

# BRAND STYLE GUIDELINES

**MCM**  
**COMIC CON**  
**LONDON**



# WHAT IS MCM?

The MCM Comic Con London is a speculative fiction fan convention held at the ExCel London twice yearly since 2002, usually on the last weekend in May and October. The convention primarily focuses on comic books, video games, sci-fi, cosplay, anime and popular media.



# LOGO

I redesigned this logo in a way for it to resemble a badge. The way for that to be done was to pick out the correct shape. I originally chose a circle as that's the most common, however looking back at MCM's original logo theirs is much more jagged. So, I created the shape on my own using Adobe Illustrator.





# LOGO ON BACKGROUND

I displayed my MCM Comic Con logo on different backgrounds of different colours, this can provide me a clear understanding of which colour the logo suites best , or if it should just be left on white.



# COLOUR

**ORANGE**

**HEX:**

#F36F21

**RGB:**

243, 111, 33

**BLUE**

**HEX:**

#2FB7EA

**RGB:**

47, 183, 234

**BLACK**

**HEX:**

#000000

**RGB:**

0, 0, 0

**WHITE**

**HEX:**

#FFFFFF

**RGB:**

255, 255, 255

# TYPOGRAPHY

For my high fidelity designs I ended up using two fonts. Inter and Josefin Sans. Throughout the designs of both the Website and App I also used each fonts variants. Such as Bold, Black, Medium, Light, Regular ect.

Inter Regular Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz

JosefinSans Regular Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

# BUTTONS

