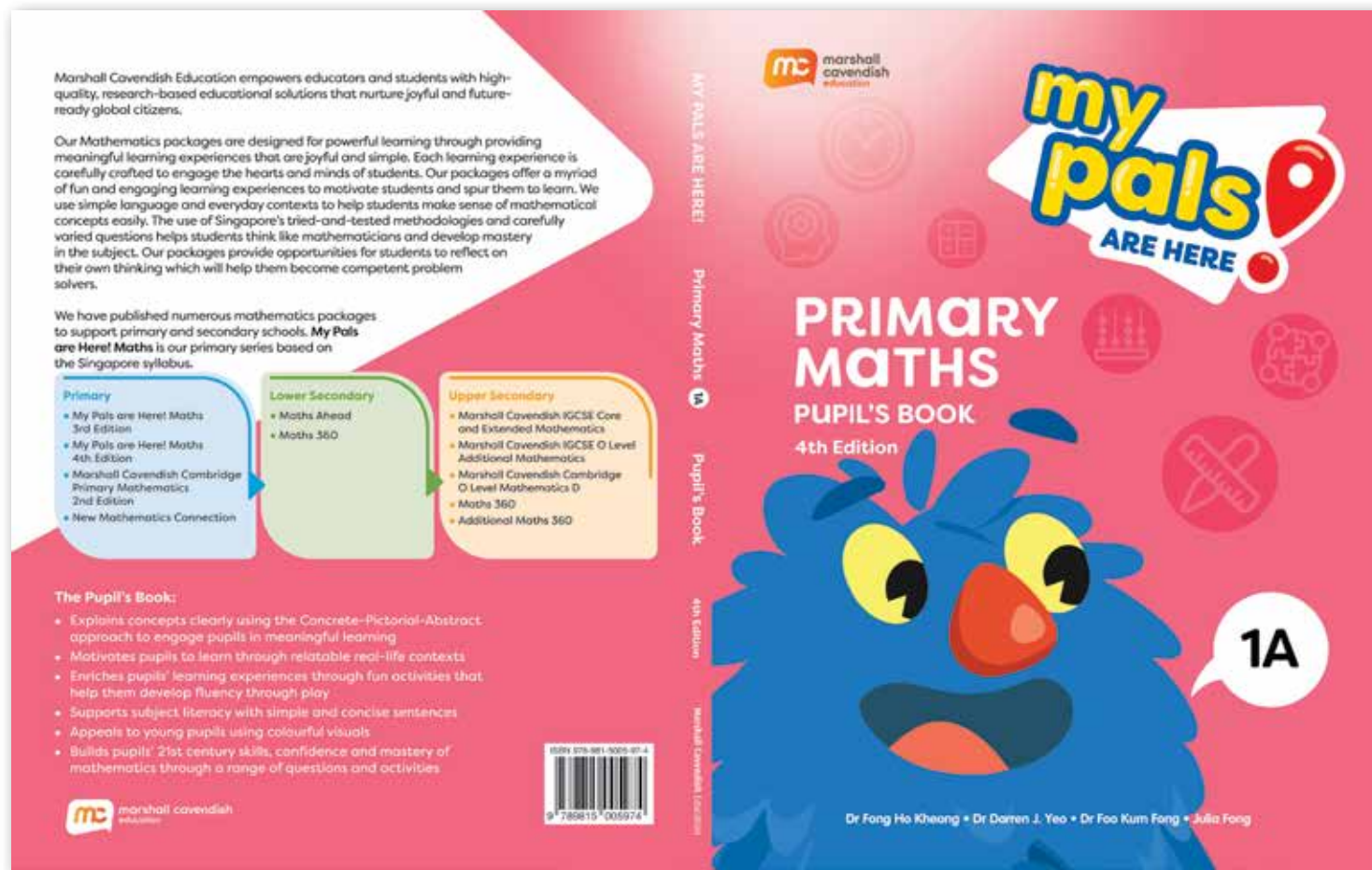
Following is a sample of the application of the Marshall Cavendish Education logotype on the book spines of various depth and thickness.

Shown here are the basic grid and outlines based on Marshall Cavendish Education logo.

All dimensions are in millimetres



Example



Size

2.5ft (W) x 6ft (H)

Typeface

01 Frankfurter D

02 Gilroy Medium

1 column

01

02



White Polo T

Marshall Cavendish Education logo to be placed on the top right of the Polo T.

Logo height: 20mm



Orange Polo T

Reverse white Marshall Cavendish Education logo to be placed on the top right of the Polo T.

Logo height: 20mm



O5 Digital Touchpoints



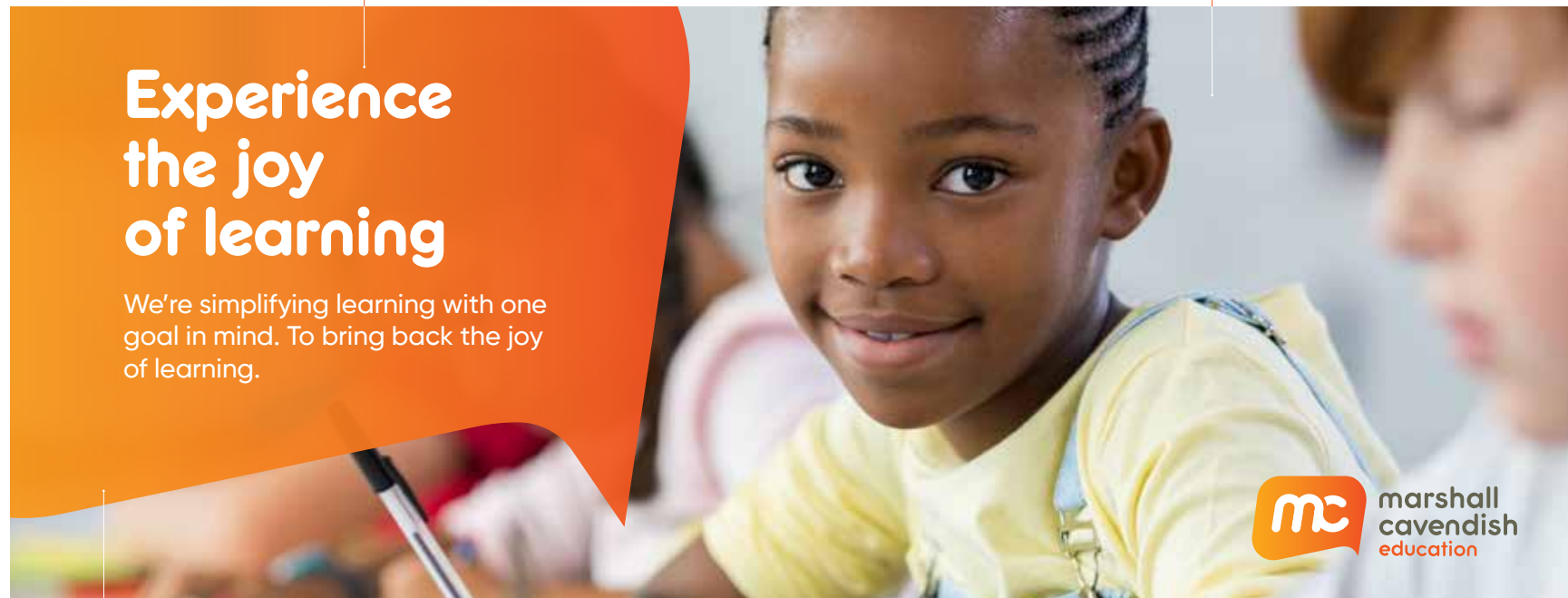
A set of core design principles helps unite all our communication touchpoints with a consistent visual expression.

✗ Don't use too many words.

✓ Keep headline clear and simple for the audience. To enable our audience to understand what we say with utmost clarity.

✗ Don't use poor images.

✓ Images should reflect joy, confidence, professionalism.



✗ Don't misuse brand assets.

✓ Engage with our brand assets and use them to bring out images and copy in interesting ways.

✗ Don't go offbook

✓ It is important our brand appears consistent across all communications.

Size

820pxl (W) x 312pxl (H)

Typeface

01 Frankfurter D

02 Gilroy Medium

1 column

01

**Experience
the joy
of learning**

02

We're simplifying learning with one goal in mind. To bring back the joy of learning.



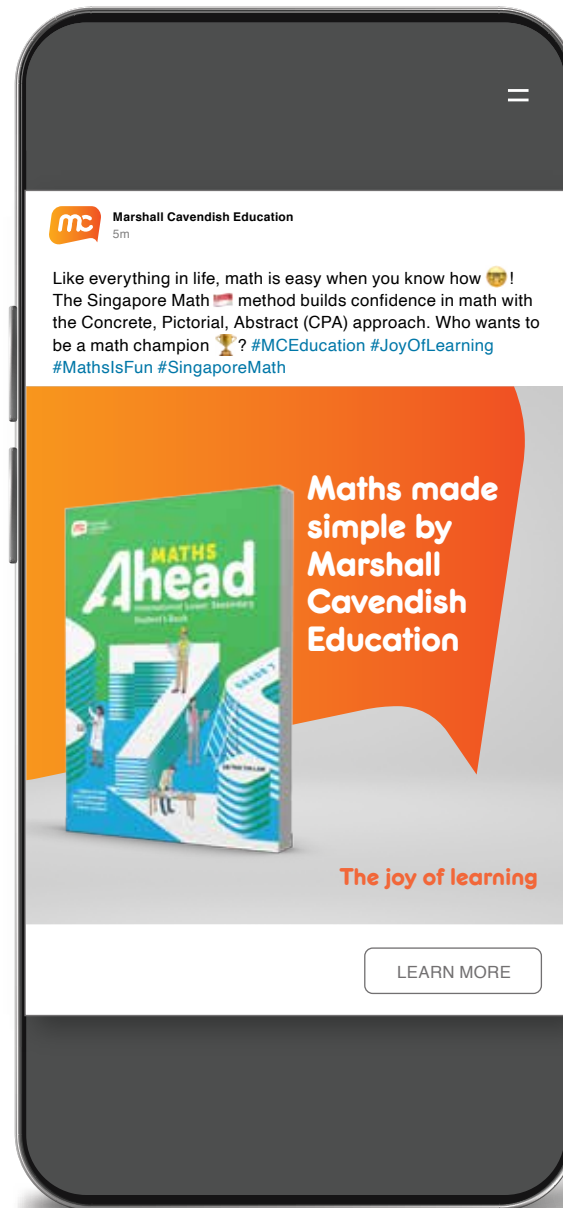
Size

1080pxl (W) x 1080pxl (H)

Typeface

01 Frankfurter D

02 Frankfurter D



1 column



Size

2560pxl (W) x 1440pxl (H)

Typeface

- 01 Frankfurter D
- 02 Gilroy Medium

1 column

01

Experience the joy of learning

02

We're simplifying learning with one goal in mind. To bring back the joy of learning.



Size

1584pxl (W) x 396pxl (H)

Typeface

- 01 Frankfurter D
- 02 Gilroy Medium

1 column



01

02

Size

120pxl (W) x 600pxl (H)

Typeface

- 01 Frankfurter D
- 02 Gilroy Medium
- 03 Gilroy Bold

1 column

01

02

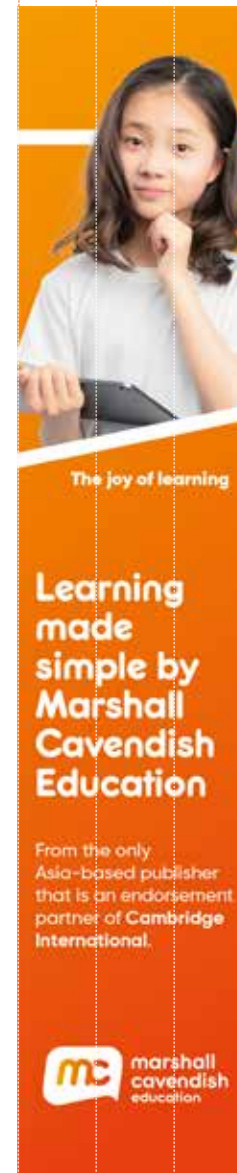


1 column

01

02

03



Size

300pxl (W) x 600pxl (H)

Typeface

- 01 Frankfurter D
- 02 Gilroy Medium
- 03 Gilroy Bold

1 column

01

02



**Experience
the joy
of learning**

We're simplifying learning with one goal in mind. To bring back the joy of learning.

mc marshall cavendish education

1 column

01

02

03



The joy of learning

**Learning made
simple by
Marshall Cavendish
Education**

From the only Asia-based publisher that is an endorsement partner of Cambridge International.

mc marshall cavendish education

Size

970pxl (W) x 90pxl (H)

Typeface

- 01 Frankfurter D
- 02 Gilroy Medium
- 03 Gilroy Bold

1 column

01

02



03

O6 Video



Size

1920pxl (W) x 1080pxl (H)



Don't use the full logo



Logo bug is not compulsory but should it be required, its position is on the top right corner.



The joy of learning



Don't use too many words.



Keep subtitle clear and simple for the audience. Drop shadow is allowed on light colour background for legibility.

Typography: Frankfurter D



Don't go offbook



It is important our brand appears consistent across all communications.

Size

1920pxl (W) x 1080pxl (H)

Typeface

01 Frankfurter D

Full Colour Version

01



Reverse White Version

01



There are two versions of logo animation; logo full montage (long version) and logo only (short version).

Size

1920pxl (W) x 1080pxl (H)

Long Version



Short Version

