MEGALADATA

The MEGALADATA Brand Guide

Our Brand Identity 2024

Brand Palette

Find out what sets us apart by learning about the Megaladata brand and referencing our brand guidelines.

- Brand Colors
- Logo
- Modular Grid
- Color Variations
- Incorrect Logo Usage
- Typography
- Presentations

MEGALADATA

Brand Colors

MEGALADATA BASE

HEX: #01A9C1
CMYK: 75, 9, 23, 0
RGB: 1, 169, 193

MEGALADATA DARK BLUE

HEX: #019CB2
CMYK: 78, 17, 27, 2
RGB: 1, 156, 178

MEGALADATA LIGHT

HEX: #BFF0FF
CMYK: 27, 0, 3, 0
RGB: 191, 240, 255

MEGALADATA LIGHT 2

HEX: #E9F8FF
CMYK: 11, 0, 1, 0
RGB: 233, 248, 255

MEGALADATA LIGHT 3

HEX: #F3FBFF
CMYK: 6, 0, 0, 0
RGB: 243, 251, 255
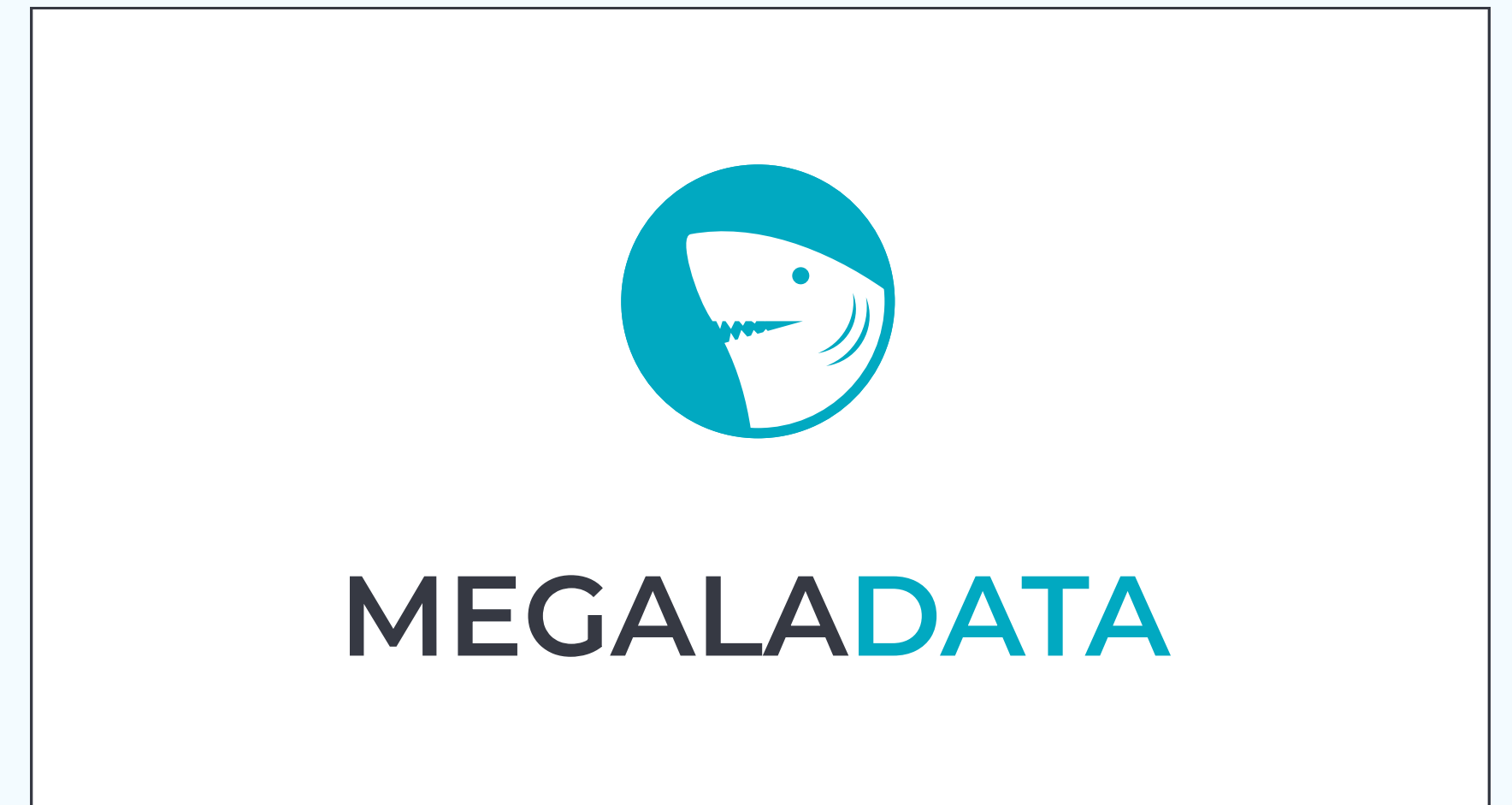
MEGALADATA DARK GRAY   HEX: #363943

Logo

The Megaladata logo is the main, most recognizable symbol of our brand. To maintain the integrity of our brand, it is crucial to use the logo correctly and consistently.

The Megaladata logo is a shark in a circle, accompanied by our wordmark. It can be used in horizontal or vertical lockup variations.

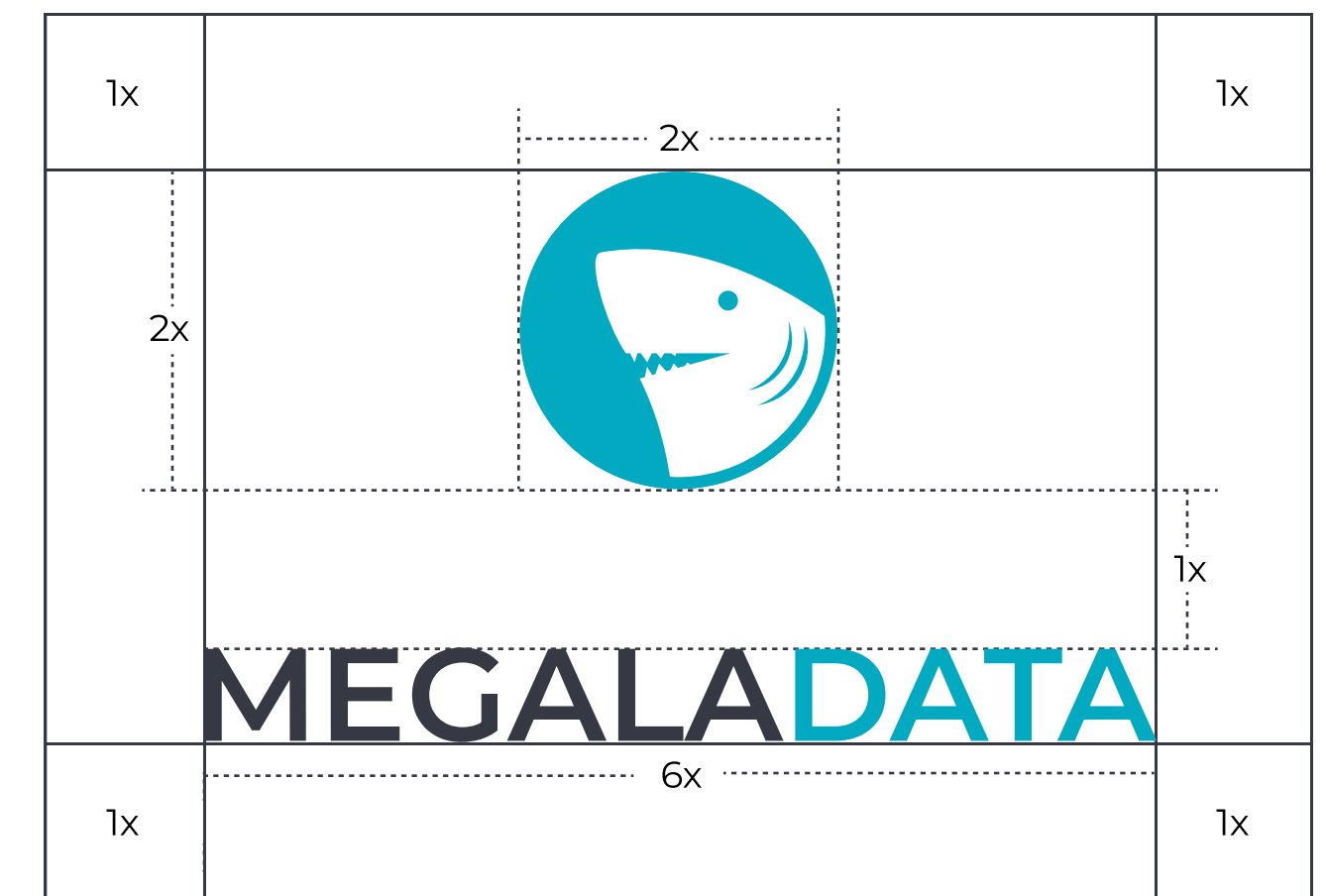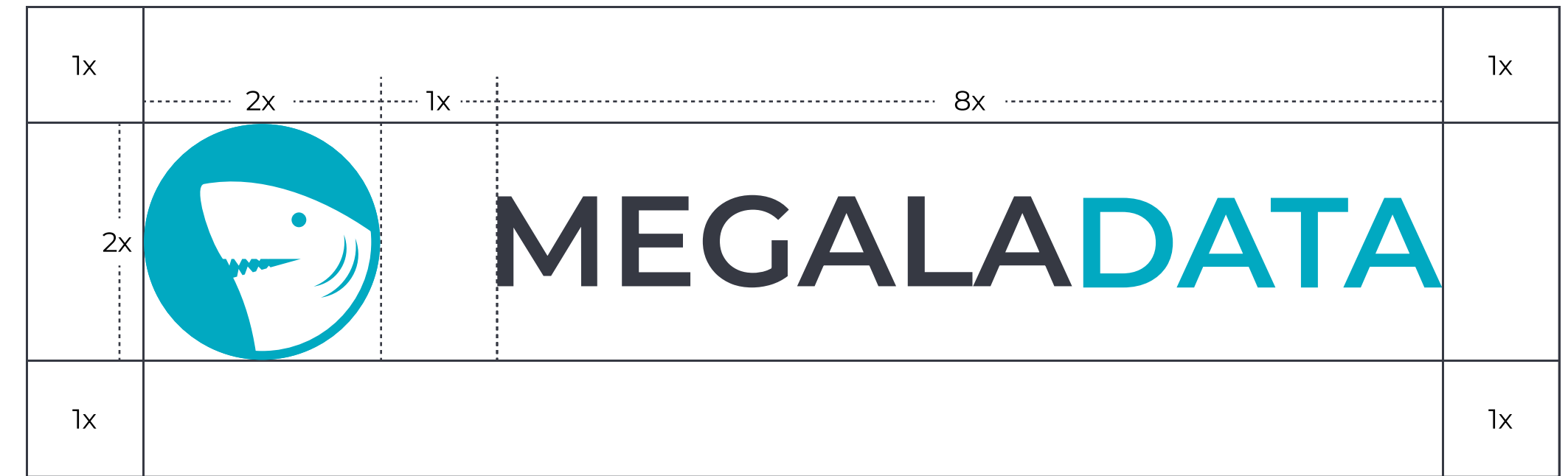Please do not edit, alter, distort, repaint, or rebuild the logo.

The Megaladata logo in a horizontal lockup

The Megaladata logo in a vertical lockup

Modular **Grid**

Both horizontal and vertical logo arrangements are grid-based. All the sizes are shown in relative units (x). To maximize impact and ensure readability, a protected area around the logo should be maintained. Regardless of what version of the logo you are using, there needs to be enough clear space. The Megaladata logo is an integral composition, this is why it is critical to maintain all the proportions and inter-element distances.
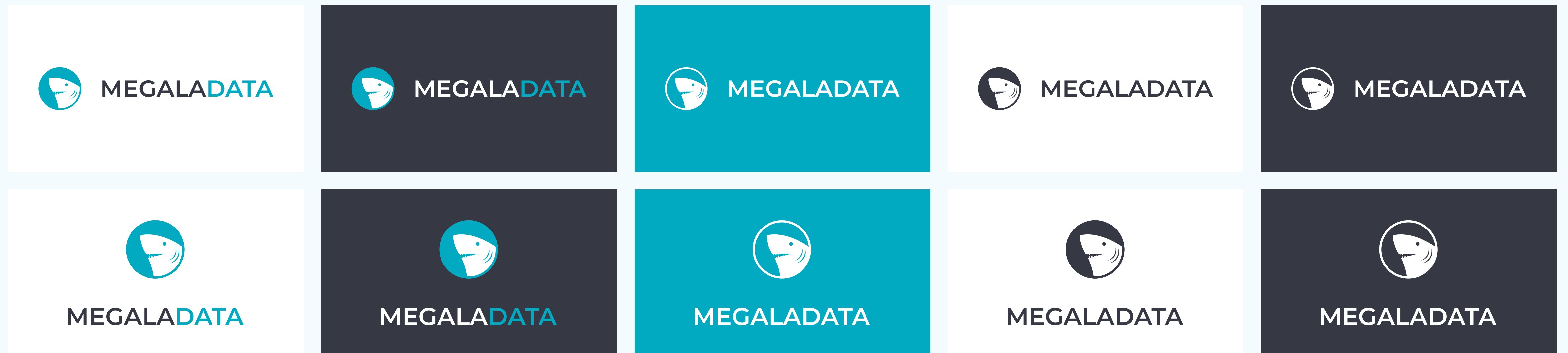
Color Variations

The Megaladata logo is available in the following color versions.

On light backgrounds, please use the versions with black/black-and-blue wordmarks.
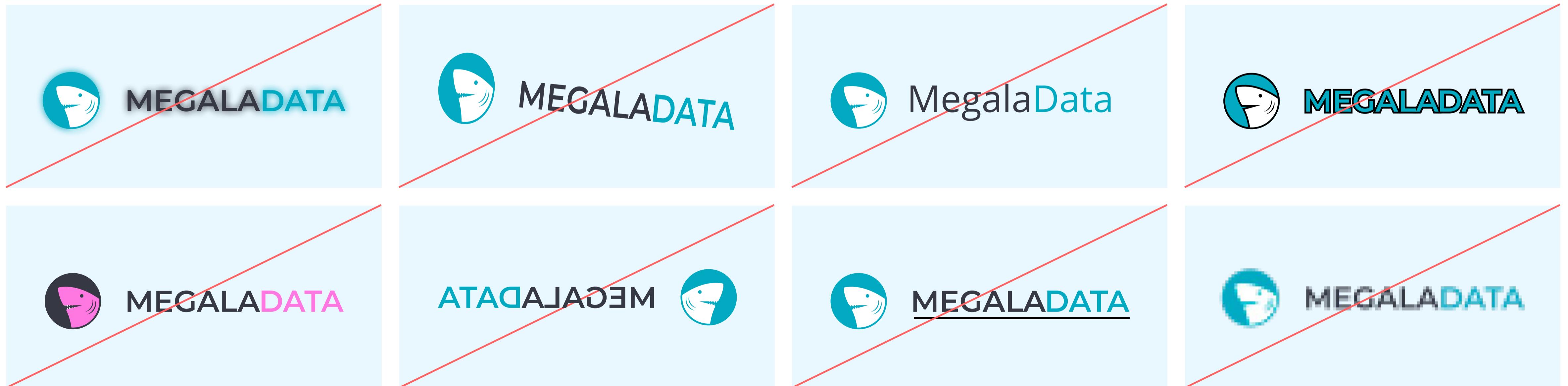
On dark backgrounds, please use the inverted color logos
(white/white-and-blue wordmark).

Incorrect Logo Usage

Always use the logo according to these guidelines. Any misuse of the Megaladata logo lowers the impact of our brand identity and can jeopardize its legal protection.

Please do not edit, alter, distort, repaint the logo, or build your own lockups.

Typography

Our primary typeface is Montserrat. Its modern-yet-timeless characters and flexible font weights represent perfectly our brand personality.

Use Bold for headlines and highlighted paragraphs.

Regular typography should be used for all body text and non-headline communications.

MONTSERRAT

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890$%&(,.;:#!?)

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890$%&(,.;:#!?)**

Presentations

Our presentation template is a set of slides that have been customized to fit the Megaladata branding. The template includes the logo, font styles, colors, and other visuals that represent the Megaladata identity.

MEGALADATA

SLIDE TITLE
Slide caption

Sample header

Sample text

- Second level
  - Third level
    - Fourth level
      - Fifth level

Slide title