



BRAND MANUAL - V02

MAIN BRANDING

LOGOS, COLORS & FONT



ABCD...

DIN Next LT Pro

...is the primary font across all divisions. It is used on print, web and logotype. Headline uses All caps and body text uses small caps.



M2 FILM

M2Film is written in “DIN Next LT Pro -
Bold Condensed”
(like Entertainment and Animation).

M2 FILM

M2 ANIMATION

M2 ENTERTAINMENT

There should always be a small space
between M2 and the extensions. This is
consequently applied across all divisions.

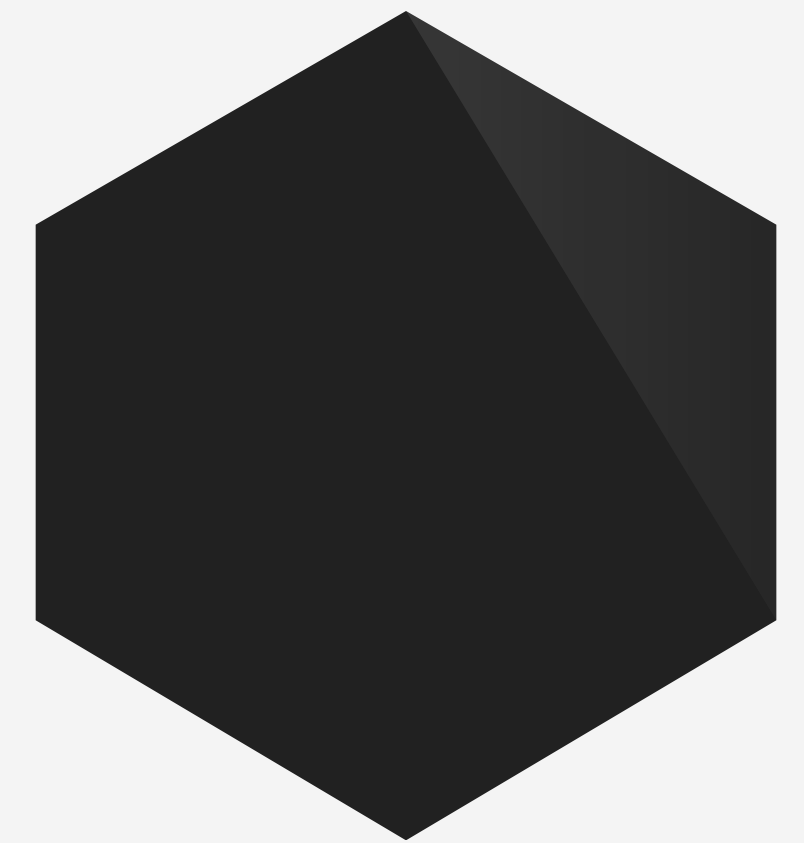


THE HEXAGON



SHAPE - As a key part of the visual identity is the “M2 hexagon”. It is important to stay true to the proportions of this.

HIGHLIGHT - When using the hexagon in either red or black, make sure the top right highlight is present.



Example of use as generic graphic elements.



The hexagon shaped is used as the primary company logos.



COLORS

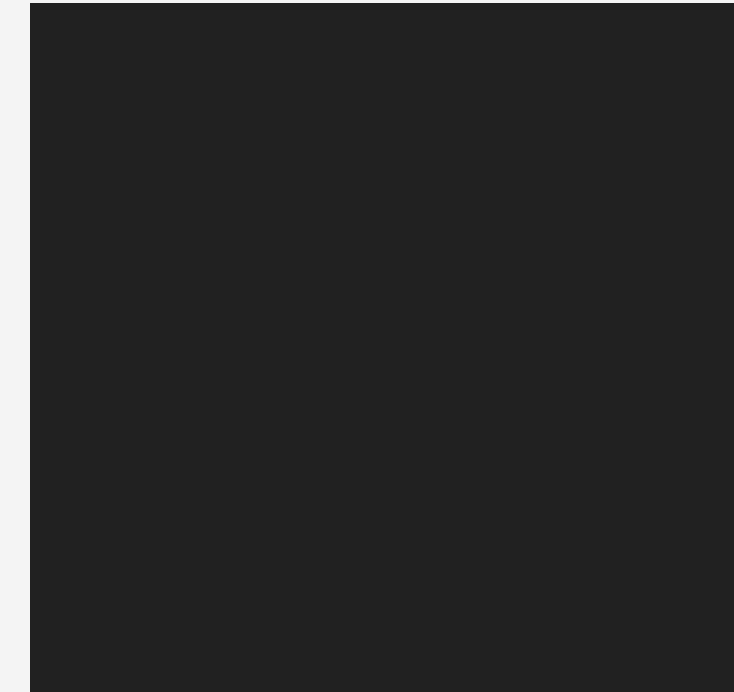
The **primary** color associated with M2 is red.



RED

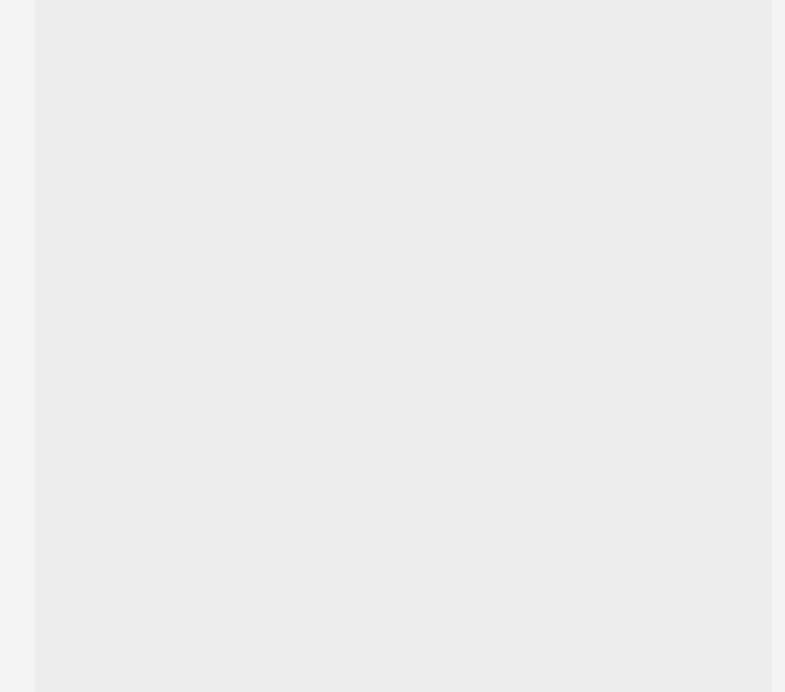
rgb: 211, 0, 0
hex: #d30000
cmyk: 11,100,100,3
pantone 1795 c

The **secondary** colors are black and light gray.



Black

rgb: 33, 33, 33
hex: #212121
cmyk: 0,0,0,95



Light grey

rgb: 237, 237, 237
hex: #ededed
cmyk: 0,0,0,100



COLOR COMBINATIONS



When using colors with the hexagon only use these three main combinations.



“**WE ARE M2**” is primarily used as an overall headline across all divisions.

WE ARE M2

As a rule of thumb always go for the hexagon version. Alternatively use the typed version.

USE

EXAMPLES



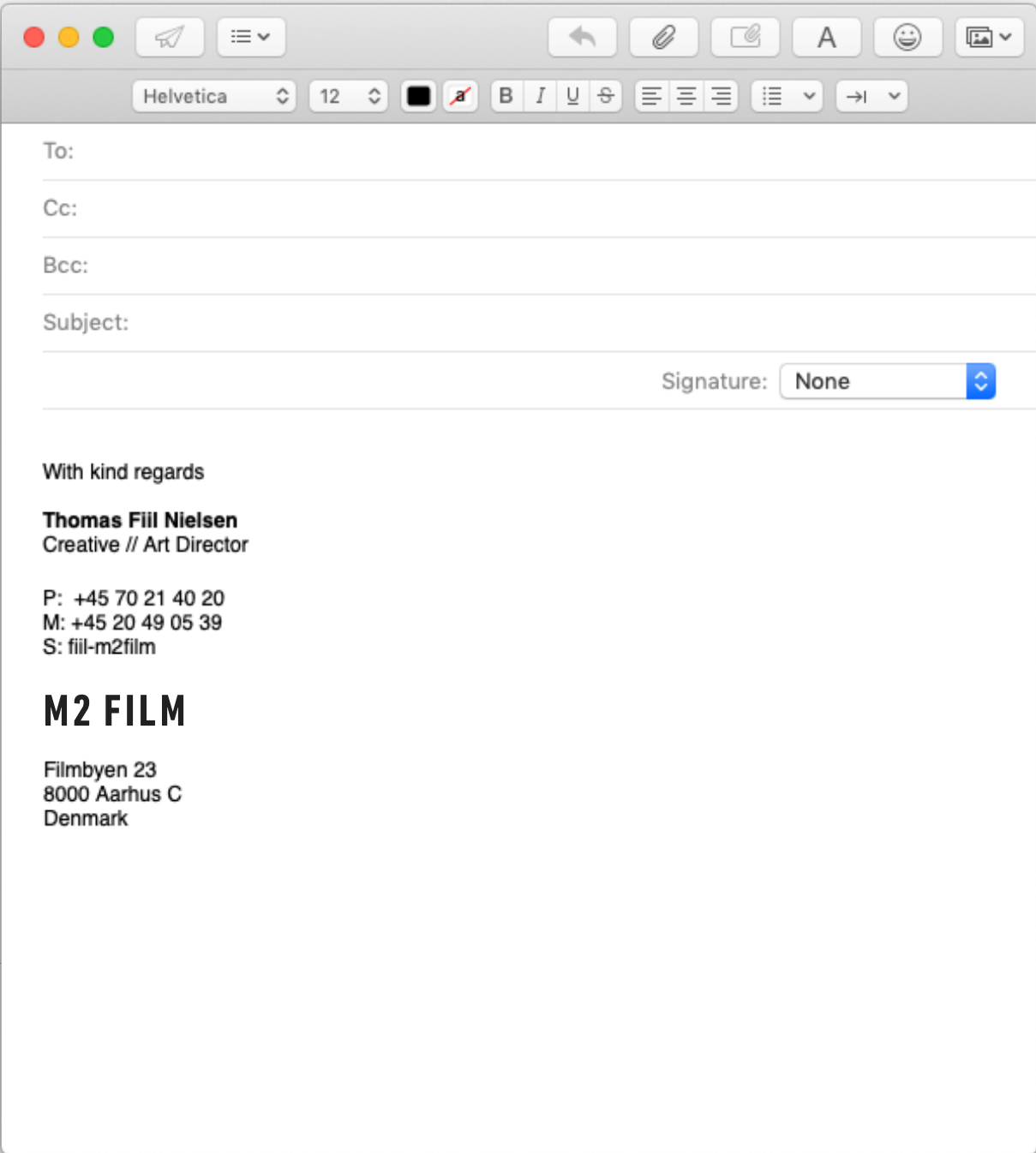
MAIL SIGNATURE

Mandatory

Contact info

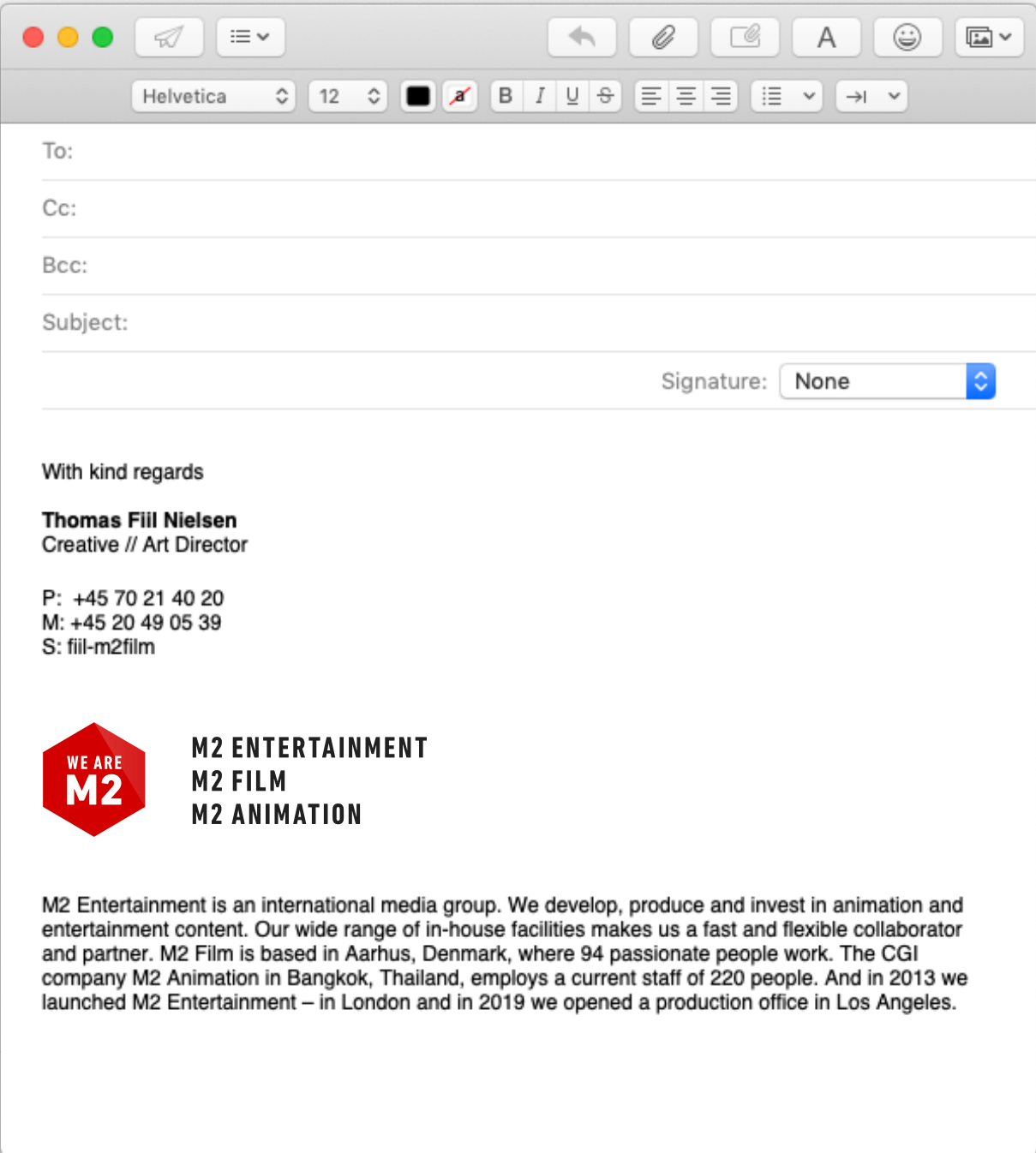
Local affiliation
uses single
division logotype

Physical address
is optional



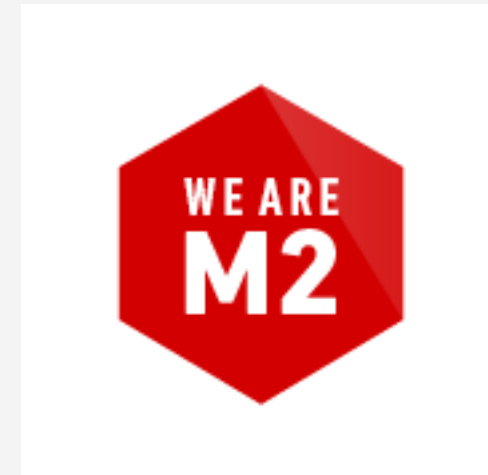
Global affiliation
uses the WE ARE
M2 hexagon logo
together with the
division logotypes

Additional text can
be added below





SOCIAL MEDIA - PUBLIC COMPANY PROFILE



On a public social media channel like on facebook use a red hexagon logo on a plain white background.

 M2Film



 Thomas

Startside

Opret



 1

 60





M2Film

@M2FILM

Startside

Om

Opslag

Billeder

Videoer

Begivenheder

Fællesskab

Newsletter Signup

Oplysninger og annoncer

Opret en side



 Synes godt om

 Følger

 Del



Læs mere

 Send besked

Opret opslag

  Skriv et opslag ...

 Billede/video

 Tag venner

 Tjek ind



Opslag

 M2Film

6. maj kl. 11.56 · 

Vi søger et par praktikanter til vores produktionsafdeling i Aarhus. Det er en super mulighed for at få praktisk erfaring for dig, der drømmer om en fremtid inden for filmproduktion 🎬

Del gerne! 😊

M2FILM.EMPLY.NET

Praktikanter til M2Films produktionsafdeling

Til vores produktionsafdeling søger vi et par superstars med "ild i øjnene" til det team, der står for planlægningen og eksekveringen af en række af vores produktioner. Praktikstillingen er en super...

 16

6 kommentarer 30 delinger

 Synes godt om

 Kommenter

 Del

Fællesskab

Se alle

 Inviter dine venner til at synes godt om denne side

 5611 personer synes godt om dette

 5627 personer følger dette.

 Michael Harders og 76 andre venner synes godt om dette eller har tjekket ind

 281 indcheckninger

Om

Vis alle



 Filmbyen 23 (0,54 km)
8000 Aarhus, Denmark

[Få rutevejledning](#)

 70 21 40 20

 Send besked

 www.m2film.dk

 Udsendelses- og medieproduktionsselskab · Film- og tv-studie



SOCIAL MEDIA - CLOSED INTERNAL

Facebook interface for the "M2 SOCIAL" group. The header shows the group name, a search bar, and user navigation options (Thomas, Startside, Opret). The main content area features a large black hexagon logo with the text "WE ARE M2 SOCIAL BOWLING". The left sidebar lists group options: Om, Debat, Medlemmer, Begivenheder, Videoer, and Billeder. The right sidebar shows group statistics (83 medlemmer) and a list of members. The bottom section displays a post by Rasmus Pilgaard Petersen, dated 6. maj kl. 17.30, with a photo of a dog and a video of a bowling ball.

For unofficial internal social media pages use a black hexagon logo.



Headlines uses:
DIN Next LT Pro
bold

Bodytext uses:
DIN Next LT Pro
regular

DEAR CLIENT

We are excited about the journey our two companies are about to embark on together.

The following is an in depth description of the process we anticipate go through.
Please note that...



Head Office
Filmtøen 23, 4. sal
DK-8000 Aarhus C

Copenhagen Office
Ansgårde 11, 3. Sal
DK-1106 Copenhagen

P: +45 70 21 40
M: contact@m2film.dk
W: www.m2film.dk

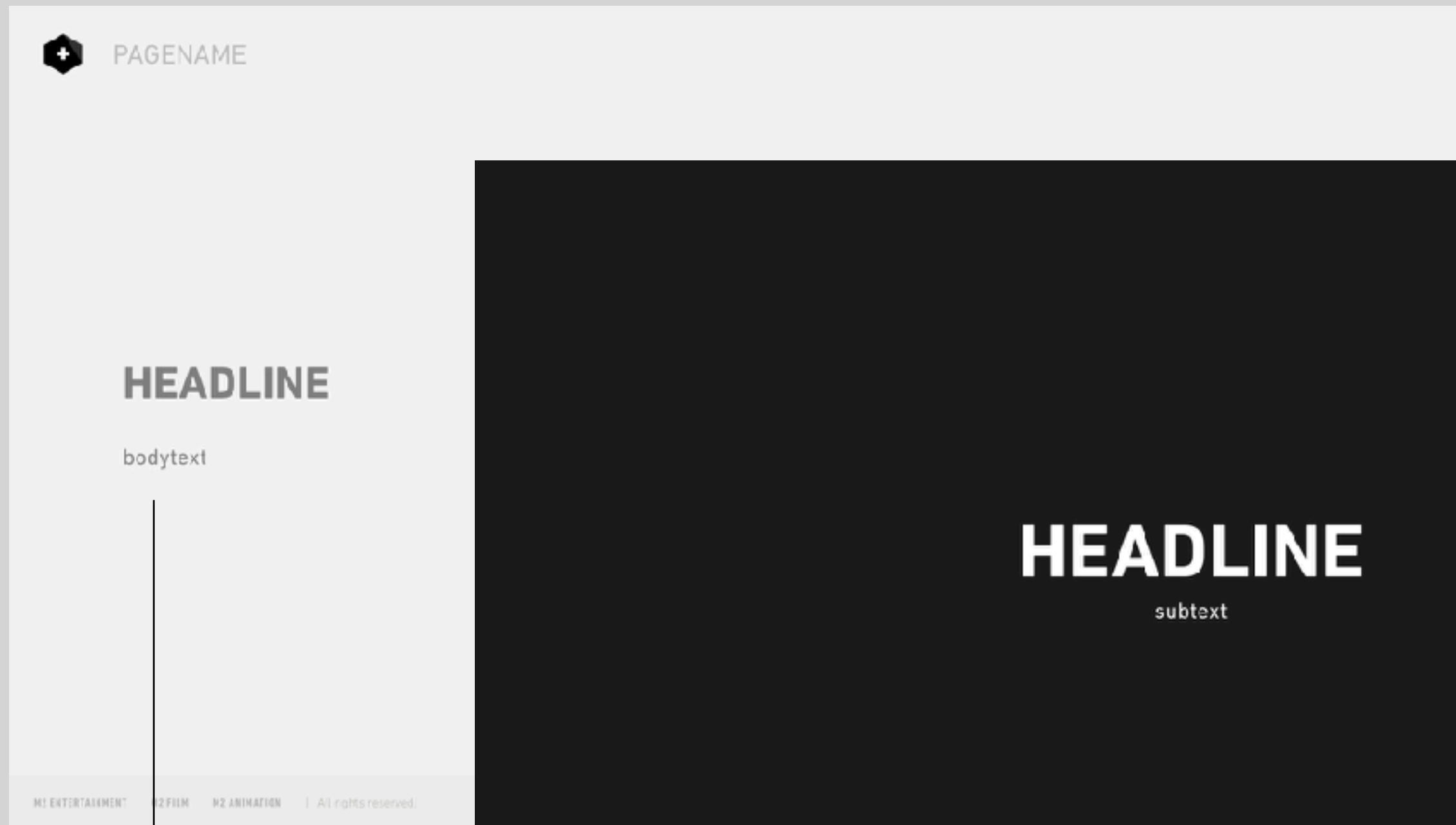
Letterhead uses black
hexagon logo.

Letterhead text uses
DIN Next LT Pro -
Regular end bold



SLIDE DECK - CLEAN SLATE

Content slide



Divider slide



Use appropriate logo according to the context of the presentation.

Frontpage



Keynote slide deck uses:
DIN Next LT Pro bold

Use appropriate logotypes in **the bottom** of the masters. If WAM2 haxagon is used, then all logotypes go on the bottom. If for instance the M2 Film logo is used - then only use M2 Film logotype in the bottom