

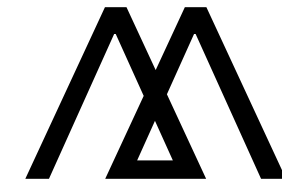
Overview

Logos

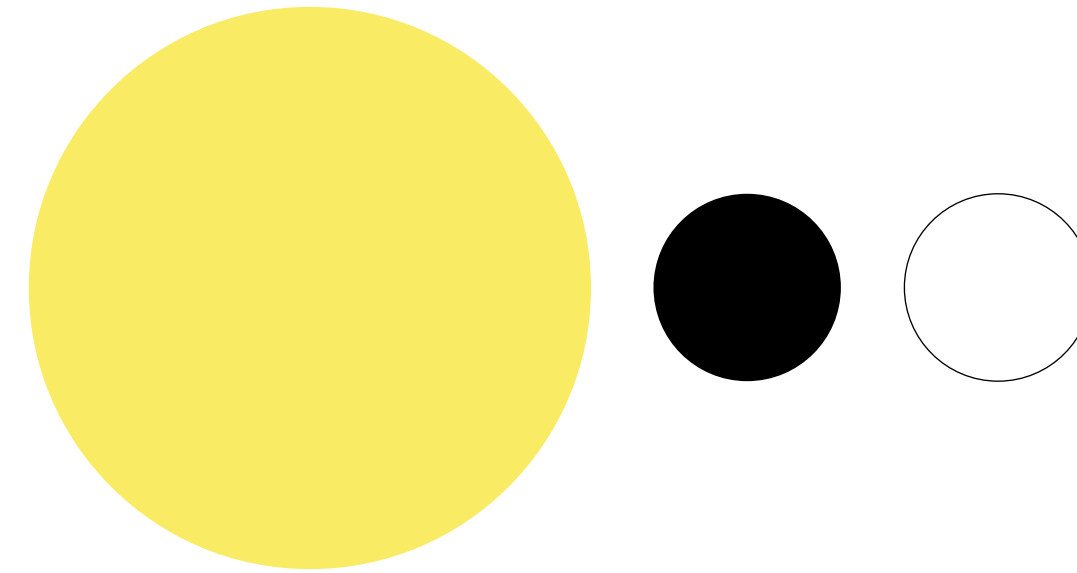
MAJESTIC
LONDON 1968

MAJESTIC

Monogram



Colour



Gradient



Typography

ATTEN NEW BOLD

Atten New Book

Atten New Medium

Atten New Regular

Photography



Primary logo

The Majestic logo is one of our most important identity assets, conveying the beauty and the craft of our products. It should be used confidently across all Majestic applications.

The primary version of our Majestic logo is made up of our Majestic wordmark and the 'London 1968' descriptor. This version should be used whenever there is plenty of space available.

The logo consists of the word 'MAJESTIC' in a large, bold, black, sans-serif font. The letter 'M' is stylized with a triangular cutout in its center. Below the wordmark, the words 'LONDON 1968' are written in a smaller, all-caps, black, sans-serif font.

MAJESTIC
LONDON 1968

Primary logo

Clear space

To maintain its visual integrity, the logo should always have enough clear space around it. The minimum amount of clear space should be equal to x, the height of the Majestic M.



Secondary logo

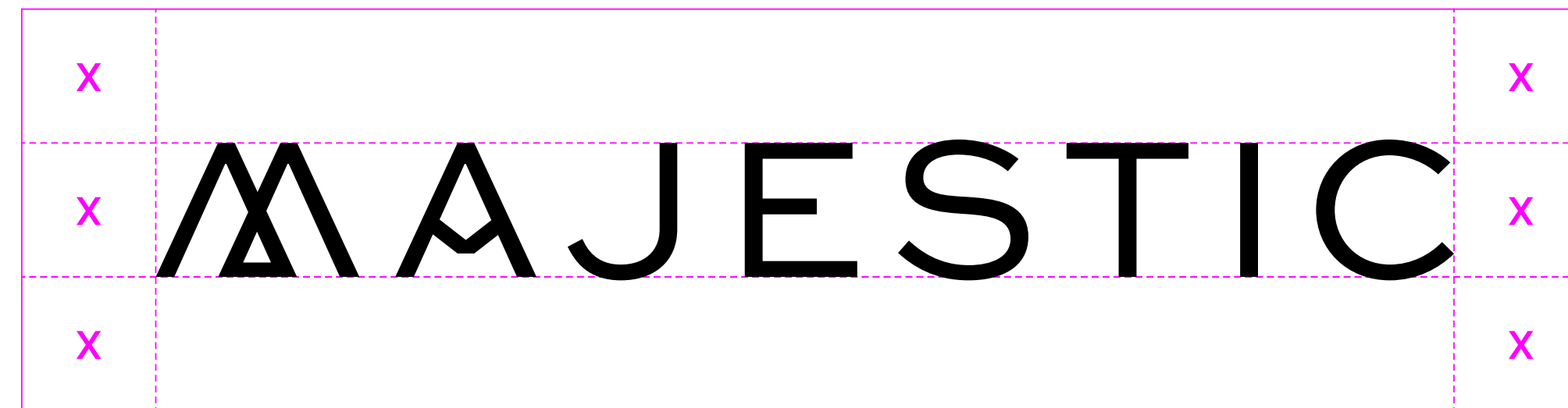
For smaller logo usage or whenever there is not enough space available, the Majestic logo should be used without the 'London 1968' descriptor.

MAJESTIC

Secondary logo

Clear space

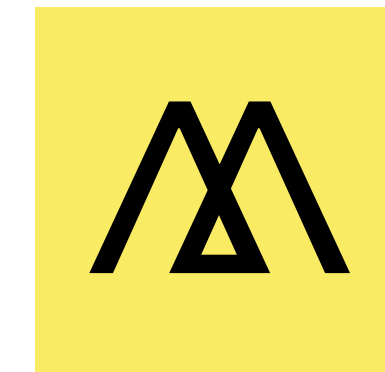
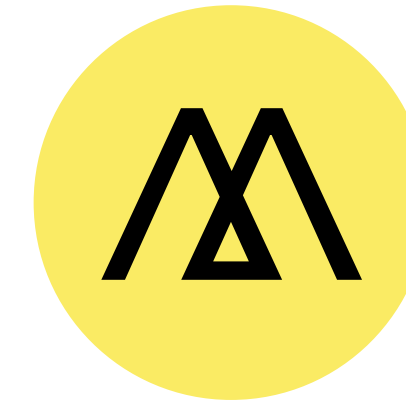
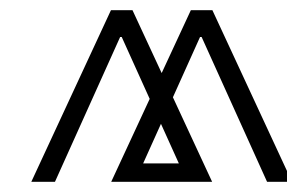
To maintain its visual integrity, the logo should always have enough clear space around it. The minimum amount of clear space should be equal to x, the height of the Majestic M.



Monogram

The M symbol, or monogram, can be used as an alternative to the Majestic logo, especially across digital applications such as social media platforms, on a white or yellow background.

As a general rule, the Majestic logo and monogram should not be used on the same layout, to avoid repetition.



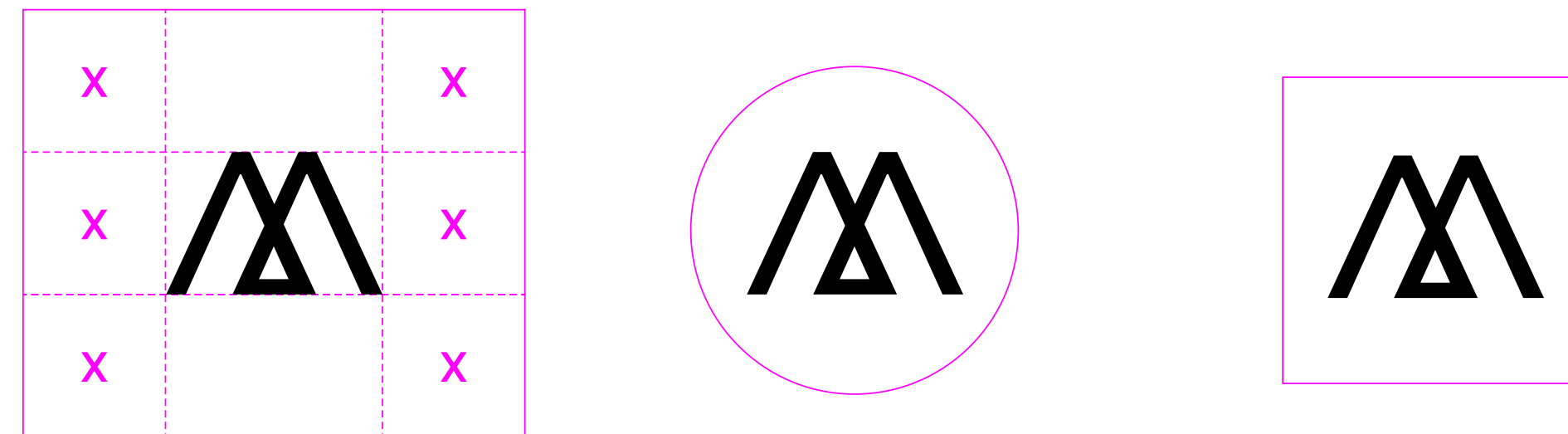
Monogram

Clear space

To maintain its visual integrity, the monogram should always have enough clear space around it.

For general purposes, the minimum amount of clear space should be equal to x , the height of the Majestic M.

For social media use (avatars), depending on the cropping format, the monogram should be optically aligned to appear centred within a circle or square.

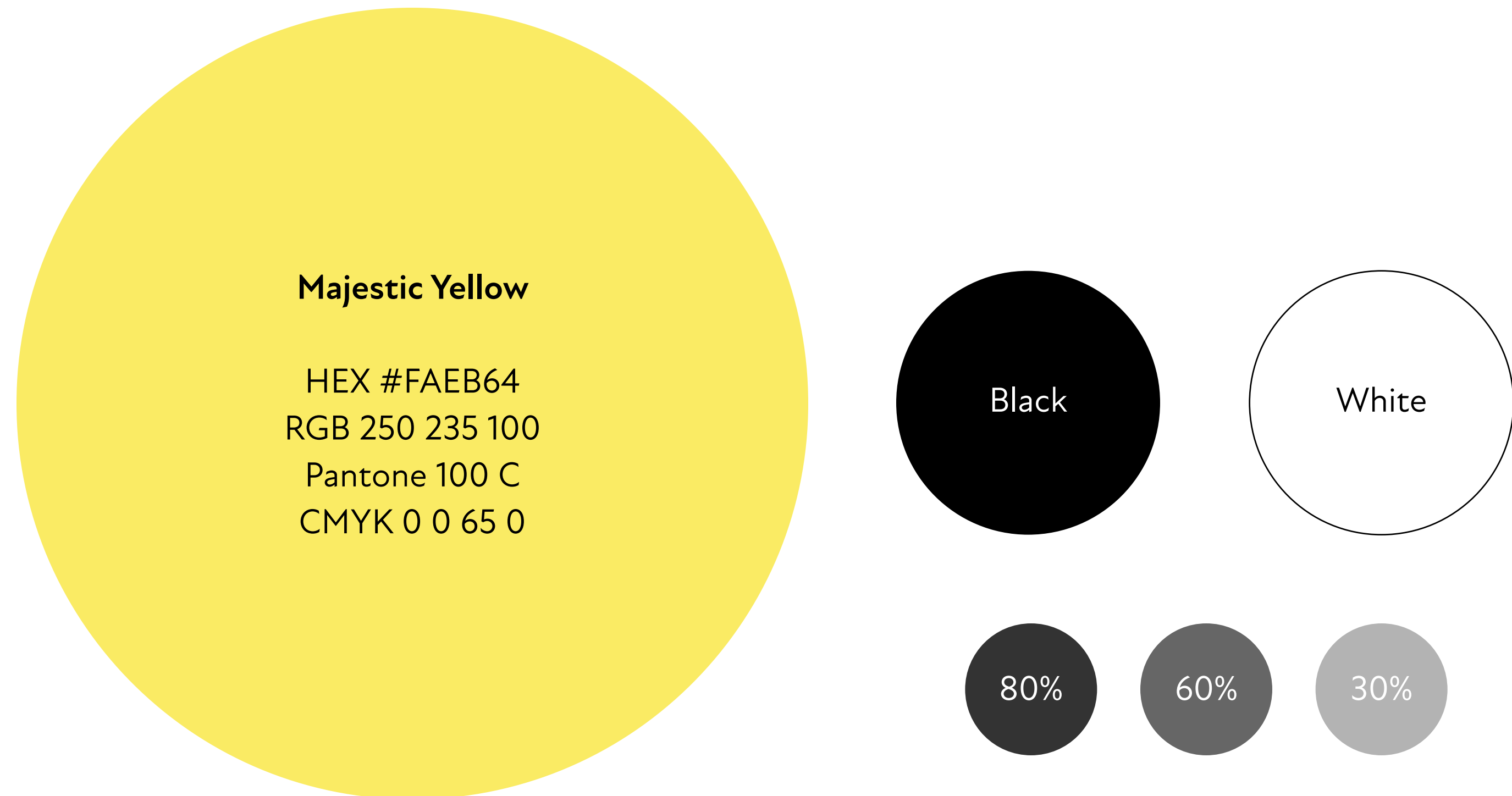


Colour

Colour values

The Majestic colour palette expresses our fresh and full of energy personality.

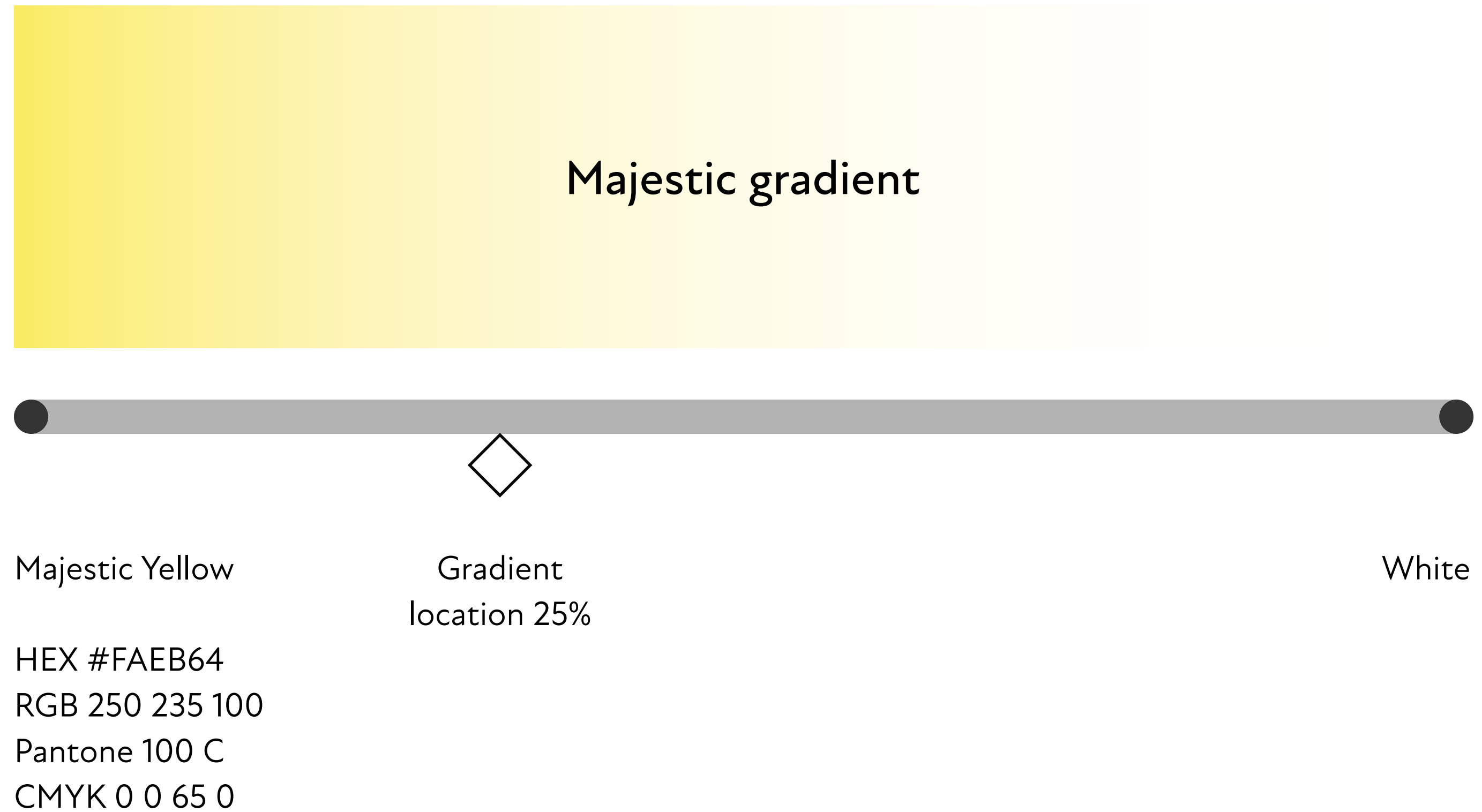
Majestic layouts should feel optimistic, full of light, using plenty of whitespace. Backgrounds should be primarily white, with yellow backgrounds highlighting special messages or specific sections. Black backgrounds should be avoided if possible.



Colour Gradient

The Majestic gradient is an integral part of the identity and helps to convey its energy and freshness.

The orientation of the gradient should always be vertical. Whenever the logo is present on the layout, the yellow colour should always be at the bottom.



Typography

Our font family

A modern family with classic roots, Atten New should be used for all texts, from headlines and titles to body copy. The extensive range of widths provides plenty of options for any situation.

Atten New is available through Adobe Fonts, making it easy to use across most digital applications.

Atten New

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Atten New Book

Atten New Book Italic

Atten New Regular

Atten New Regular Italic

Atten New Medium

Atten New Medium Italic

Atten New Bold

Atten New Bold Italic

Atten New ExtraBold

Atten New ExtraBold Italic

Typography

System font family

Whenever Atten New cannot be used (e.g. emails, screen presentations that need to be sent outside of the company), the Arial system font should be used instead.

Arial

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Typography Principles

The Atten New family provides an extensive range of widths, useful for all situations. A few headlines, titles, subtitles and body copy style examples are shown on this page.

Text styles should be consistent in look and feel across all applications. However, certain adjustments might need to be made, due to the technical differences between print and digital, in order to ensure a good legibility. Line spacing across digital applications should be wider in most cases, compared to similar situations in print.

Brochure style examples

PRODUCT NAME SET IN ATTEN NEW BOLD

Product introduction written on three or more lines, using Atten New Book

Title using Atten New Bold

Body copy written using Atten New Regular. Lorem ipsum venisti dende stempor aut dis destiorrori odit, omnimi, officii volum reris rem quia volum quas res esenda expliat etus doloriatio optae modit ut ut eicipsaerum ex duris gloria.

Website style examples

TITLE SET IN ATTEN NEW BOLD

A brief description or introduction which can be written on several text lines, depending on needs, using Atten New Medium.

Body copy written using Atten New Regular. Lorem ipsum venisti dende stempor aut dis destiorrori odit, officii volum ex duris gloria.

Large statements or messages, written on two or three lines using Atten New Regular