# Mapon logo

Whatever the content, Mapon logo shouldn't be the dominant part of it. The logo should be used as an element that draws attention to the sender of the message that is Mapon. However, it shouldn't in any way overshadow the main message of the content.

Use of the logo

By nature the logo is simple with no apparent borders. It consists of a stylized location mark that forms the "o" letter in the company name. A simplified version of the logo is the location mark that is primarily used in smaller marketing materials, such as stickers etc. The location mark allows Mapon to be differentiated from other competitors and clearly showcases the field of business that the company operates in.
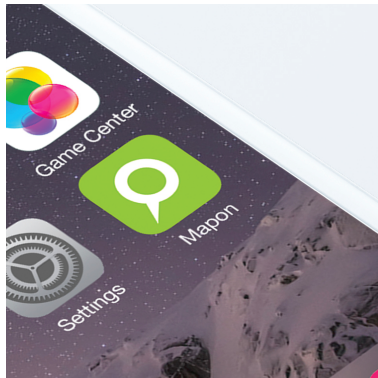
How not to use the logo

Wrong use of colours

The pin needs to be highlighted (on solid colour backgrounds)
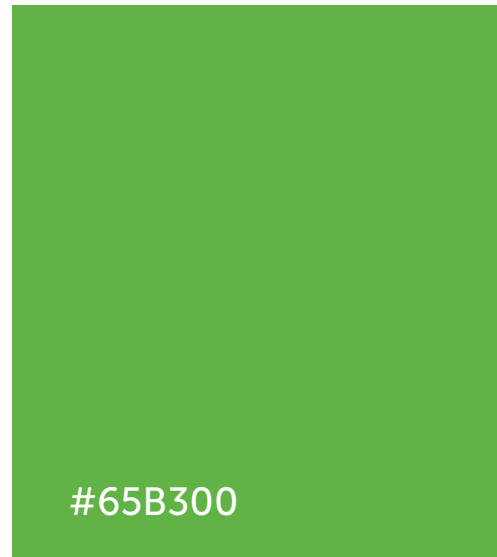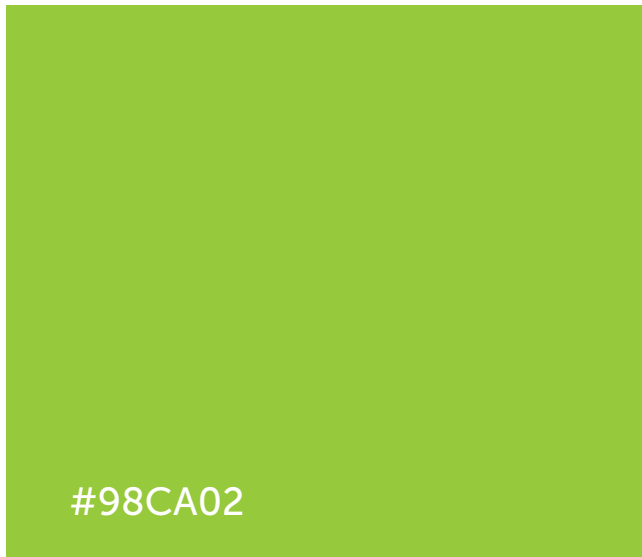
How to get the logo?

In order to use the logo for any company-related matters, you need to be able to specifically define what size and format of the logo you need and for what purpose.We have gathered a batch of the most frequently used logo sizes and formats and made it accessible at our website.

However, if you don't find what you need there, please do not hesitate to contact our Marketing Manager via marketing@mapon.com to request help with any materials necessary.
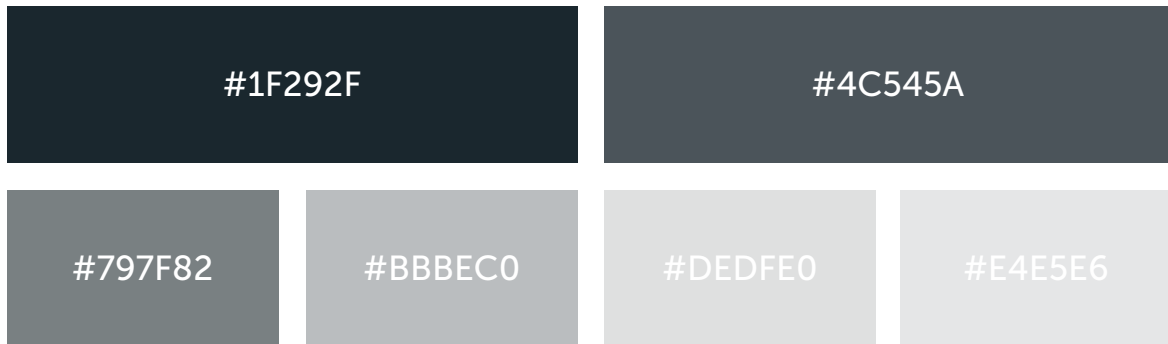
Colours

In the internal and external materials, such as marketing brochures, presentation templates, business cards, web page etc. a specific colour palette should be used to maintain the brand identity. The main colour is #98CA02

Primary colours

#98CA02

#65B300

Secondary colours

#1F292F	#4C545A

#797F82	#BBBEC0	#DEDFE0	#E4E5E6

Complementary Colours

#2286C8	#FCB316	#EF3F45

#947FBB	#65C7C5	#843A1C