

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	3
Logo Lockup Choices	3
Logo Color Choices	3
Clear Space	4
Minimum Sizes	5
Incorrect Logo Usage	6
Logo Usage With Images	7
TYPOGRAPHY	8
Primary Typography layout Examples	9
Secondary Typography Layout Examples	10
COLOR	11
Primary Brand & Product Colors	11
Secondary Brand Colors	12
Accent Colors	12
PRODUCTS	13
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.

PREFERRED HORIZONTAL LOGO, FULL COLOR



ALTERNATE
HORIZONTAL LOGO ON DARK GRAY



ALTERNATE
HORIZONTAL LOGO, GRAY/WHITE



ALTERNATE VERTICAL LOCKUP, FULL COLOR



ALTERNATE
VERTICAL LOGO ON DARK GRAY



ALTERNATE
VERTICAL LOGO, GRAY/WHITE



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

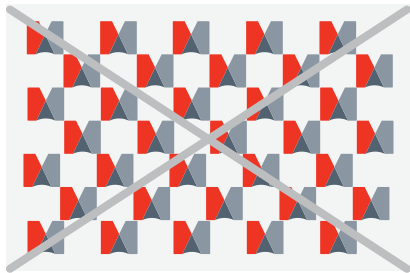


SMALL LOGO MINIMUM SIZE .46 INCHES OR 33 PIXELS HIGH



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.



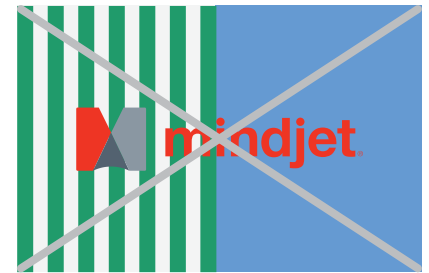
DO NOT USE ANY PART OF THE LOGO AS A PATTERN



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.

Aa

BERTHOLD AKZIDENZ GROTESQUE / TYPEKIT: AKTIV GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

ROCKWELL / TYPEKIT: MUSEO SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

ARIAL / DEFAULT TO BE USED ONLY WHEN AKZIDENZ IS UNAVAILABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

Headline

Subhead

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

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.

EYEBROW

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.”

EYEBROW

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.

MINDJET RED



HEX EE3524
CMYK 0 / 94 / 100 / 0
RGB 238 / 53 / 36
PMS 1795C

MINDMANAGER BLUE



HEX 3B51A3
CMYK 88 / 78 / 0 / 0
RGB 59 / 81 / 163

SPIGITENGAGE ORANGE



HEX F36F25
CMYK 0 / 70 / 96 / 0
RGB 249 / 96 / 35

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

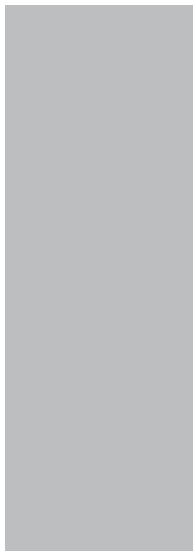
Accent colors are to be used sparingly for emphasis or for presentation graphics. It is appropriate to use lighter and darker shades of these colors only in the case of graphs or charts.

DARK GRAY



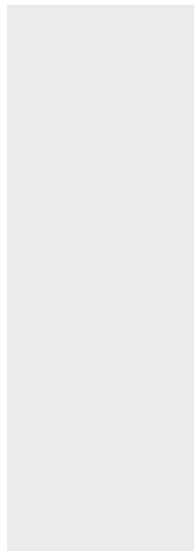
HEX 58585B
CMYK 0 / 0 / 0 / 80
RGB 88 / 88 / 91

MID GRAY



HEX BBBDC0
CMYK 0 / 0 / 0 / 30
RGB 187 / 189 / 192

LIGHT GRAY

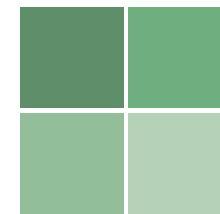


HEX F96023
CMYK 0 / 0 / 0 / 08
RGB 234 / 235 / 236

ACCENT GREEN



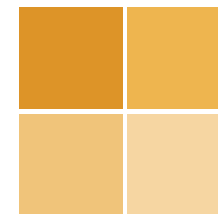
HEX 44A164
CMYK 75 / 15 / 80 / 0
RGB 68 / 162 / 100



ACCENT YELLOW



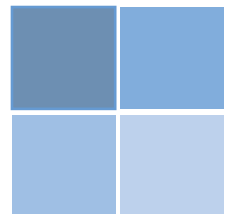
HEX EAA500
CMYK 8 / 38 / 100 / 0
RGB 231 / 187 / 45



ACCENT BLUE



HEX 659AD2
CMYK 60 / 20 / 0 / 0
RGB 101 / 154 / 210



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.

PREFERRED FULL COLOR

MindManager®

ALTERNATE WHITE

MindManager®

PREFERRED FULL COLOR

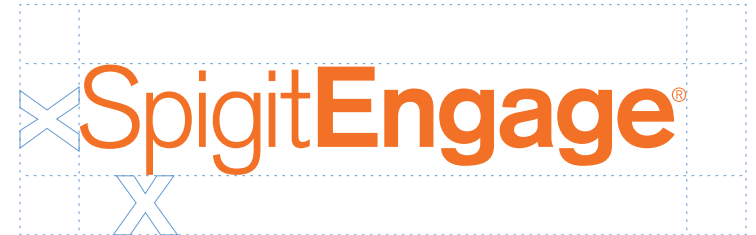
SpigitEngage®

ALTERNATE WHITE

SpigitEngage®

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

0.25" — [MindManager®

SPIGITENGAGE LOGO MINIMUM SIZE .25 INCHES OR 18 PIXELS HIGH

0.25" — [SpigitEngage®

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

0.125" — [MindManager®

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

0.125" — [SpigitEngage®

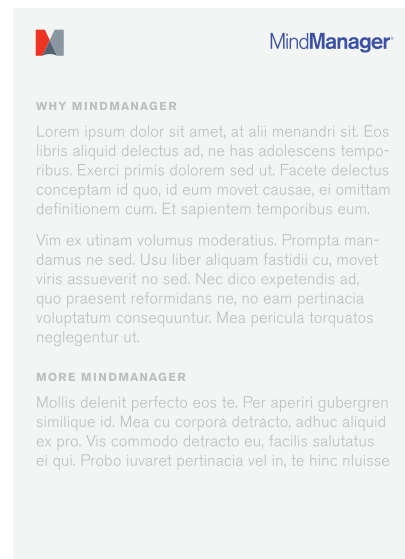
COMBINING PRODUCT LOGOS WITH MINDJET

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



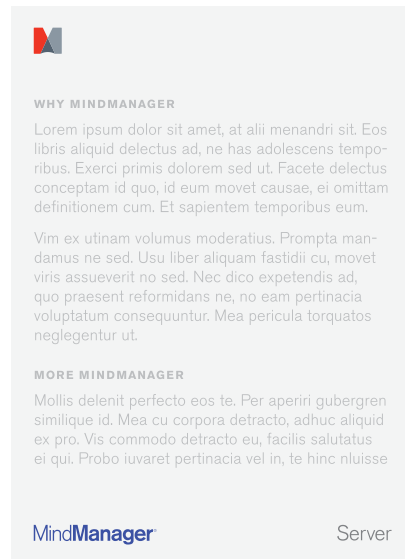
MINDMANAGER SUB-NAMES

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.

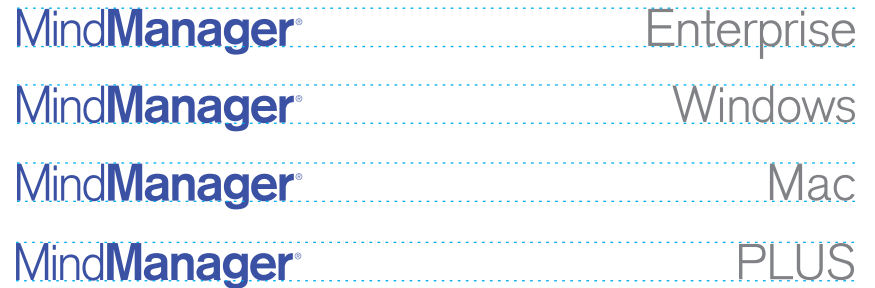


BRAND COVER PAGE
MINDJET FULL LOGO BRINGS THE MINDJET BRAND TO THE FOREFRONT



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.



DO NOT CREATE NEW LOCKUPS



DO NOT STRETCH



DO NOT ALTER LOGO COLORS



DO NOT PLACE ON PATTERNS OR COLORS



DO NOT CREATE NEW LOCKUPS



DO NOT ROTATE



DO NOT PLACE ON SEPARATE BACKGROUNDS OR SPLIT THE WORDS



DO NOT PLACE ON AN IMAGE

Visual Asset Links

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

TYPEFACES

[Akzidenz Grotesque](#)

[Rockwell](#)

LOGOS

[Mindjet](#)

[Mindjet “M”](#)

[MindManager](#)

[MindManager Sub-Names](#)

[SpigitEngage](#)

TEMPLATES

[Powerpoint](#)