MINDJET BRAND GUIDELINES

Style Guide

Use these guidelines as a reference to deploy Mindjet brand elements including logos, color, and typography.
# Contents

## THE MINDJET LOGO
- Logo Lockup Choices 3
- Logo Color Choices 3
- Clear Space 4
- Minimum Sizes 5
- Incorrect Logo Usage 6
- Logo Usage With Images 7

## TYPOGRAPHY
- Primary Typography layout Examples 9
- Secondary Typography Layout Examples 10

## COLOR
- Primary Brand & Product Colors 11
- Secondary Brand Colors 12
- Accent Colors 12

## PRODUCTS
- Product Logos 13
- Clear Space 14
- Minimum Sizes 15
- Combining Product Logos With Mindjet 16
- Mindmanager Sub-Names 17
- Incorrect Logo Usage 18

## VISUAL ASSET LINKS 19
The Mindjet Logo

The Mindjet logo is the core signifier of our brand, and it is imperative that it be used consistently without alteration.

LOGO LOCKUP CHOICES
Mindjet has two logo lockups: A primary horizontal lockup and an alternate vertical lockup. Use the horizontal lockup whenever possible, and reserve the vertical lockup for tight spaces.

LOGO COLOR CHOICES
While it's preferable to use the full color logo, there are cases where the logo will need to be used on a dark or red background. Use the alternate gray logo provided here to maximize visibility.
CLEAR SPACE

For optimal visibility, it is important to maintain a minimum amount of clear space around the logo. The clear space for the primary Mindjet logo is equal to the height of the lowercase “m”. For the vertical logo, it is equal to the height of the lowercase “j”. These are represented by “x” in the diagrams.
MINIMUM SIZES

When used at small sizes, some elements of the logo can become illegible. In most instances there will be room to use the logo at or above the minimum size indicated below. In rare cases where the logo needs to be smaller, use the versions dedicated for use at small sizes to maintain clarity.

PREFERRED LOGO MINIMUM SIZE .25 INCHES OR 18 PIXELS HIGH

ALTERNATE LOGO MINIMUM SIZE .83 INCHES OR 60 PIXELS HIGH

SMALL LOGO MINIMUM SIZE .125 INCHES OR 9 PIXELS HIGH

SMALL LOGO MINIMUM SIZE .46 INCHES OR 33 PIXELS HIGH
INCORRECT LOGO USAGE

In addition to interfering with brand recognition, any unapproved alterations or usages of the Mindjet logo can compromise its status as a legal trademark. The logo should only be used as prescribed in this document. Below are some examples of common logo misuses.

- Do not use any part of the logo as a pattern
- Do not stretch
- Do not alter logo colors
- Do not place on patterns or colors
- Do not alter logo ratios or lockup
- Do not rotate
- Do not place in separate backgrounds
- Do not place on an image
LOGO USAGE WITH IMAGES

As shown on page seven, the Mindjet logo will often become obscured when used directly over an image. For optimal visibility, always use a block of white or gray to create a space for the logo. This also has the added benefit of making text more legible.
Typography

Typography acts as an extension of the logo to communicate our company identity. When used consistently, Mindjet's brand typefaces create a cohesive and recognizable voice.

**BERTHOLD AKZIDENZ GROTESQUE**
This is Mindjet's primary brand typeface. Its web and Typekit alternate is Aktiv Grotesque.

**ROCKWELL**
This is Mindjet's secondary typeface. It is to be used for quotes and call-outs only. Its web and Typekit alternate is Museo Slab.

**ARIAL**
Arial is Mindjet's default typeface. It is only to be used as a last resort when Akzidenz Grotesque is unavailable. Do not under any circumstances use Calibri or Verdana.
PRIMARY TYPOGRAPHY LAYOUT EXAMPLES

Use the standard hierarchy options provided here to communicate with Mindjet’s typefaces effectively and on-brand. Though it’s not necessary to use the exact point sizes shown here, it is important to create similar relationships among headlines, subheads, and body copy.

WHAT IS TYPOGRAPHIC HIERARCHY?

Typographic hierarchies utilize the various weights and sizes of a font to create emphasis for the content in a document, and to communicate the structure of a layout.

EYEBROW 10PT, BOLD, ALL CAPS
HEADLINE 48PT, LIGHT, TITLE CASE
SUBHEAD 18PT, REGULAR, TITLE OR SENTENCE CASE
BODY COPY 14PT, LIGHT, SENTENCE CASE
SECONDARY TYPOGRAPHY LAYOUT EXAMPLES

Call outs and pull quotes emphasize an important piece of information or a quotation contained within the text of a document. A good rule of thumb is to use a point size greater than the subheads, but smaller than the headline.

It is also helpful to add a visual separator, like the hairline rule placed in the examples below. Akzidenz and Rockwell are both appropriate options for use on call outs and pull quotes.

---

**Headline**

Subhead

Body Copy Lorem ipsum dolor sit amet, sed errem dolor id, eos patrioque dissentias cotidieque at. Admodum hen

“A good rule of thumb is to use a point size greater than the subheads but smaller than the headline.”

---

**Headline**

Subhead

Body Copy Lorem ipsum dolor sit amet, sed errem dolor id, eos patrioque dissentias cotidieque at. Admodum hen

“A good rule of thumb is to use a point size greater than the subheads but smaller than the headline.”
**Color**

Mindjet has multiple brand colors with varying levels of importance and usage. Using them properly further defines the Mindjet brand.

**PRIMARY BRAND & PRODUCT COLORS**

Mindjet's brand and product colors help differentiate among Mindjet, MindManager and SpigitEngage. When communicating about Mindjet in general, use Mindjet Red. When communicating about one of our products, use the appropriate product color.
SECONDARY BRAND COLORS

The secondary brand colors consist of a series of grays. Dark Gray is ideal for text, while Mid Gray and Light Gray work well for backgrounds and graphic elements.

ACCENT COLORS

Accent colors are to be used sparingly for emphasis or for presentation graphics. It is appropriate to use lighter and darker shades of these colors only in the case of graphs or charts.
Products
MindManager and SpigitEngage have their own logos and primary brand colors, to be used in conjunction with the Mindjet identity.

PRODUCT LOGOS
Each product has its own primary color, which is the logo color. It is preferable to use the full color logos, however, in some alternate cases it is acceptable to use a white logo and place the product color in the background. Never use the product logos in any unapproved colors.
CLEAR SPACE

As with the Mindjet logo, it is important to maintain a minimum amount of clear space for the product logos. The clear space for the MindManager logo is equal to the width of the capital “M”. SpigitEngage has a space equal to the width of the capital “S”. These are represented by “x” in the diagrams.
MINIMUM SIZES

When used at small sizes, some elements of the logos can become illegible. In most instances there will be room to use the logos at or above the minimum sizes indicated below. In rare cases where the logos need to be smaller, use the versions dedicated for use at small sizes to maintain clarity.

MINDMANAGER LOGO MINIMUM SIZE .25 INCHES OR 18 PIXELS HIGH

SPIGITENGAGE LOGO MINIMUM SIZE .25 INCHES OR 18 PIXELS HIGH

0.25" — [MindManager]

0.25" — [SpigitEngage]

SMALL MINDMANAGER LOGO MINIMUM SIZE .125 INCHES OR 9 PIXELS HIGH

SMALL SPIGITENGAGE LOGO MINIMUM SIZE .125 INCHES OR 9 PIXELS HIGH

0.125" — [MindManager]

0.125" — [SpigitEngage]
COMBINING PRODUCT LOGOS WITH MINDJET

The Mindjet brand is an umbrella under which the SpigitEngage and MindManager brands live. For multi-page documents, your audience’s first read should be Mindjet. The product logo can then take over center stage on the content pages of your project, as in the examples below. For a one-page product document, use the “product cover page” example below. In most cases, Mindjet’s “M” symbol should be used in conjunction with the product logo. The product logo should be 75 percent of the “M” height. The full Mindjet logo and product logos should never be used in a lockup together.

BRAND COVER PAGE
MINDJET FULL LOGO BRINGS THE MINDJET BRAND TO THE FOREFRONT

BRAND INTERIOR PAGE
OR PRODUCT COVER PAGE
MINDJET “M” WITH PRODUCT LOGO FOCUSES THE EMPHASIS ONTO A SPECIFIC PRODUCT

SIZE RELATIONSHIP
PRODUCT LOGO IS 75% OF “M” SYMBOL HEIGHT

SPACE RELATIONSHIP
MINIMUM SPACE BETWEEN THE “M” AND PRODUCT LOGO
MINDMANAGER SUB-NAMES

MindManager has sub-names with their own approved wordmarks. For cases where these need to be used in conjunction with the Mindjet and MindManager logos, minimum space and size relationships have been developed.

The sub-names should have the same cap height and sit on the same baseline as the MindManager logo, but should never be used in a lockup with the MindManager logo, or the Mindjet logo.

MINDMANAGER USER SUCCESS

Innovation Project

Lorem ipsum dolor sit amet, sed etiam eorum patiisque desavera sollicitaque ali.

MINDMANAGER VSER SUCCESS

WHY MINDMANAGER

Lorem ipsum dolor sit amet, at ali menandri sil, Eos Ibris aliqua decius ad, no has ad eros temporibus. Exser prius dolore sed et. Pacate electus concepam id quo, id cum movet causae, ei omittam definitionem cum. Et sapientem temporibus sum.

Vim ex ultimum volumus moderatius. Prompta mancum no sed. Upos liber aliquam faciit cu, movet vina ausuemert no sed. Nec aec expestando ad, quo praesent reformidans ne, no eam pertinacia voluptatum consequuntur. Mea pericula torquetos ne, nos ingentiur ut.

MORE MINDMANAGER

Mollis dolenti perfecto eos te. Por aperir gubernam similique id. Mes cu corpora detracto, adhuc aliquid ex pra. Vis commodo detracto cu, facsi saliva tus el qui. Probo iuvaret pertinacia vel in, te hinc nisuisse.

BRAND COVER PAGE

MINDJET FULL LOGO BRINGS THE MINDJET BRAND TO THE FOREFRONT

BRAND INTERIOR PAGE

OR PRODUCT COVER PAGE

MINDJET “M” WITH PRODUCT LOGO FOCUSES THE EMPHASIS ONTO A SPECIFIC PRODUCT

SIZE RELATIONSHIP

SUB-NAME IS SAME HEIGHT AS MINDMANAGER LOGO

SPACE RELATIONSHIP

MINIMUM SPACE BETWEEN SUB-NAME AND MINDMANAGER LOGO. SUBNAME AND MINDMANAGER LOGO SHOULD SIT ON THE SAME BASELINE.
INCORRECT LOGO USAGE

Unapproved alterations of the product logos or sub-names can compromise their status as legal trademarks, as well as the clarity of Mindjet’s communications. Logos and sub-names should only be used as prescribed in this document. Below are some examples of common logo misuses.
Visual Asset Links

Below are links to download our brand typefaces, as well as all of the Mindjet, MindManager, and SpigitEngange logos presented in this document.

**TYPEFACES**
Akzidenz Grotesque
Rockwell

**LOGOS**
Mindjet
Mindjet “M”
MindManager
MindManager Sub-Names
SpigitEngage

**TEMPLATES**
Powerpoint