

MarketGrowth

Brand Guide

COPYRIGHT ©2025. ALL RIGHTS RESERVED.

Welcome!

Since you are holding this guide and reading these words, we’re trusting you with our very identity: our brand.

We aren’t interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But for us, it’s not all about revenue and sales. We are passionate about being a centering force in people’s lives. We hope to empower our mentees to chase after their dreams.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new store manager, an outside designer, or one of our amazing vendors, thank you for helping us achieve our goals and pursue our mission.

What's Inside

Introduction

- 004. Intent of guide
- 005. Using our materials

Brand Logo

- 007. Logo Lockups
- 010. Color Variations
- 011. On Social Media
- 012. Clear Space
- 013. Common Errors

Brand Colors

- 015. Primary Color
- 016. Secondary Palette
- 017. Using White
- 018. Gradient Background
- 019. Background Colors
- 020. Photography Application
- 021. Type Color
- 022. Common Errors

Typography

- 024. Typefaces
- 026. Examples
- 028. Capitalization
- 029. Using Type
- 030. Common Errors

Visual Style

- 033. Elements
- 034. Gradient Application
- 039. Key Visual Creation
- 040. Common Errors
- 041. Examples

In Closing

- 050. Approvals
- 051. File Types
- 052. Thank You

Intent of this guide

This brand guide is a reference for our internal design team, vendors, and others who are authorized to work with the brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized, these are not intended as the focus of this guide. Instead, the focus of this guide is to empower you, the

creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the MarketGrowth brand, every time.

Please refer back to this guide often. We believe that our brand guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Team or your designated point person.

Using our brand materials

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized MarketGrowth representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

01 Brand Logo

The center of our brand identity.

Our logo is how our audience tell us apart from a crowded industry. It’s a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

PAGE 7

Logo Lockups

PAGE 10

Color Variations

PAGE 11

On Social Media

PAGE 12

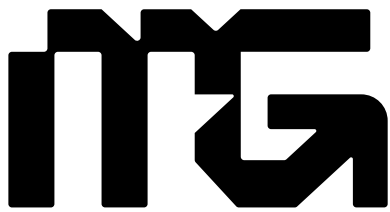
Clear Space

PAGE 13

Common Errors

MarketGrowth

WORDMARK



ICON-ONLY

A Scalable Identity System

Trying to fit the same mark simultaneously on a billboard and on a social media post is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a social media post with our icon design is always seen with our brand name (page name). This will help reinforce our brand recognition across multiple touchpoints.

Wordmark

The brand logo identifies the MarketGrowth brand as a whole. Use this logo to represent individual digital products, merchandise, and social media content.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Designed specifically to be horizontally and specially efficient, the wordmark is a perfect fit for wide and short areas like the website navigation bar.

MarketGrowth

Icon-only Lockup



When subtlety is desired, the MarketGrowth icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the mascot. For example, a social media post with our icon design is always seen with our brand name (page name). This will help reinforce our brand recognition across multiple touchpoints.

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

On light backgrounds: Use the Dark Green or Black logo. Opt for Black only when a more subtle look is needed or for print limitations.

On dark backgrounds: Use the Green or White logo. Reserve the White version for rare cases where maximum contrast is required.

Single Color, Dark



Color Application: Dark Green

Single Color, Light



Color Application: White

Single Color, Dark



Color Application: Black

Single Color, Light



Color Application: Green

011

On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides. Ideally, the icon must be scaled down to 75% of the image width.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may used to address special events, holidays, and seasonal changes.



Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the ‘M’ on all four sides of the wordmark. Using an element from the logo as a unit of measurement ensures enough clear space at any size.

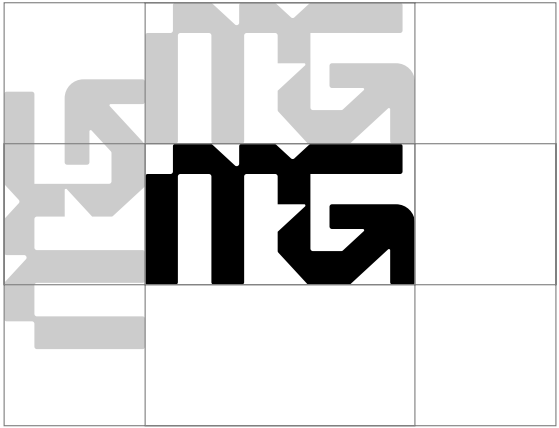
Visualized Clear Space



Alternate Logo Versions

ICON HEIGHT

The icon-only lockup is a version that doesn’t include the wordmark. When using this version, the minimum clear space is equal to the height of the icon.



Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

MarketGrowth

Do not stretch, squash, skew, or distort the logo in any way.

MarketGrowth

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

MarketGrowth

Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern, busy or off-brand photograph.

MarketGrowth

Do not change the layout or relationship between logo elements.

Hello
MarketGrowth
World

Do not encroach on the required clear space surrounding the logo.

02 Brand Colors

Color sets us apart & helps to invoke emotion.

The colors we’ve chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

PAGE 15

Primary Palette

PAGE 16

Secondary Palette

PAGE 17

Using White

PAGE 18

Gradient Background

PAGE 19

Background Colors

PAGE 20

Photography Application

PAGE 21

Type Color

PAGE 22

Common Errors

Primary Color Palette

Dark Green

RGB: 29, 60, 52
CMYK: 82, 53, 69, 55
HEX: #1D3C34
Pantone: 560C

The consistent use of color is vital to effective brand recognition.

This Primary Color is the core and most fundamental color of MarketGrowth.

For content that represents our brand, this color must always be present. This can also be combined with our secondary colors.

Do not use any other/unauthorized colors. Our primary color can also be used to create gradients for background colors and key visuals.

Secondary Palette

The secondary palette is designed to complement the primary brand palette, while offering a wider array of hues. When used and seen together, the complete brand palette feels consistent.

Green

RGB: 64, 193, 172
CMYK: 67, 0, 42, 0
HEX: #40C1AC
Pantone: 7465C

Blue

RGB: 153, 214, 234
CMYK: 37, 2, 5, 0
HEX: #99D6EA
Pantone: 2975C

Purple

RGB: 117, 59, 189
CMYK: 63, 83, 0, 0
HEX: #753BBD
Pantone: 266C

Red

RGB: 250, 70, 22
CMYK: 0, 87, 100, 0
HEX: #FA4616
Pantone: 172C

Orange

RGB: 255, 170, 77
CMYK: 0, 39, 78, 0
HEX: #FFAA4D
Pantone: 804C

Peach

RGB: 252, 200, 155
CMYK: 0, 24, 40, 0
HEX: #FCC89B
Pantone: 712C

Using White

We use an off-white tone instead of pure white to create a softer, less glaring visual experience—especially in digital contexts. This white adds warmth and approachability to our layouts while providing better contrast when layering text, blocks, or gradients. This white serves as a versatile neutral background across both light-themed designs and spacious layout compositions.

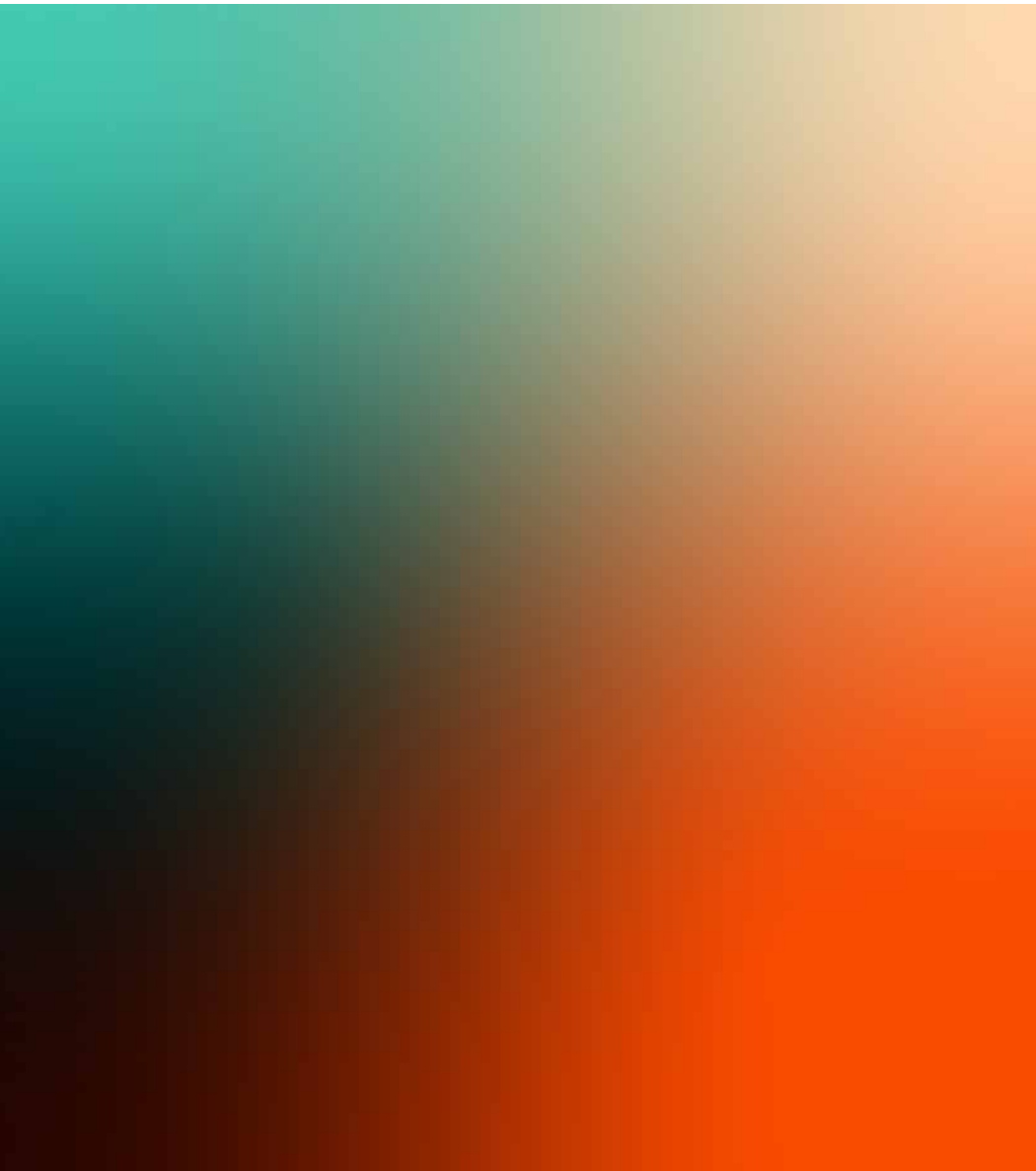
White

RGB: 245, 245, 245
CMYK: 3, 2, 2, 0
HEX: #F5F5F5

Gradient Background

Market Growth’s gradient system brings visual depth and modular energy to our brand experience. It reflects how different components—data, strategy, design—converge into a cohesive, evolving ecosystem.

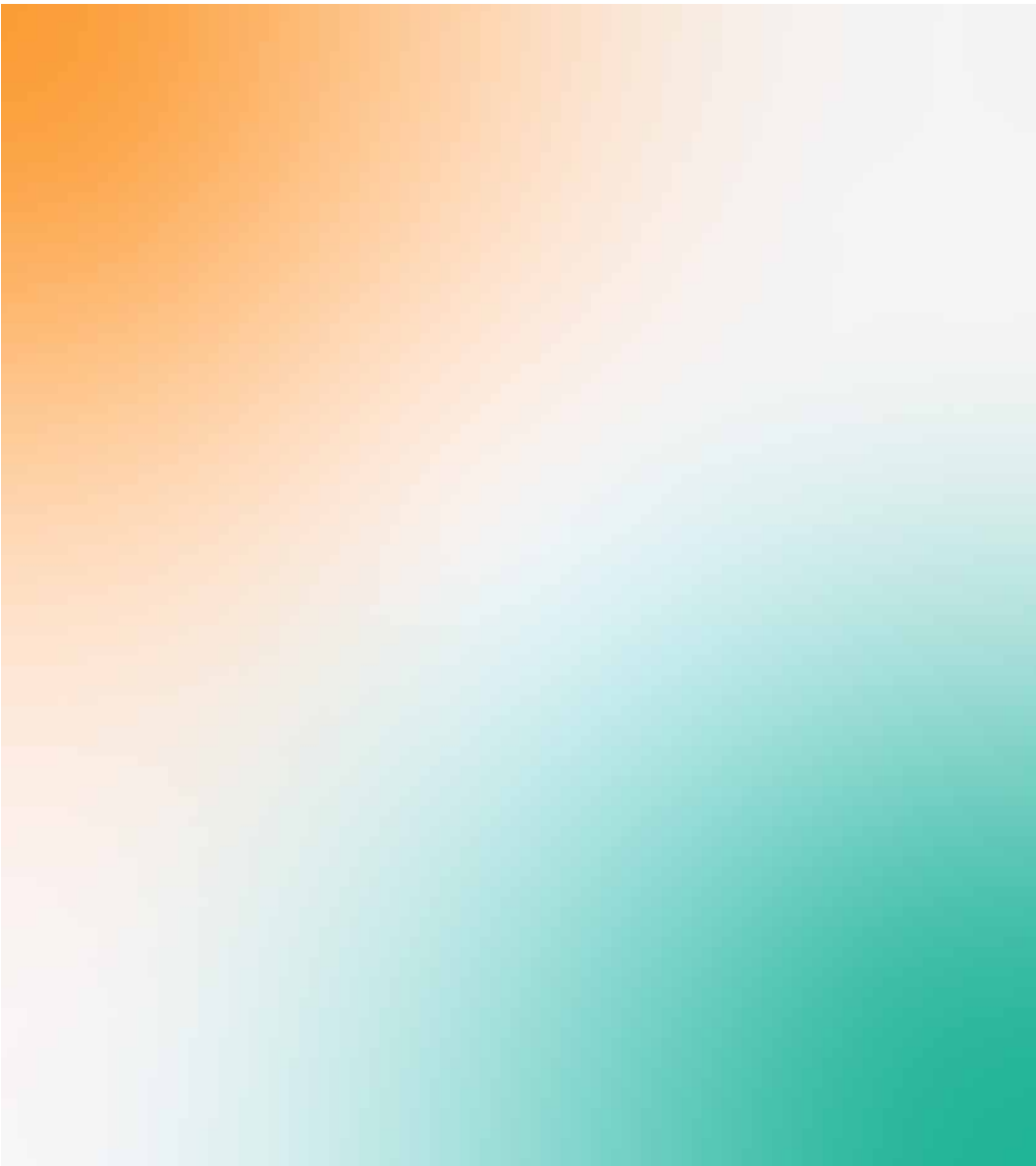
We use two gradient styles depending on the interface or context:



DARK THEMED GRADIENTS:

Used on dark interfaces and section backgrounds. These gradients integrate our signature deep green as a base, layered with modular highlight colors like orange, teal, green or purple.

→ Best for bold, immersive layouts where we want to create contrast and impact.



LIGHT THEMED GRADIENTS:

Built on a predominantly white base with soft infusions of brand color. These gradients create a clean, spacious feel while still signaling movement and growth.

→ Ideal for clean content areas, onboarding flows, or minimal UI components.

Background Colors

Our core background color is Deep Green. It’s used most frequently in solid layouts and key brand visuals. It creates contrast, anchors the visual system, and reinforces MarketGrowth’s identity as structured, clear, and system-led.

Use Deep Green as the default background for: Hero sections, Headers and footers, Deck covers and anchor graphics.

All other colors in the MarketGrowth palette can also be used as background colors—particularly in modular layouts, campaign visuals, and branded content series.



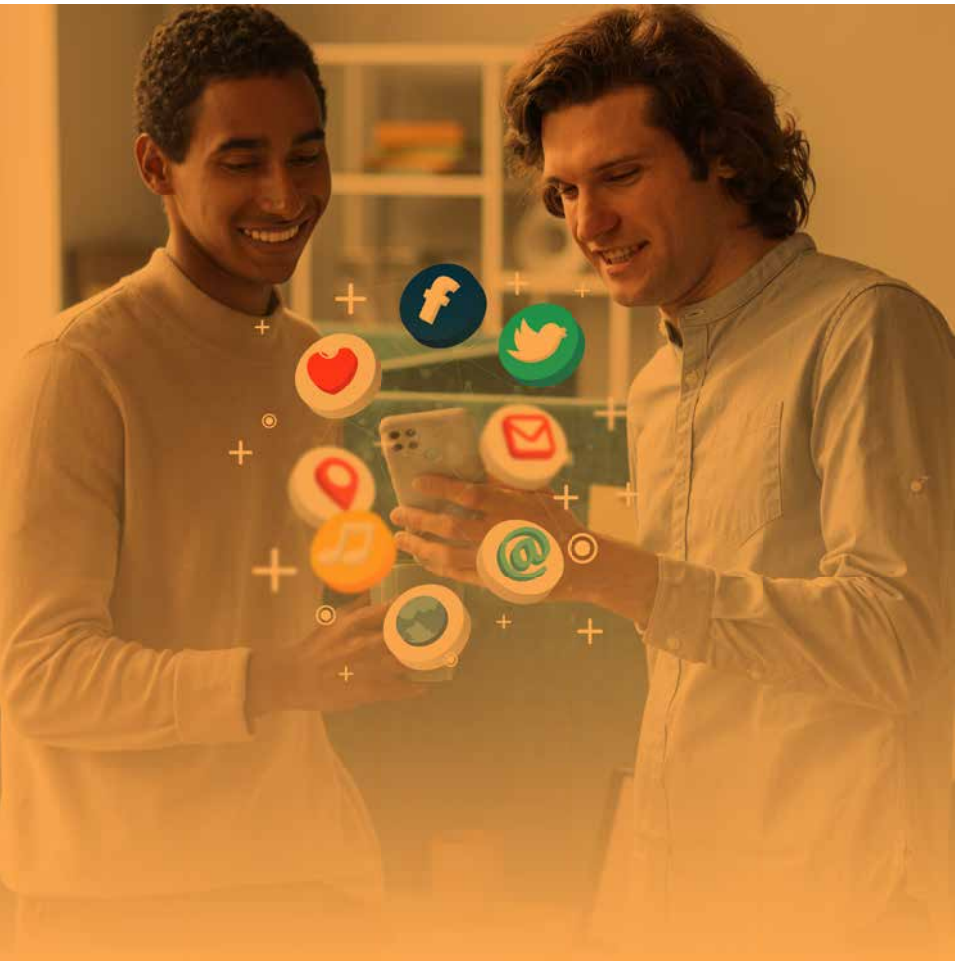
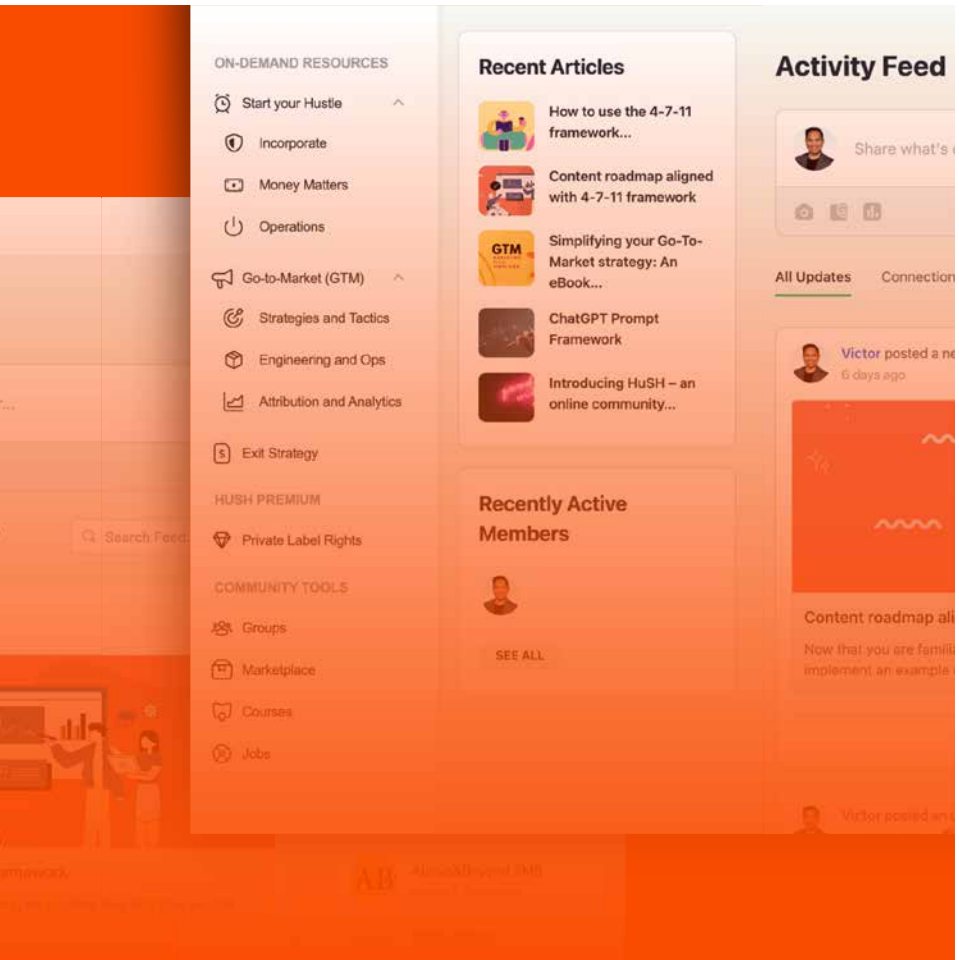
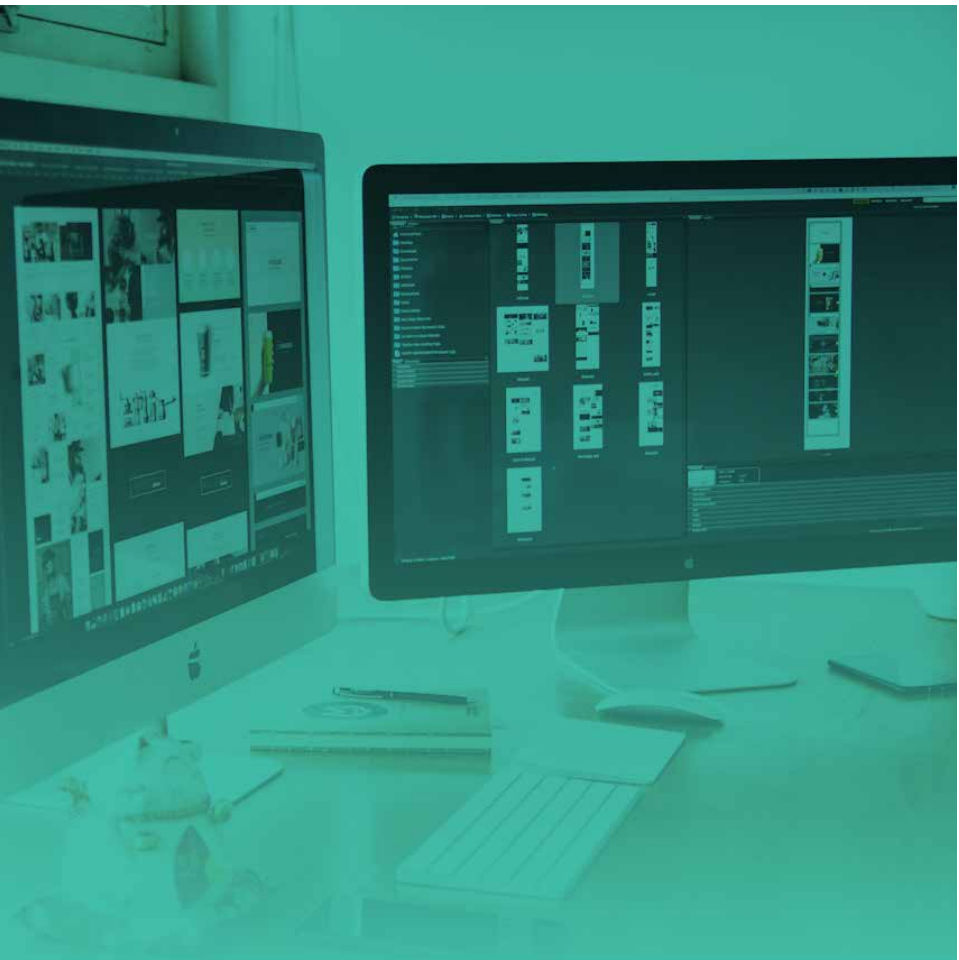
Photography Application

Color overlays help bring consistency, reinforce the brand palette, and unify diverse images under a distinct visual language.

Start by applying a single brand color as a solid overlay across the photo. Use a multiply blending mode and play around with the opacity to let photo details show through.

Choose colors that enhance the emotion or energy of the image.

On top of the base color layer, apply a subtle linear gradient. Use this to emphasize subject matter, draw attention to focal points, or transition from intense to softer tones.

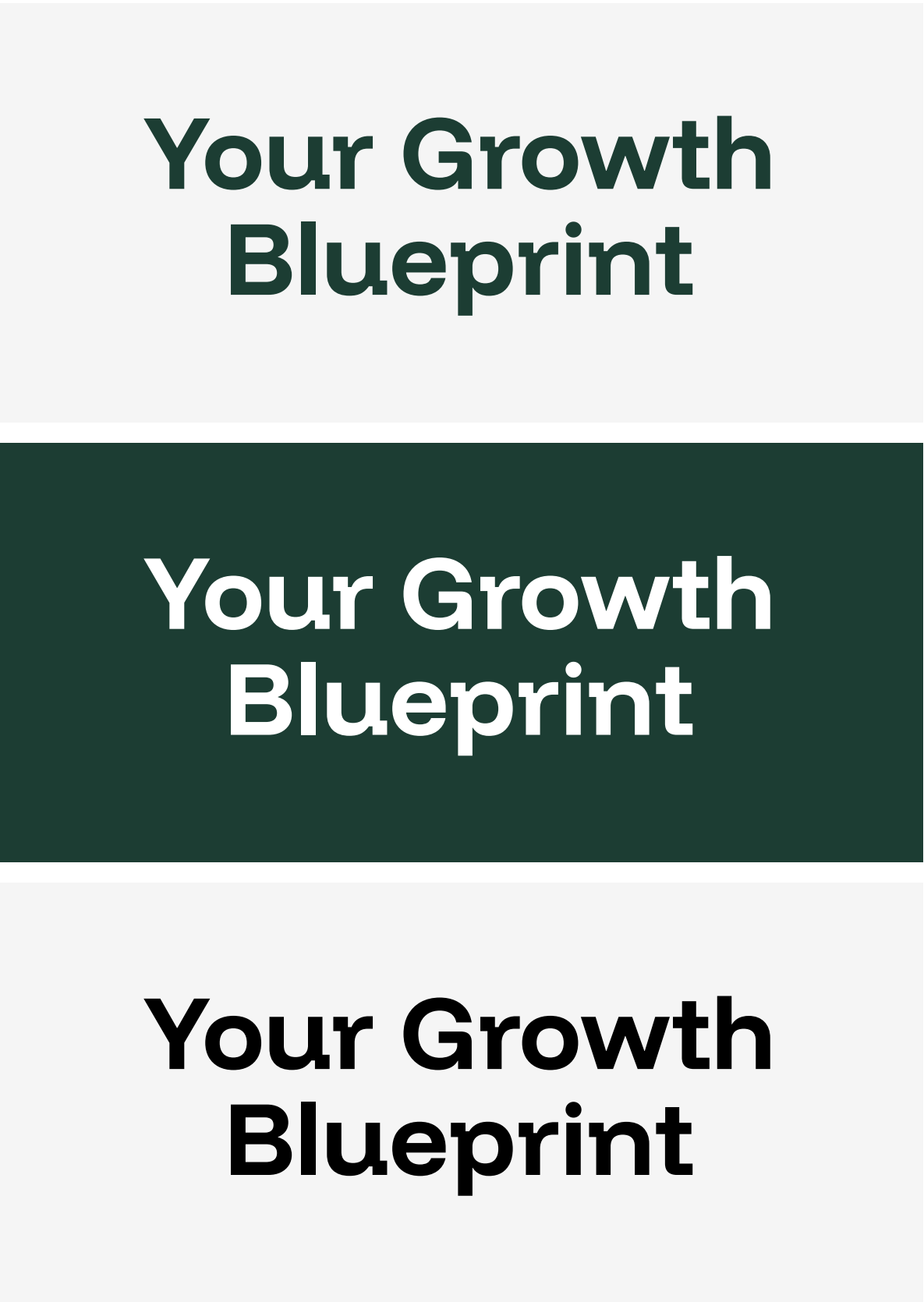


Type Color

MarketGrowth primarily uses Dark Green as its core type color for headlines, titles, and body text on light backgrounds—reinforcing brand identity while maintaining a grounded, authoritative tone.

Black is used in more formal documents, small text, or cases that require a sharper, neutral contrast.

White is reserved for use on dark green or dark-themed backgrounds, ensuring optimal legibility in banners, hero sections, and inverted layouts.



Ensure Accessibility

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution.

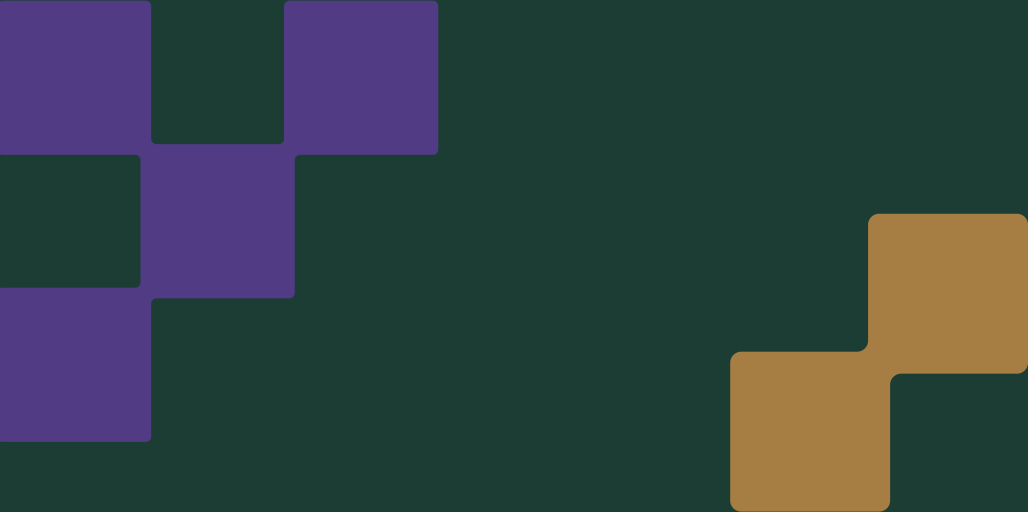
Common Errors



Don't use the wordmark in unapproved colors.



Don't use low-contrast colors for the wordmark.



Don't use any brand assets in partial opacity.



Don't set text in Blue, especially on a light background. This makes the content easy to miss.



Don't combine too many type colors in layout.



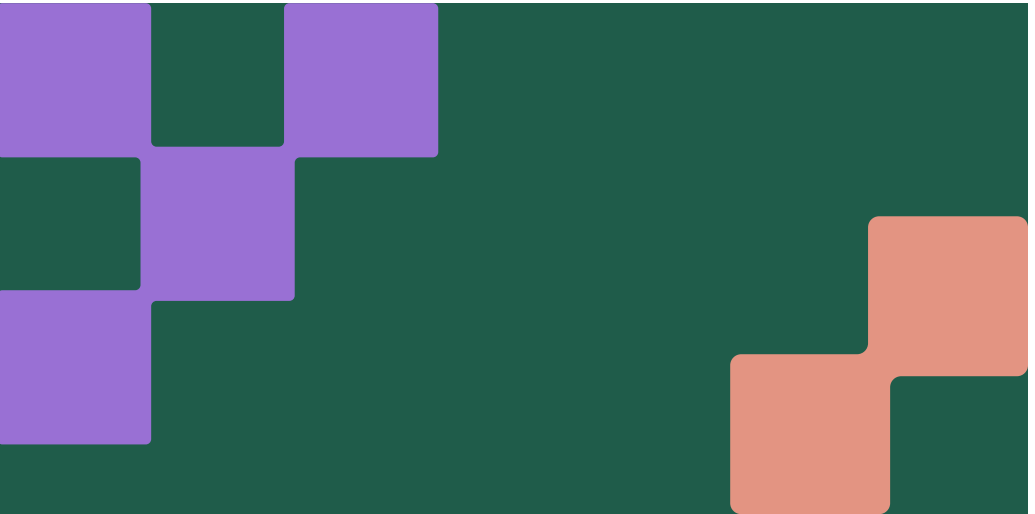
Don't use our secondary colors as type colors.



Don't use tinted backgrounds. This makes the artwork look washed out.



Don't use unapproved colors.



Don't alter our colors in any way.

03 Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

PAGE 24

Typefaces

PAGE 26

Examples

PAGE 28

Capitalization

PAGE 29

Using Type

PAGE 30

Common Errors

024

Funnel Display

The typeface we use for our headlines and titles.

Pixel Typography

Funnel Display’s distinct and geometric letterforms subtly echo data points, grids, and modular structures — aligning with the brand’s creative direction.

This typeface is an Open Source font that can be downloaded for free on Google Fonts.

ACCEPTABLE ALTERNATIVES

Funnel Display should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans serif fonts should be used: Arial Black.

Note: this should not occur frequently.

025

IBM Plex Sans

The typeface we use for our paragraph text.

Clean and Simple Sans Serif

IBM Plex Sans is used for paragraph text for its tech-native design and engineered clarity. It was designed to represent technology, engineering, and human-centered innovation.

This typeface is an Open Source font that can be downloaded for free on Google Fonts.

ACCEPTABLE ALTERNATIVES

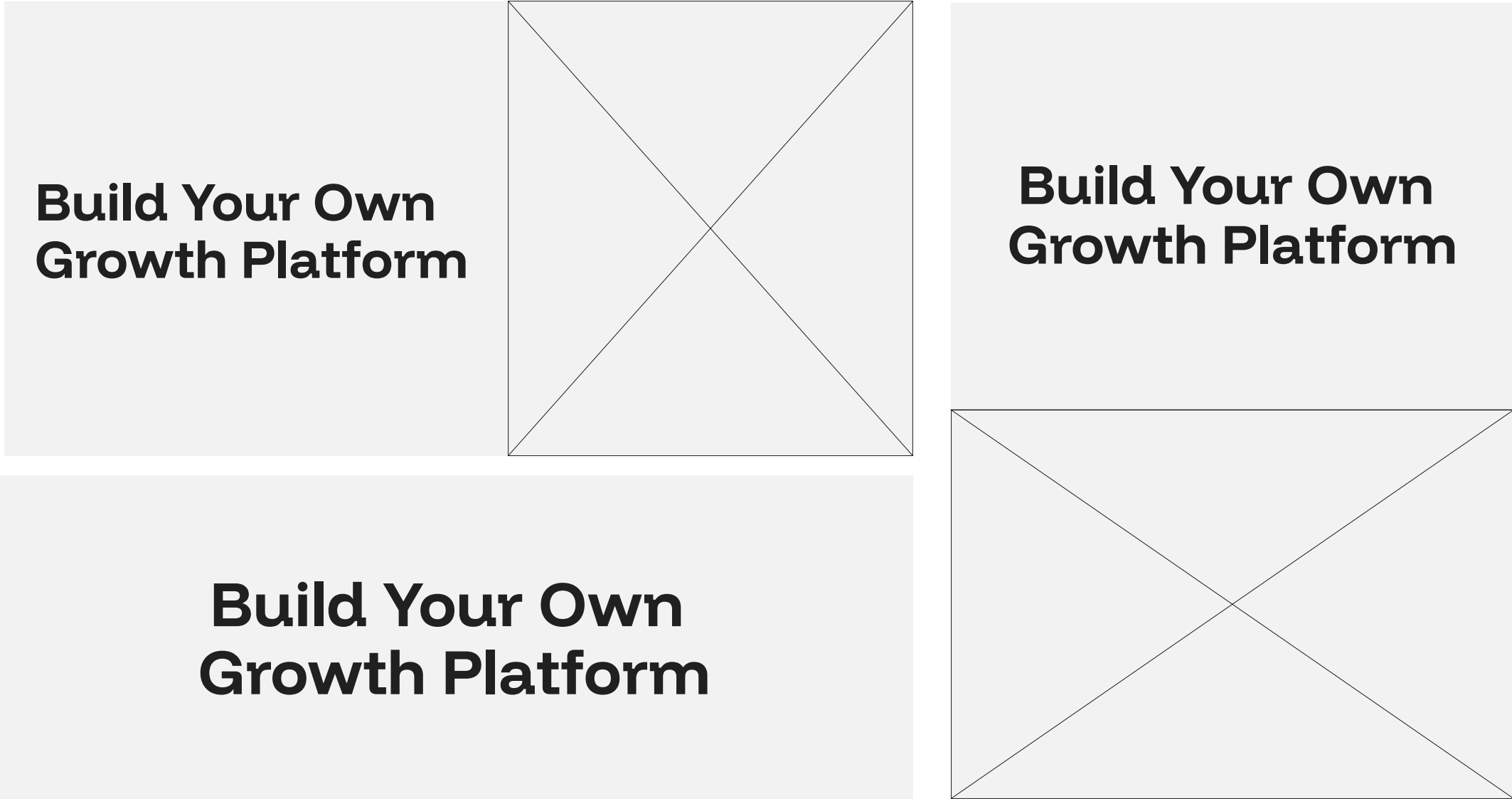
IBM Plex Sans should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans serif fonts should be used: Segoe UI or Arial.

Note: this should not occur frequently.

026

Headline Examples

For headlines and titles, we use Funnel Display Bold. This page shows an example of how Funnel Display can be used for headlines, titles, and layouts.



Usage

027

Paragraph Examples

For paragraph text, we use IBM Plex Sans Regular. To emphasize certain keywords, feel free to use IBM Plex Sans Bold.

This page shows an example of how IBM Plex Sans can be used for paragraph text and layouts.

Usage

Most businesses grow on platforms they don't control. We help you change that.

Stop building your business on rented land. We help founders create digital platforms they control—modular, brand-aligned, and built to scale without lock-ins or compromises.

Capitalization

Headlines and subheads in external communications are usually set in Sentence Case. Title case can be used sparingly for short phrases and structure.

Title case is typically used for internal documents (like PowerPoint presentations or Word documents), which use this case capitalization for presentation titles, page headers, or section names.

Avoid using all caps unless emphasis or hierarchy is needed in rare instances (e.g. disclaimers, buttons, or slide section dividers).

Do not use lowercase-only capitalization as this lacks professionalism.

Usage

Headlines are set in sentence case

Use sentence case for external headlines.

NEVER SET HEADLINES IN ALL CAPS

Unless emphasis is required, do not use all caps.

Internal Headlines Are Set In Title Case.

Use title case capitalization for routine internal documents or short catch phrases.

we never use lower case.

Don’t use lower case headlines for any document type or audience.

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

Using Type

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It’s best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Common Errors

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

Oh, Goodness, No...

Omnímus cuscílít que ea volesto et, síatur mínúm rae. Et expel ínctae rerum ea que omníma consedit maíó

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

HELP ME

Excluding Walter Turncoat, do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

No t good, nope.

Omnímus cuscílít que ea volesto et, síatur mínúm rae. Et expel ínctae rerum ea que omníma consedit maíó conet, venímaxímí, corepét íduunt volórbos quam, sí quos íntíusciaté sítas míllabó reícítá tííssímús

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

TOO MUCH STROKE

Omnímus cuscílít que ea volesto et, síatur mínúm rae. Et expel ínctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

NOT FOR US

Omnímus cuscílít que ea volesto et, síatur mínúm rae. Et expel ínctae rerum ea que omníma consedit

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

I'M FALLING!

Omnímus cuscílít que ea volesto et, síatur mínúm rae. Et expel ínctae

Do not use typography on any angle other than 0° or 90°.

04 Visual Style

Ingredients for on-brand layouts and composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains references to approved visual elements like illustrations, patterns, frames and more.

PAGE 32

Elements

PAGE 34

Gradient Application

PAGE 39

Key Visual Creation

PAGE 40

Common Errors

PAGE 41

Examples

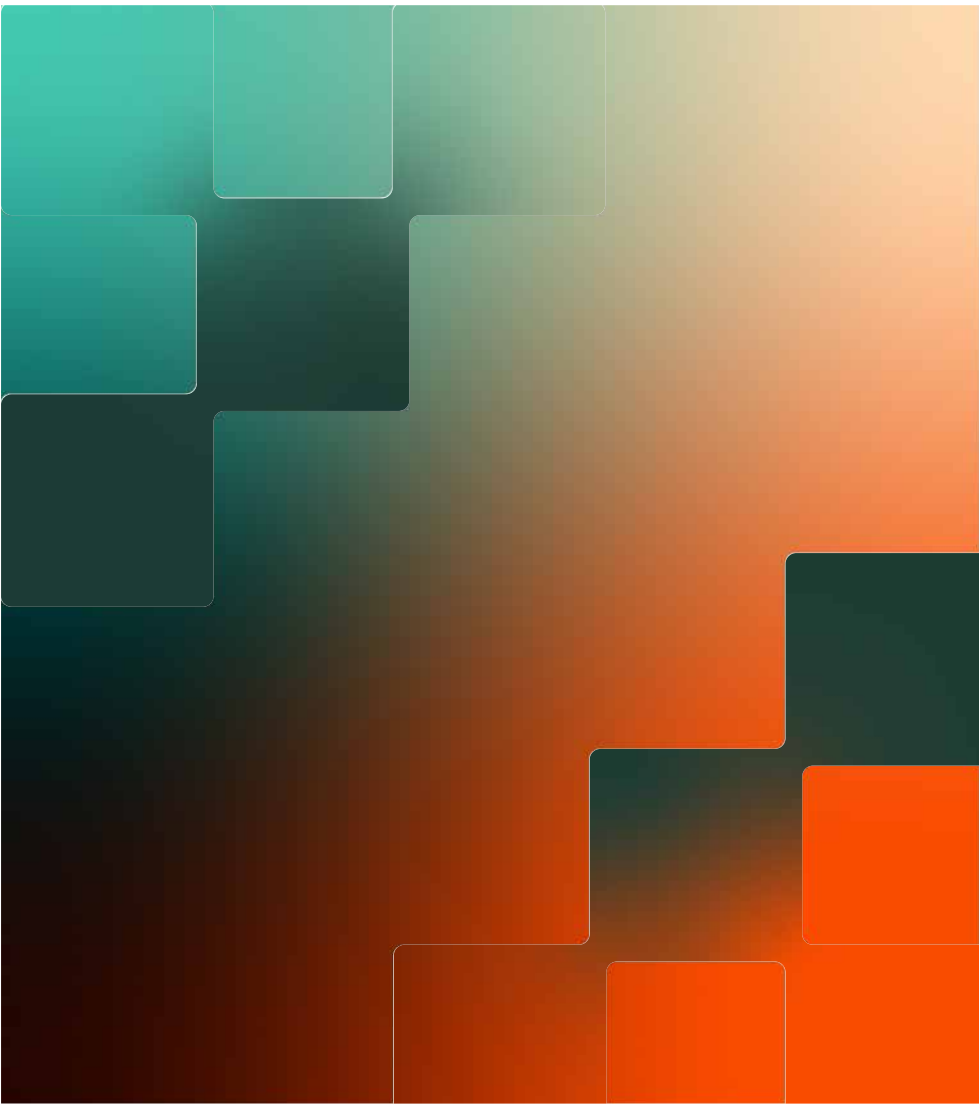
Elements

These visuals bring Market Growth’s core philosophy to life: modular growth, system thinking, and platform ownership.

Each key visual builds on the concept of data points forming a cohesive ecosystem, using pixel-inspired blocks, gradient transitions, and connective lines to represent clarity emerging from complexity.

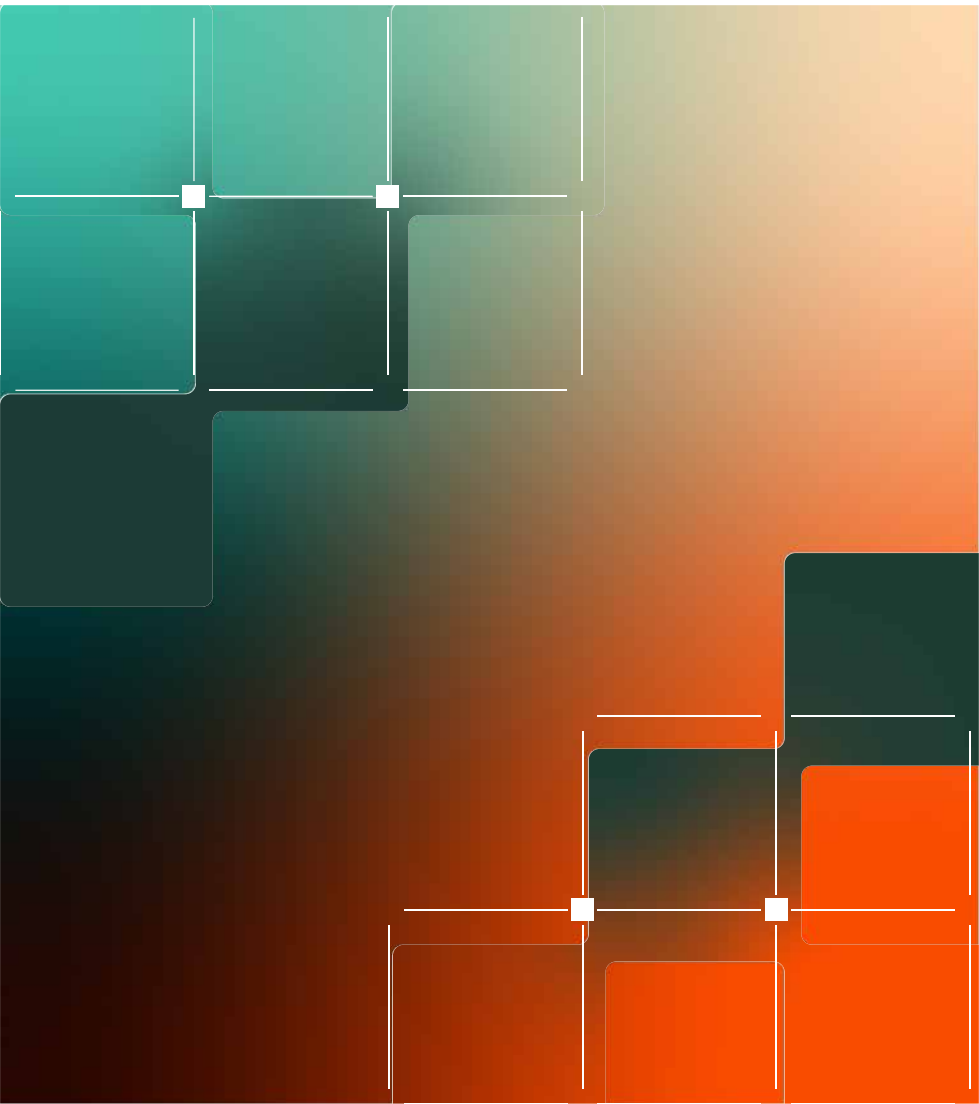
There are 3 ways to use the key visual system:

- Version 1: Foundation (Building Blocks)
- Version 2: Connected Systems
- Version 3: Pathways & Flow



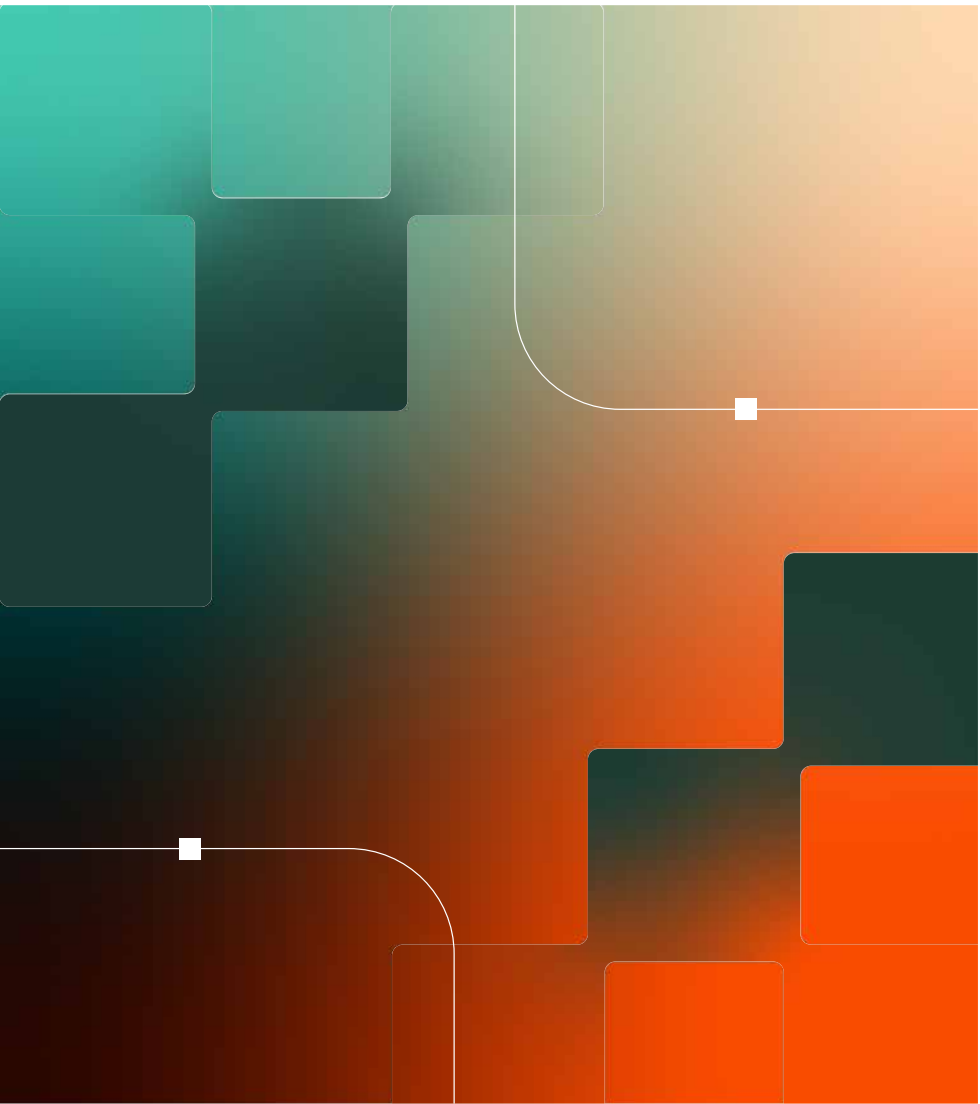
BUILDING BLOCKS

This visual introduces the core structure: solid modular blocks forming a clear, geometric pattern.



CONNECTED SYSTEM

Fine grid lines and white data points are added. Each block connects to the next, symbolizing how brand, GTM, and platform strategy align to form a unified ecosystem.



PATHWAYS & FLOW

This variation introduces curved lines and directional pathways to represent motion and journey mapping. It reinforces the brand’s role in guiding founders from scattered tools to intentional systems.

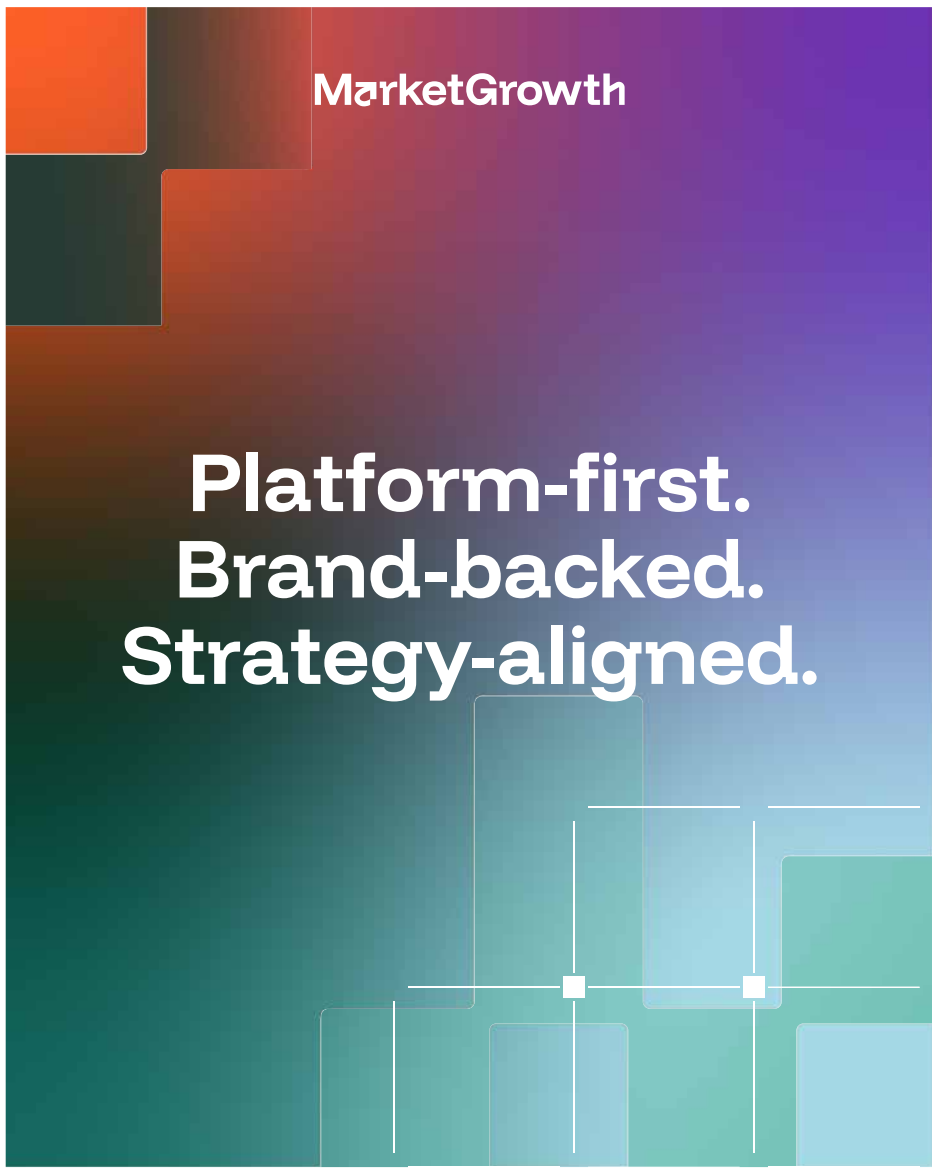
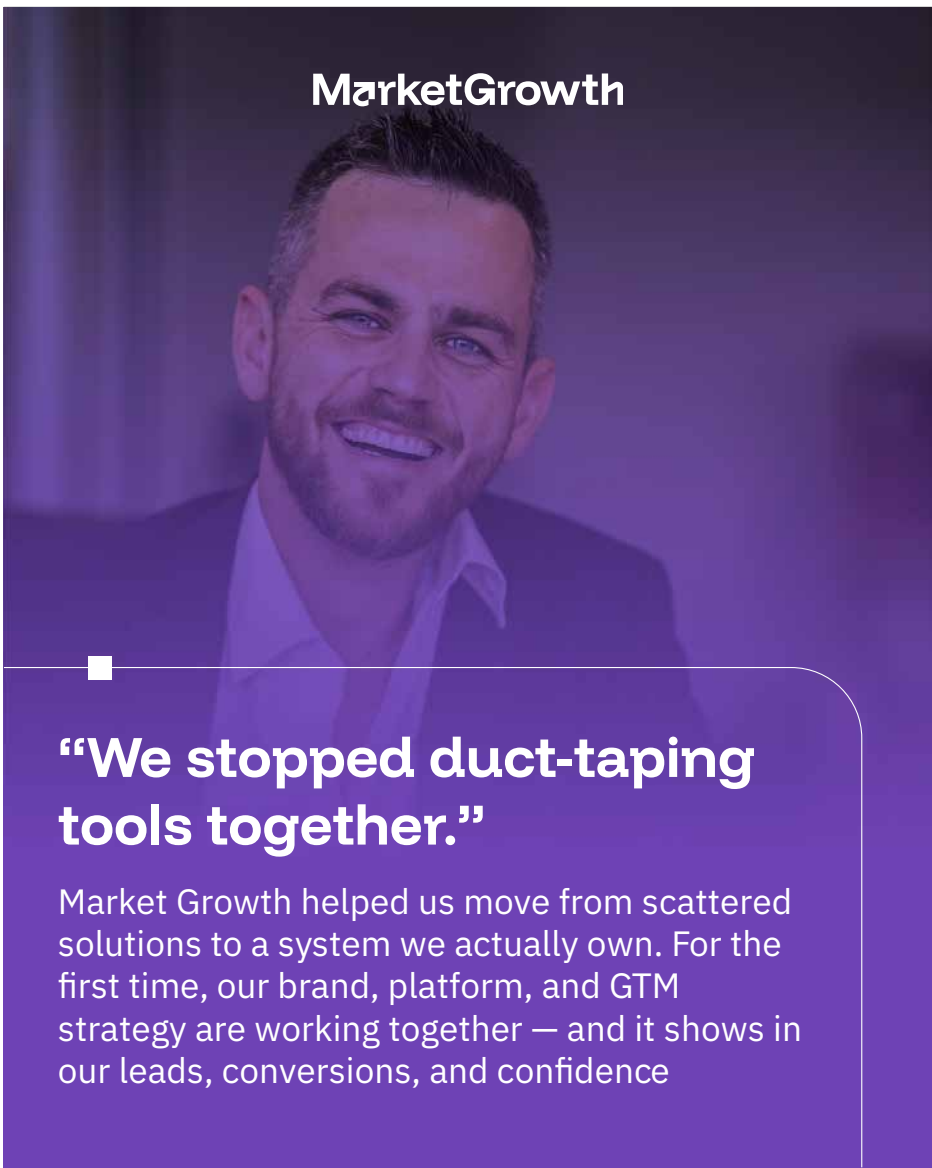
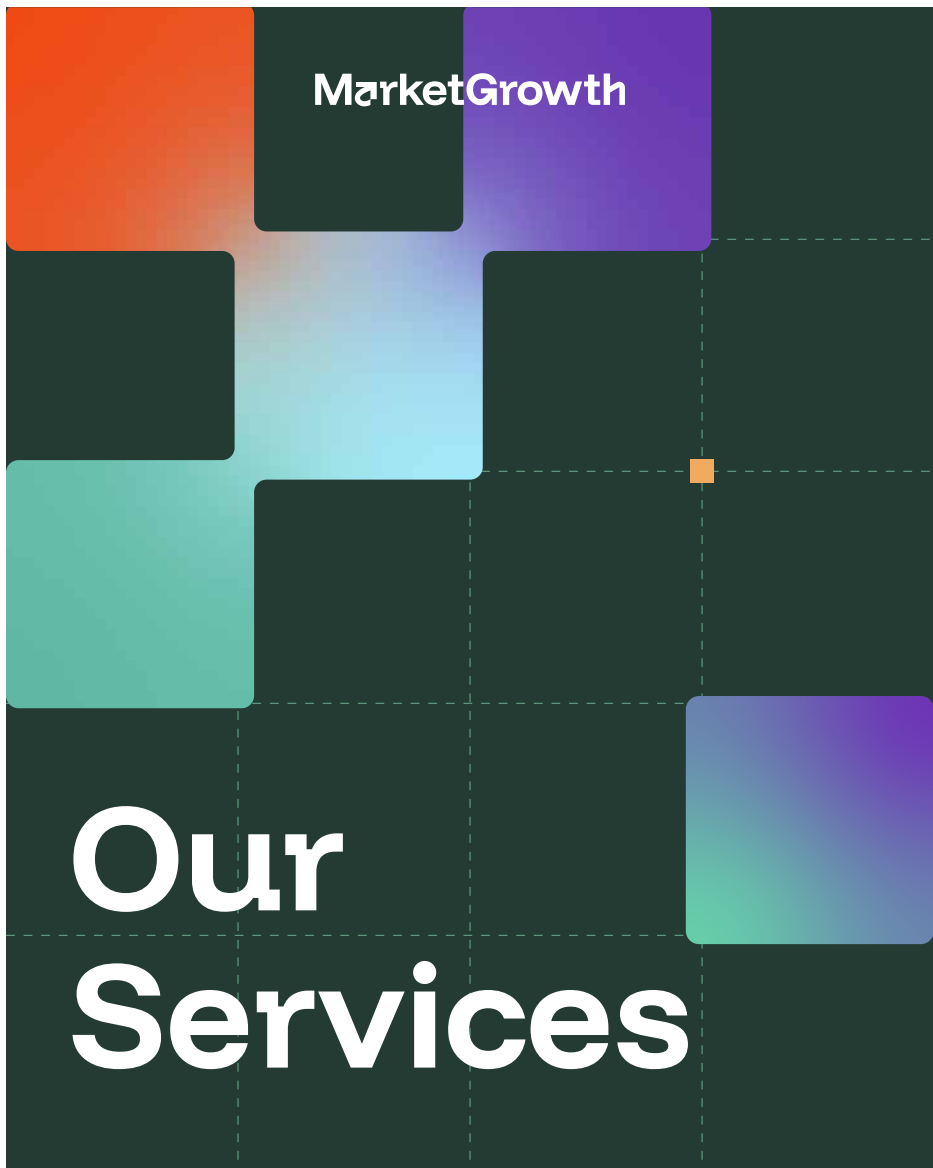
Elements

Each element can be used individually or layered depending on the context and complexity of the layout.

You can layer Building Blocks with Connected System or Pathways & Flow to enhance depth and meaning.

If subtlety is desired, you can use these elements alone.

Feel free to use Connected System or Pathways alone for softer overlays—especially when combined with photography for more refined visuals.

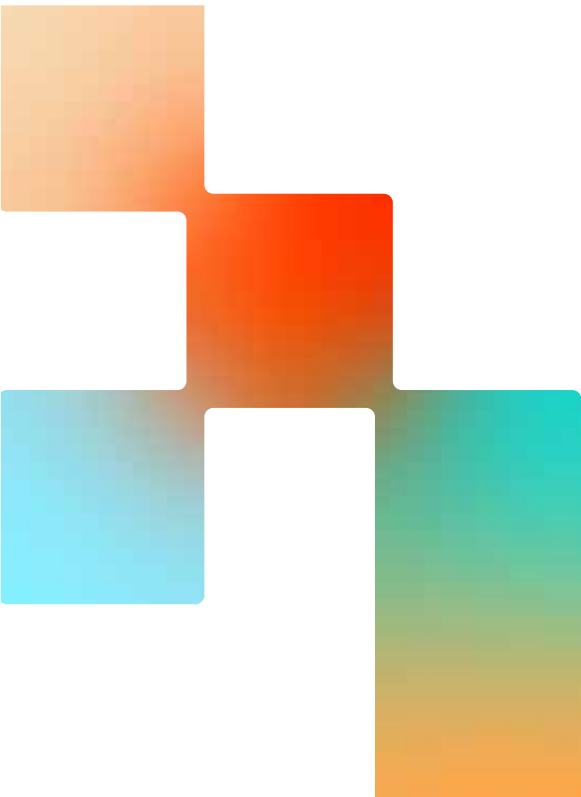


034

Gradient Application

Gradients play a key role in giving MarketGrowth’s visuals depth, movement, and emotional tone. Within our system visuals, we apply gradients in two distinct styles depending on the context and layout purpose.

Usage



FREEFORM GRADIENTS

This allows us to apply multiple colors into the key visual.



LINEAR GRADIENTS

A one color application where part of the key visual is meant to blend into the background.

035

Freeform Gradient

Soft, radial, or atmospheric blends that transition organically across the layout.

These are used on light-themed or solid color backgrounds.

Usage

SOLID BACKGROUNDS

Gradients are fully saturated and clearly defined within each block.

This treatment leans into boldness and contrast—ideal for hero sections, high-impact slides, or branded assets.



LIGHT-THEMED BACKGROUNDS

Gradients are applied with reduced opacity or partial fade, allowing blocks to subtly blend into the background.

This soft layering emphasizes content-first design.

Best for layouts that require a lighter feel such as case studies, internal decks, or educational material.

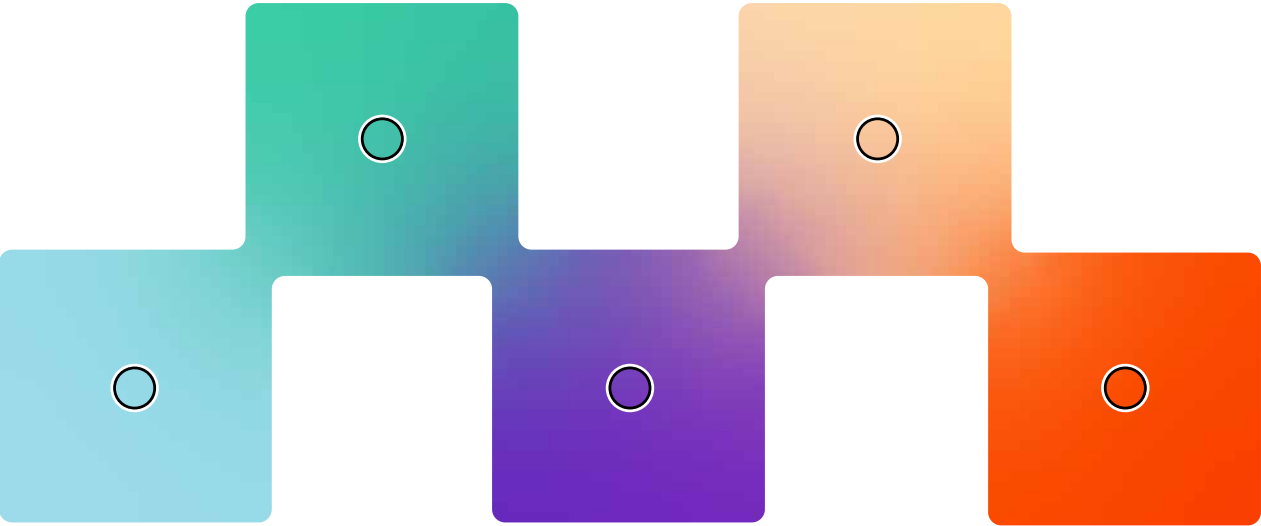


036

Color Application

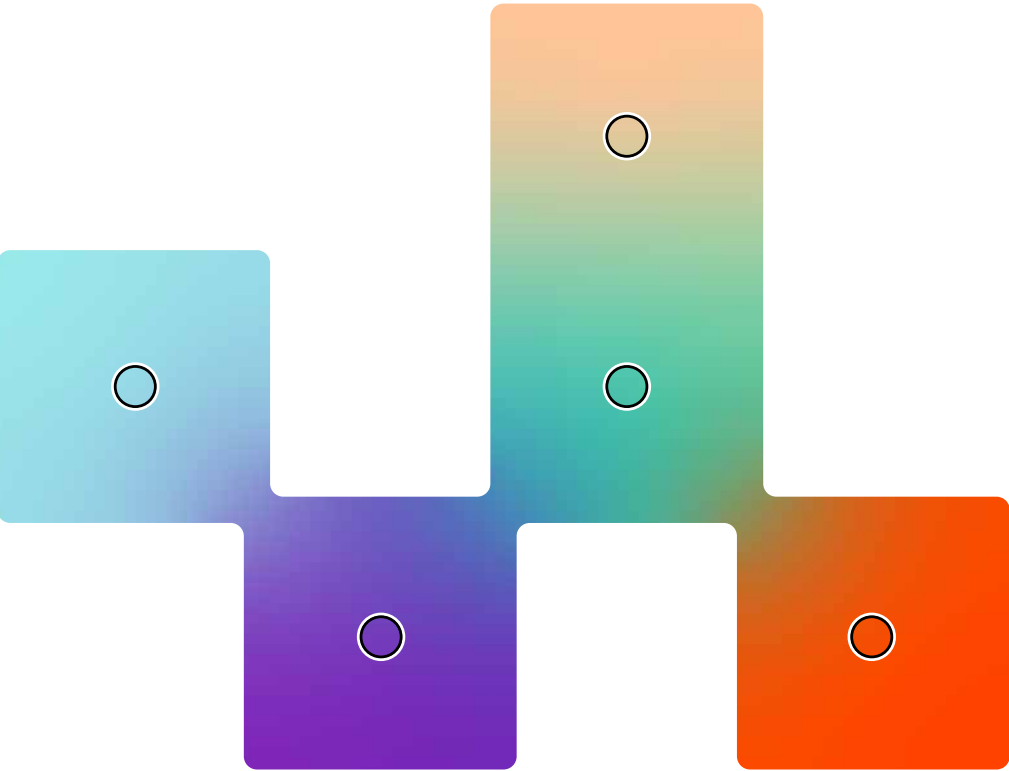
Our Rule: Each block = one unit of value or function.

Give each block it’s own distinct color, to allow for expressive combinations.



One Color Application

Each block should contain only one color pulled from the approved palette. Avoid blending several colors in one cube to prevent visual clutter or confusion.



Multiple Color Application

Some key visuals are made up of a larger arrangement of blocks. In these cases, it’s acceptable and encouraged to apply different colors to each block.

Usage

037

Linear Gradient

Linear gradients are used to introduce subtle depth and visual cohesion when modular blocks are layered over gradient backgrounds.

This style is used sparingly and is best for smaller, content-specific layouts that benefit from polish without overwhelming visual noise, like: cards in websites and decks, thought leadership graphics, modular section dividers, and sub-features.

Usage



038

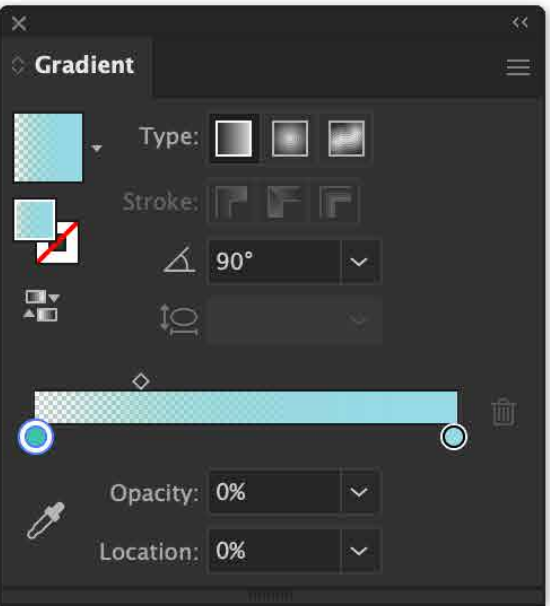
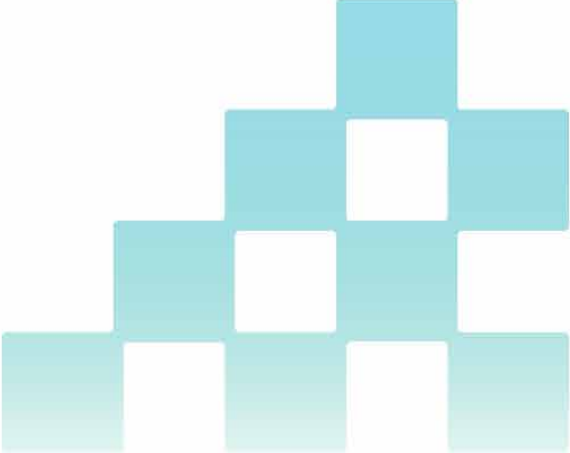
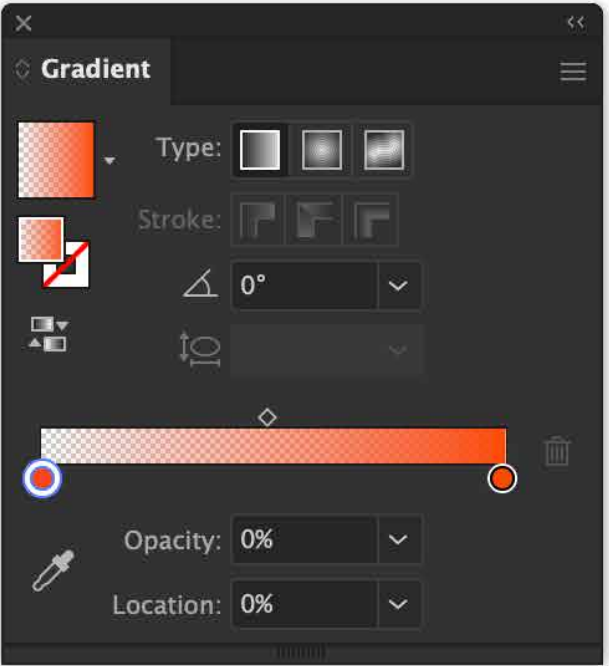
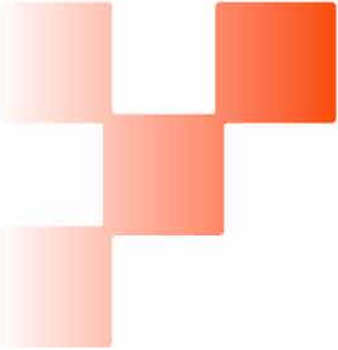
Color Application

Use linear gradients with partial opacity.

One end should be a solid brand color, while the other fades into the background for a smooth, integrated effect. Play around with the location slider for different blending appearances.

This creates subtle layering without drawing too much attention away from the content.

Usage



Key Visual Creation

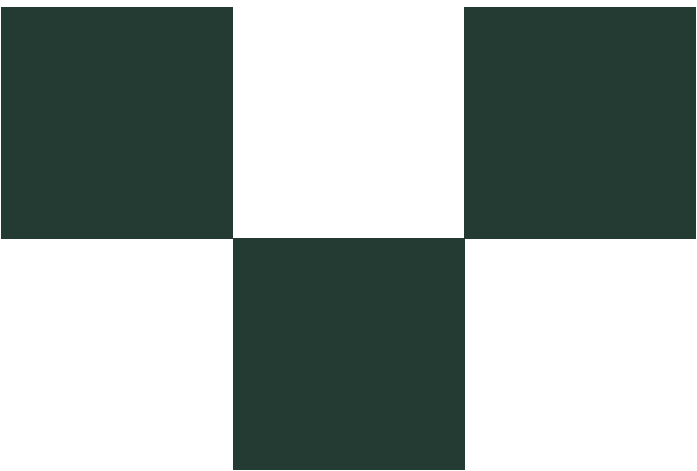
The brand’s look relies on geometric layouts, dynamic compositions, and intentional use of space. Follow these rules to maintain visual consistency and creative flexibility.

Use Simple, Geometric Shapes: Stick to rectangles, squares, triangles, and trapezoids. Shapes can be rotated, cropped, or resized.

Anchor with a Dominant Shape: In every layout, one shape should feel “anchored” or more visually weighted (typically using pink) to ground the composition.

Layer Shapes to Add Depth: Overlap blocks in contrasting colors (e.g., pink over burgundy, blue over pink). Keep overlaps clean—avoid cluttered stacking or drop shadows.

Usage



Start with Squares or Rectangles

Begin by duplicating the same-sized square or rectangle to form your desired modular shape.



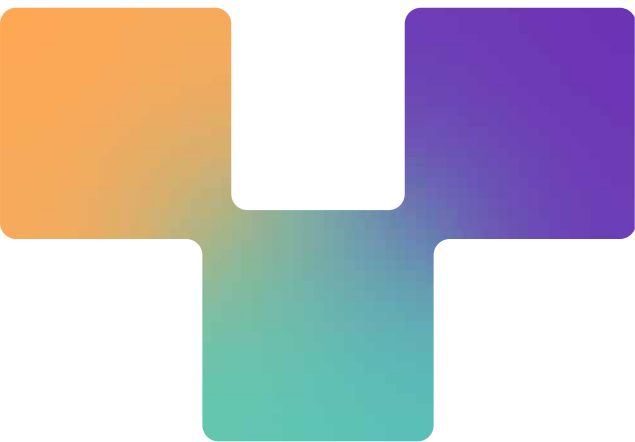
Round the Edges

To soften the visual appearance, apply a subtle corner radius to each edge. This adds a modern, approachable look.



Overlap and Combine Shapes

Position the shapes so they slightly overlap. Then, use the Pathfinder Tool to merge them into one unified form.



Apply Gradients

Finish by applying either a freeform or linear gradient to the entire shape.

Common Errors

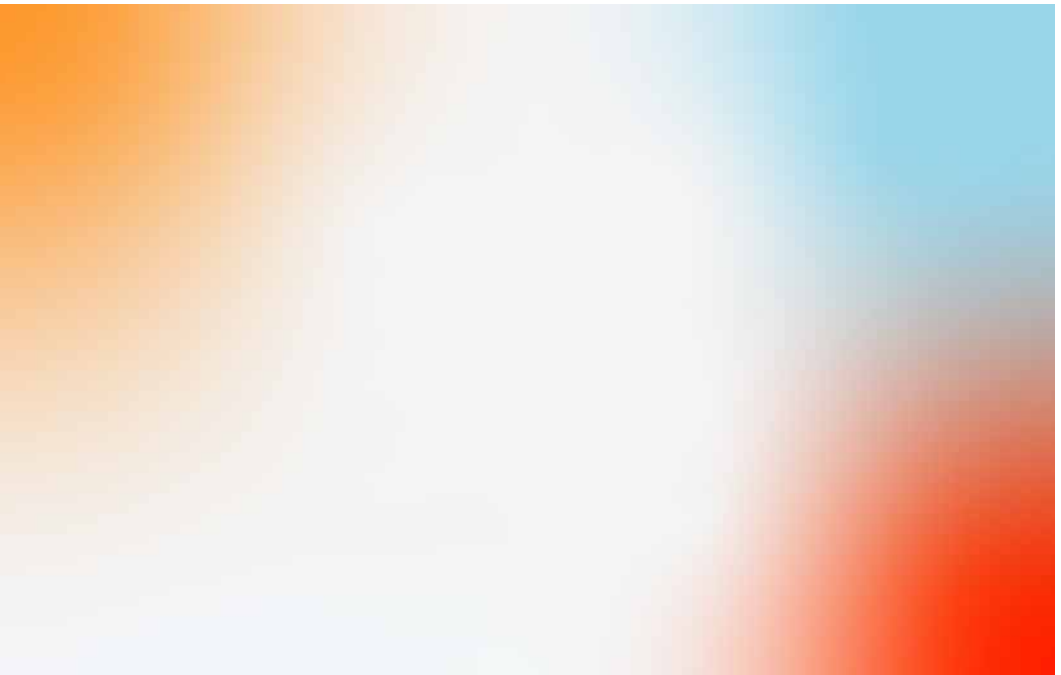
This page contains some examples of commonly made mistakes when using our modular key visual element.



When applying a grid-style key visual over a solid background, avoid using a grid color that's darker than the background. This creates unnecessary visual noise.



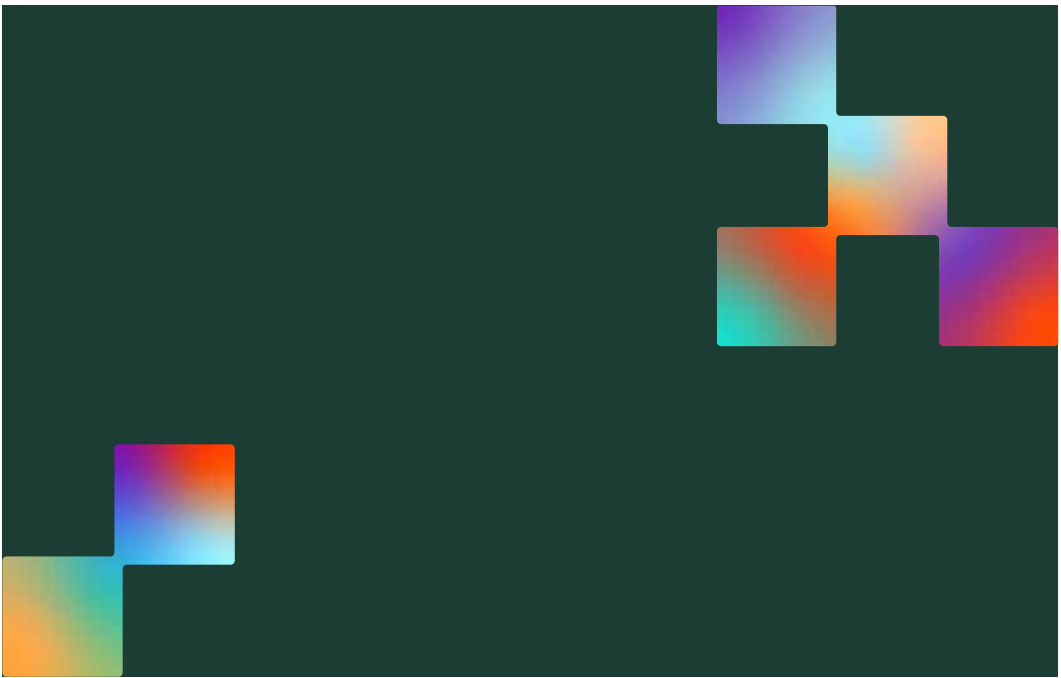
Ensure the gradient background doesn't compete with the content. Keep the composition clean and easy to read.



When using the light-theme gradient background, do not exclude Green or Dark Green. These hues are foundational to the brand.



Use consistent sizes when applying key visuals. Avoid mixing large and small building blocks within the same layout.



Only apply one color per block. Adding too many colors in the gradient can create visual clutter.



Do not layer freeform gradient key visuals over a full gradient background. They end up competing with each other and reduce clarity.

Usage

041

Examples

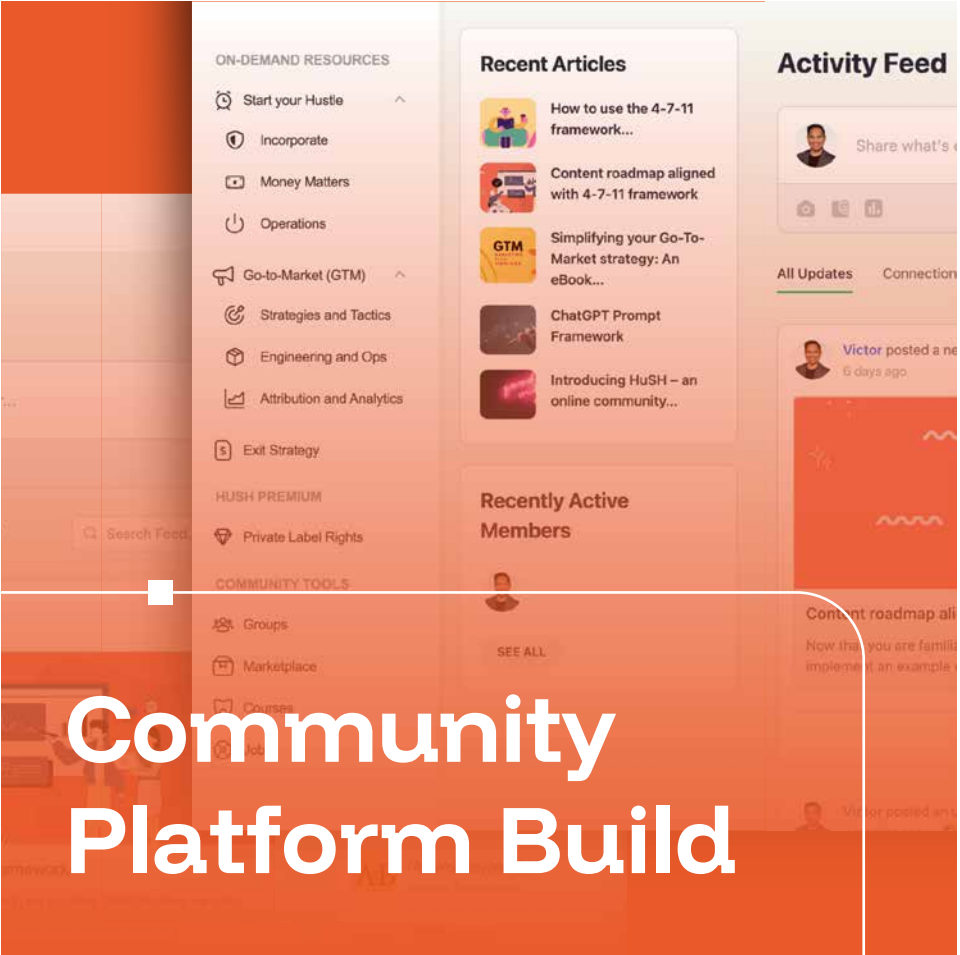


This page and the following pages provides examples on how to use our key visuals together with other visual brand elements.



Brand Identity and Design

We begin by defining the visual language of your brand—from logo to tone to storytelling. Your identity isn’t just how you look; it’s how your audience feels when they encounter you. We help you stand out and stay consistent across every channel.



Community Platform Build

Next, we design and launch your community platform—whether it’s a private membership hub, learning network, or customer success space. Our builds are clean, intuitive, and scalable, giving your audience a place to connect, learn, and grow with your brand.



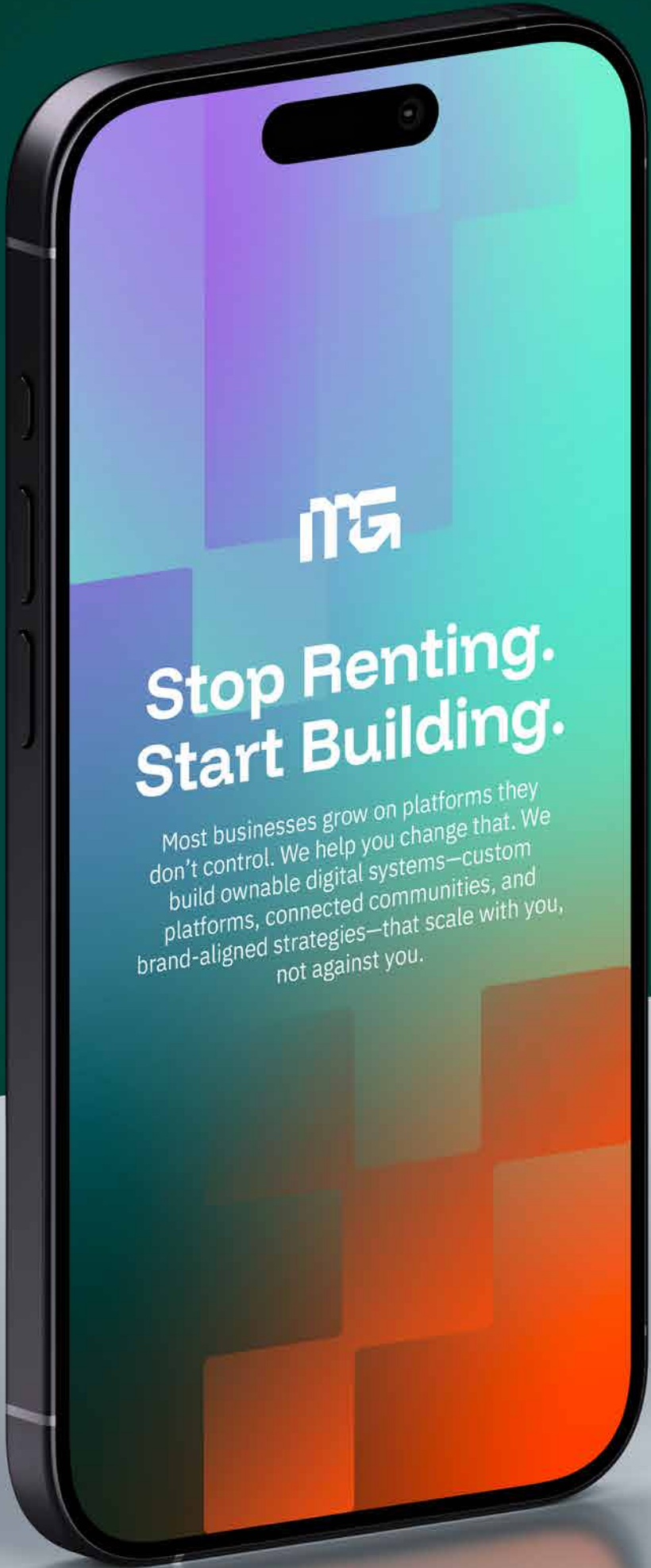
GTM Engineering and Analytics

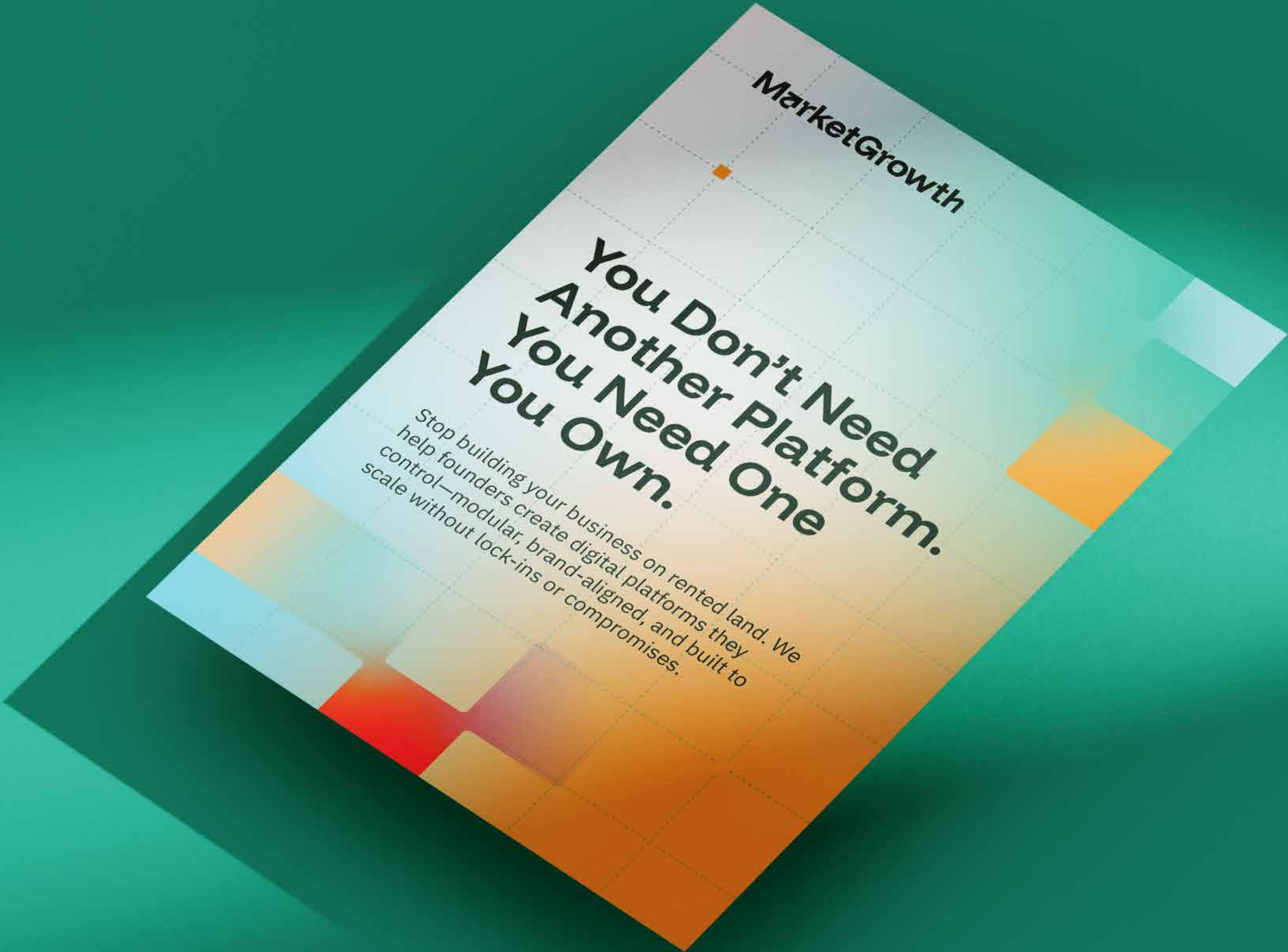
Growth isn’t luck—it’s engineered. We implement the data infrastructure, marketing automation, funnels, and growth loops that power your community-led growth engine. From community metrics to member attribution to revenue, we make sure nothing is left to chance.

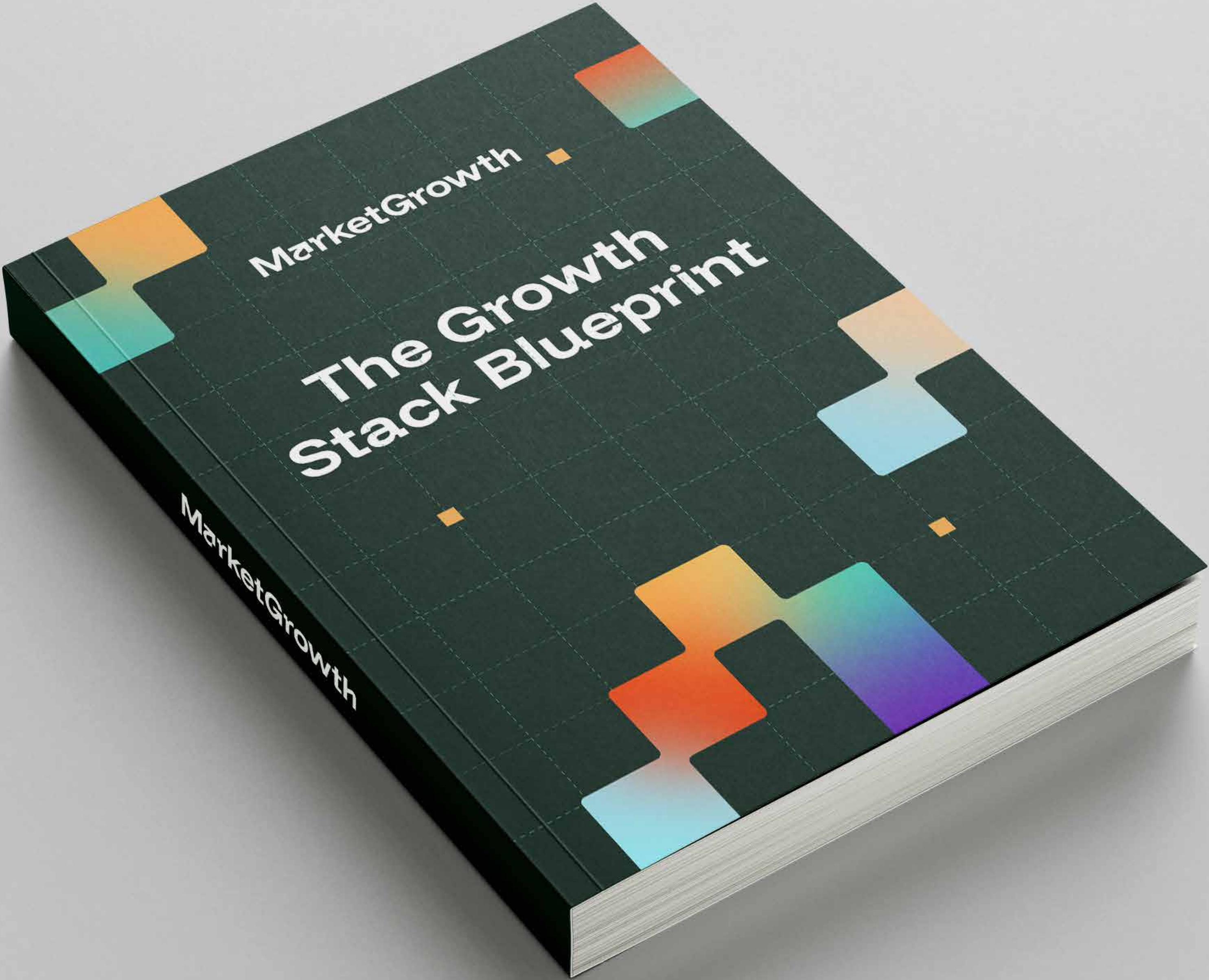


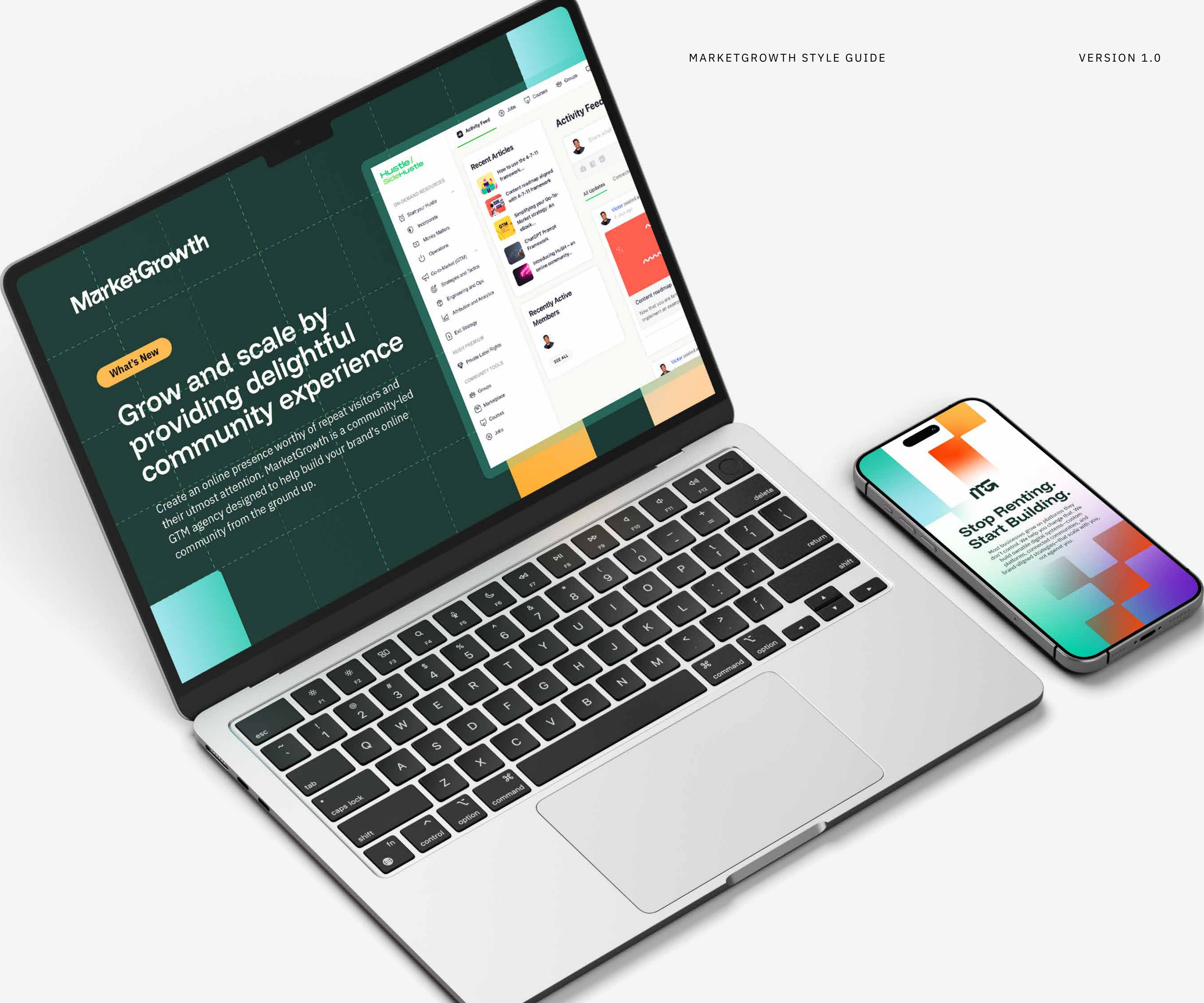
Community Management

A brand without people is just a logo. We help you manage and grow your community with engaging content, events, and onboarding strategies that drive retention and advocacy. Whether it’s building ambassador programs or moderating discussions, we keep the heart of your brand beating.









047



048

MarketGrowth

Grow Your
Own Way

www.marketgrowth.cx

05 In Closing

**Everything
we forgot to
mention before
this.**

Though we've come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

Why? Because we care.

PAGE 50

Approvals

PAGE 51

File Types

PAGE 52

Thank You

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from MarketGrowth.

Outside approvals may be submitted electronically by emailing the concept to your

point of contact or any other representative.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You’ve probably seen this before: images begin to appear pixel-lated if they’re pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector Files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you’re ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

Thank you.

From everyone in the MarketGrowth team, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team.

MarketGrowth Identity &
Brand Guide brought to you by
Brewing Brands™



hello@brewingbrandsph.com
brewingbrandsph.com

MarketGrowth