



International

Brand book

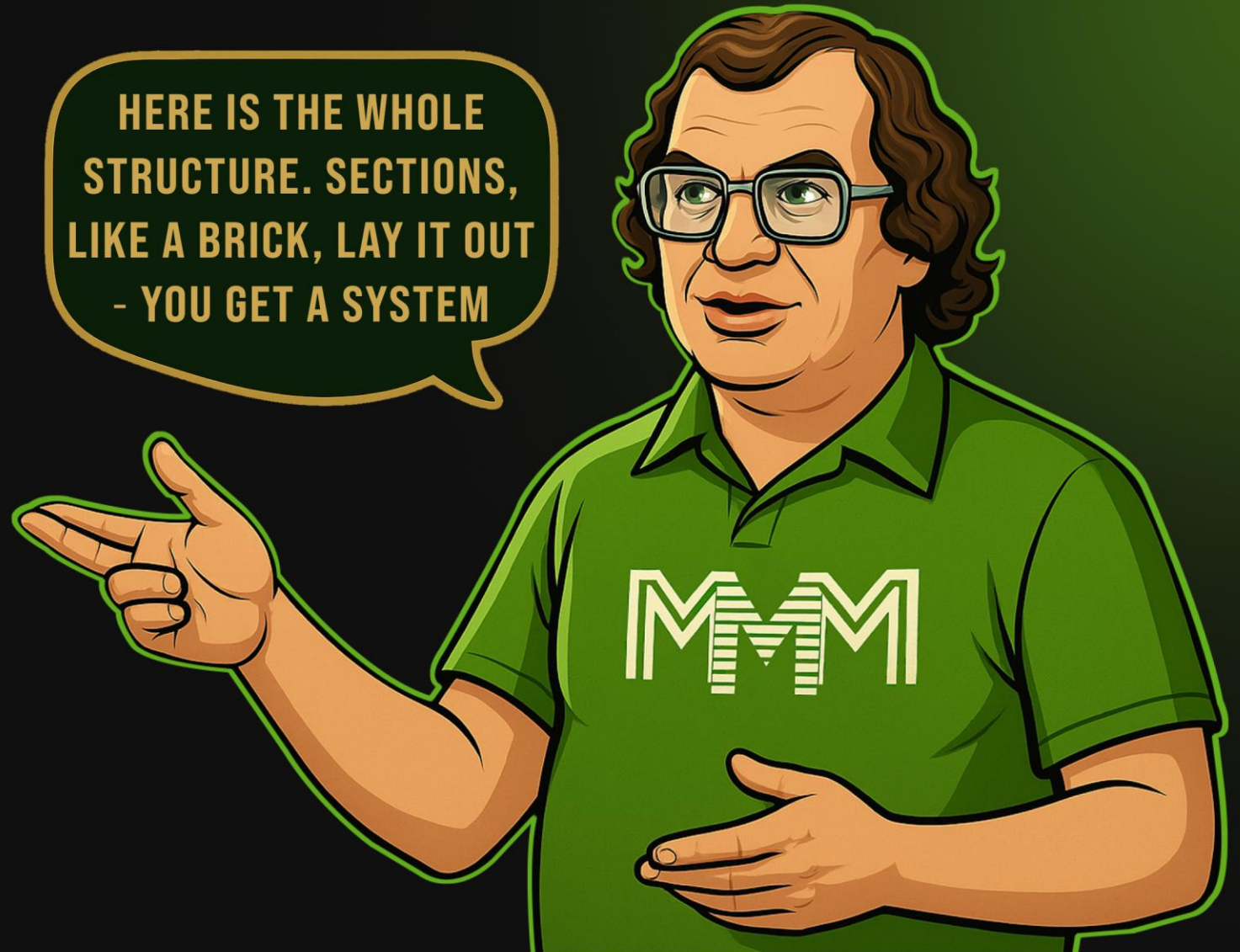
Guidelines for using corporate identity

Content

Logo	3
Safe Zone	5
Color options	6
Options without descriptor	7
Typography	8
Color palette	9
Alternative color palette	10

Merch

Striped polo	12
Blue Polo	13
Blue tracksuit	14
Black tracksuit	15
Slippers	16
M&M&M's T-Shirt	17



Logo

A logo is not just a picture. It is a concentrate. A symbol that contains everything.

Three letters: MMM. Simple as the truth itself. Repetition is not for beauty. Repetition is for reliability. For sustainability. For scale. The first "M" is a person. The second is a system. The third is a result.

The shape is strict, geometric - to catch the eye. The color is green, the color of money, growth, confidence. And inside - lines. Because everything is connected. Nothing happens just like that.

This logo does not tell - it declares. It is not about yesterday. It is about tomorrow.



Logo

"The system is one. The colors are different."

Sometimes a task requires a different tone – calmer. Without pathos. For partners, for individual projects. The logo is the same, just blue. Everything is honest. No mystery. Just a design for a specific situation. And the meaning remains. Always.

When to use: - If green does not fit the style - In educational materials - For presentations where neutrality is needed



Safe Zone

A logo is like an idea. It works only when it is not stifled.

There is a zone around it. Freedom. The minimum distance from any elements is not a whim. It is a rule. If you break it, you lose the meaning.



The minimum is the letter M reduced by 2 times. This is the starting point.

Don't come any closer. Not with text, not with a picture, not with decor. The logo must breathe.



Color options

The system must be flexible, but not formless. That is why there is one logo, but four formats.

There are no other versions. And there should not be.

The logo is an anchor. It should not float depending on the designer's mood.

Control of color is control of perception. And perception is everything.



Color on a light background is the main one. It speaks loud and clear. This is the default version.



Светлый на тёмном фоне — когда фон доминирует, но логотип не должен теряться.



White (monochrome) - pure and precise. When everything else fades into the background.



Чёрный (монохром) — строго, уверенно, по делу.

Options without descriptor

The system must be flexible, but not formless. That is why there is one logo, but four formats.

There are no other versions. And there should not be.

The logo is an anchor. It should not float depending on the designer's mood.

Control of color is control of perception. And perception is everything.



Color on a light background is the main one. It speaks loud and clear. This is the default version.



Light on a dark background - when the background dominates, but the logo should not get lost.



White (monochrome) - pure and precise. When everything else fades into the background.



Black (monochrome) - strict, confident, to the point.

Typography

A font is not a decoration. It is a tool. It works – or it doesn't. There are two fonts in our system. Two levels of delivery. One speaks. The other explains.

**PP Right
Grotesk**



Onest

Headings - PP Right Grotesk.

Rough. Direct. Unsentimental. It doesn't ask for attention - it demands it. Each letter is like a brick. Forms a structure. Makes a statement.

Main text - Onest.

It is easy to read. It works stably. Without unnecessary noise. It does not argue with the title, it complements it. Because in the system, each element knows its place.

Color palette

Color is a code. It works faster than words. It forms an image. It creates a mood.

HEX

#62AE1C

Green. Alive. Active. The color of growth, money and movement. It is the foundation. It is memorable.

HEX

#101010

Deep, almost black. For backgrounds, underlays. Everything is built on it. It is the support.

HEX

#FFFFFF

Text color. Contrasting, clean, readable. It is needed so that the idea is visible. Not the background. Not the decor. But the voice that is read.

Alternative color palette

Alternative palette. Not always needed, but when needed, you can't do without it. For special projects, non-standard tasks and partner formats. Works as honestly as the main one. Just for a different task.

HEX

#0077FF

Blue. Calm. Confident.
The color of reason, calculation and stability. It is about clarity, about precision, about the long game.

HEX

#101010

Deep, almost black. For backgrounds, underlays. Everything is built on it. It is the support.

HEX

#FFFFFF

Text color. Contrasting, clean, readable. It is needed so that the idea is visible. Not the background. Not the decor. But the voice that is read.

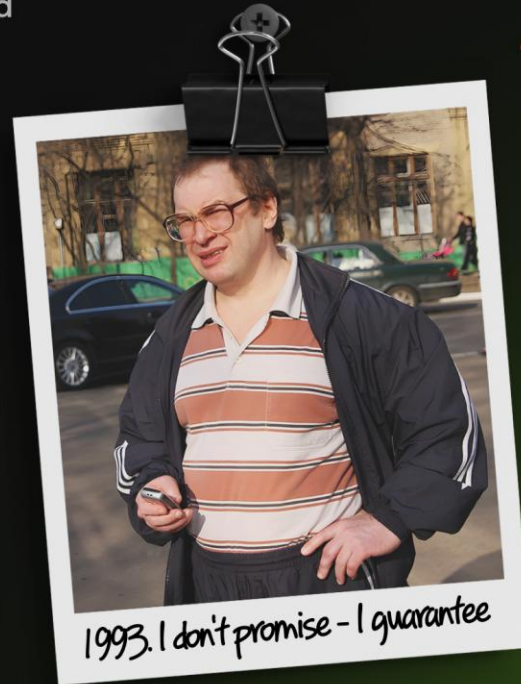


Merch

Clothes should be comfortable.
Everything else is unimportant.

Striped polo

A regular, practical polo. Nothing extra. The color is neutral, the stripes are for symmetry. There is a pocket - you can put a pen or a piece of paper with calculations. The main thing is that it is comfortable and works. That's all.



Blue Polo

Normal polo. Logo is yours, necessary.
Blue color is neutral, does not distract.
Convenient, simple, to the point.
Everything as it should be.



Blue tracksuit

A suit like a suit. Comfortable, practical. Three stripes are recognizable. Does not restrict movement. Three stripes are three steps to success. Verified by MMM.



Black tracksuit

Black - so you don't stand out. Green - so they know where you're from. Three stripes - three letters. In my time, this didn't exist - but it's available to you. Both style and symbol.



Slippers

Regular slippers. Comfortable. Tested over the years. Gordon sat in them - so, you could say, they are historical. The main thing is that they don't pinch or creak. Everything else is unimportant.



M&M&M's T-Shirt

Well, humor is a subtle matter. Those who understand it will smile.

First you're just a face. Then you're a mascot. And then they carry you around. That's how the system works.





International

2025