

# **MAY** NINETEEN

**SMART RETAIL EVENTS**

**BRAND AND DESIGN GUIDES**

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## **1. Introduction**

We are creative retail events company who conceptualise, plan, produce and deliver live events for the UK's top retail and leisure destinations. These days shopping centres offer far more than retail, they are multi-functional spaces with leisure, creativity, culture, education, health and well-being at their core.

The live events and activities we create engage with locals and visitors alike, bringing different groups together and the excitement back, they create a piece of theatre on the malls offering shoppers a vibrant and unique experience.

To create engaging and effective retail events like these demands a combination of imagination and expertise.

That's why at Maynineteen we bring together a diverse and highly experienced team to work on every project.

They include together a highly experienced team of dedicated planners and producers and a wider team of creative directors, digital designers, choreographers, stylists, writers, musicians, film makers, lecturers and students.

Applying this diverse set of skills, over the past 12 years we have built a reputation for offering industry leading concept and design creativity together with expertise and acumen to deliver on time and budget. Smart Retail Events that engage, inspire and delight and help our clients to prosper.

We believe that smart, innovative events can connect people to retail spaces in dynamic and profitable ways.

We believe that a great retail event lifts people's spirit and raises sales.

We believe that a great retail event makes people want to stick around longer, spend more, and tell their friends about it.

We believe that imagination and expertise brings the best ideas to life.

We believe that collaboration makes us smarter, better, more creative and more surprising.

We believe that transformative is a great word.

We believe in working hard, talking straight, and delivering on time. We believe in value for money and offer a good return on your investment.

We believe in the next brilliant event we're going to make.

## 2. Logo

**MAY NINETEEN**

Logo + strapline

**MAY NINETEEN**  
**SMART RETAIL EVENTS**

Logo + strapline

**MAY NINETEEN**  
**SMART RETAIL EVENTS**

**Logo monogram**



### 3. Logo size

The logo has been designed to reproduce at a minimum height of 10 mm. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo.

The logo consists of the word 'MAYNINETEEN' in a bold, sans-serif font. 'MAY' is in dark grey and 'NINETEEN' is in red.

A smaller version of the 'MAYNINETEEN' logo, maintaining the same color scheme and font style.

Logo is scaleable to any size increase. Minimal size 100 pixel wide

A large, stylized letter 'M' logo. The left vertical stroke is dark grey and slanted, while the rest of the 'M' is red.

A smaller version of the stylized 'M' logo, maintaining the same color scheme and style.

For web the minimum logosize is 30 pixels deep



#### 4. Colours

● Pantone Bright Red

R: 255 58 29 CYMK: 0  
90 95 0 HEX: FF3A1D

Pantone 432

● R: 69 73 82 CYMK: 71  
62 51 35 HEX: 454952



## 5. Typography

### HEADLINE FONT

# WE ARE MAYNINETEEN

Font: Condensed ExtraBold, tracking -20


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### BODYCOPY FONT:

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Font: Futura Book, tracking -30.

**6. Social media**



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0161 848 7878 [maynineteen.co.uk](http://maynineteen.co.uk)



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**7. Vehicle**



## 8. Uniform



## 9. Business cards



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**Thank you**