



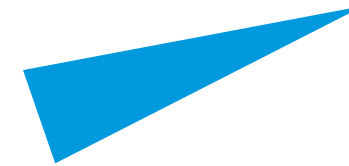
MiddleCap

design manual

logotype

Primary version

MiddleCap has become a strong supranational company and therefore its visual identity should also go through a slight evolution of printed matter and corporate identity, a shift to darker shades of color, design built on materials and slightly diminish from strict cyan colorcode.



MiddleCap

logotype

The protection zone

The protection zone is a minimal space around the logo, which no other graphical element can intrude. The logo zone is an important feature to prevent any interference with the logo space.

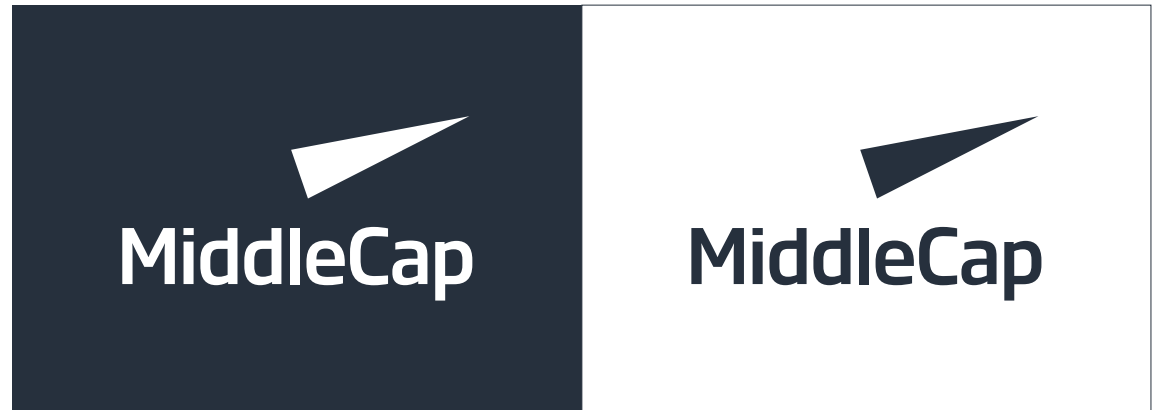
The minimum size of the usage of the logo is 20 mm to maintain readability.



logotype

Monochromatic versions

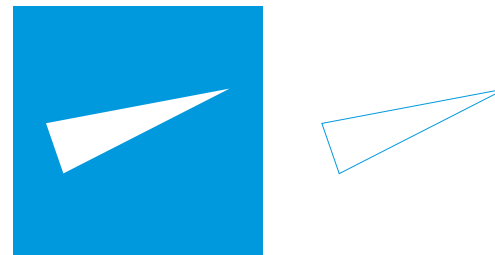
It is also possible to use a complementary variant in the corporate dark gray version or in the inverse full white version.



logotype

Icon

Icon, as a symbol representing the company, requires careful attention in application into smaller formats. It is also used as a so-called favicon.









logotype

permitted use



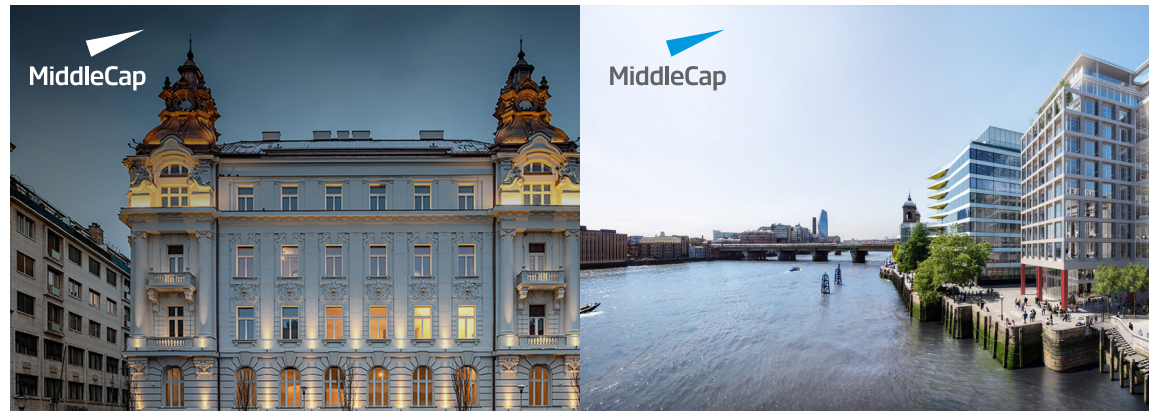
logotype

prohibited use

<p><input checked="" type="checkbox"/> basic use</p> 	<p><input checked="" type="checkbox"/> color change</p> 	<p><input checked="" type="checkbox"/> special effects</p> 
<p><input checked="" type="checkbox"/> incorrect use in the background</p> 	<p><input checked="" type="checkbox"/> deformation</p> 	<p><input checked="" type="checkbox"/> incorrect use on the photo</p> 

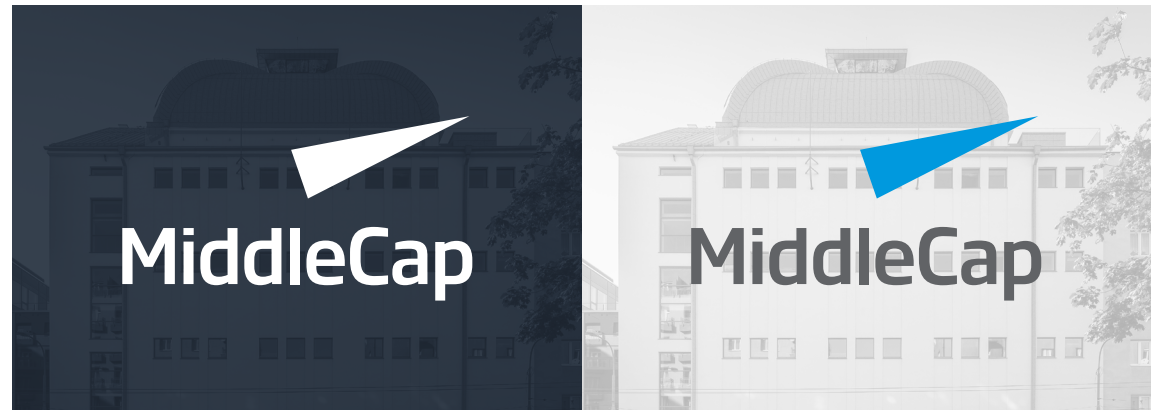
logotype

use of the logo on photos



logotype

use of the logo on photos





color scale

Primary colors

MiddleCap's primary colors are 2 dark shades of gray. The dark shades dominate elegantly and highlight the seriousness of the company. They are complimented by a color gradient formed by these colors.

CMYK
79.67.50.55

RGB
41.49.62

WEB
#29313e

PANTONE
289 C

CMYK
62.52.50.21

RGB
97.99.101

WEB
#616466

PANTONE
Cool Gray 8 C

#616466

#29313e



color scale

Secondary colors

The primary colors of the company are extended by 2 secondary colors. These are distinctive and energetic shades of blue and orange. The blue color (PANTONE 299 C) can also be used for larger colorful areas, while the orange color (PANTONE 7625 C) is used exclusively for text and other graphical element highlighting.

CMYK
100.16.0.0

RGB
0.154.222

WEB
#009ade

PANTONE
299 C

CMYK
8.73.75.0

RGB
224.104.75

WEB
#e0684b

PANTONE
7625 C



typography

Primary font

The primary font of Middlecap is Soho Gothic Pro. It is a typeless font that uses basic geometric shapes with no emphasis on different foots or ornaments. It is used primarily in three cuts but in the case of significant titles on large areas a thin cut can be used.

Soho Gothic Pro

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ıščťžýáíéúä

light *italic* **bold**



typography

Secondary font

The secondary font is Exo 2. It is also a footless type of font that is largely similar to the primary font. This type of font is freely available to download from Google Fonts and is therefore more useful when preparing various prints on devices that do not have the primary font.

Exo 2

Aa

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890ıščřžýáíéüä

light *italic* **bold**

divisions logos

Middlecap consists of several divisions that need to be distinguished. The divisions' logos are composed of two parts. The basic version of the logo is supplemented with the respective division name at the bottom. This solution follows the design language based on the corporate identity and at the same time elegantly distinguishes the company's divisions.



group logos

Middlecap own several companies that need to be distinguished. The group' logos are composed of two parts. The basic version of the logo is of group company with the respective MiddleCap group name at the bottom. This solution follows the design language based on the corporate identity and at the same time elegantly distinguishes the company's divisions. Middlecap group logo signature should have 40% of the logo length above him.

FOKUS
MiddleCap GROUP

air ventures
MiddleCap GROUP

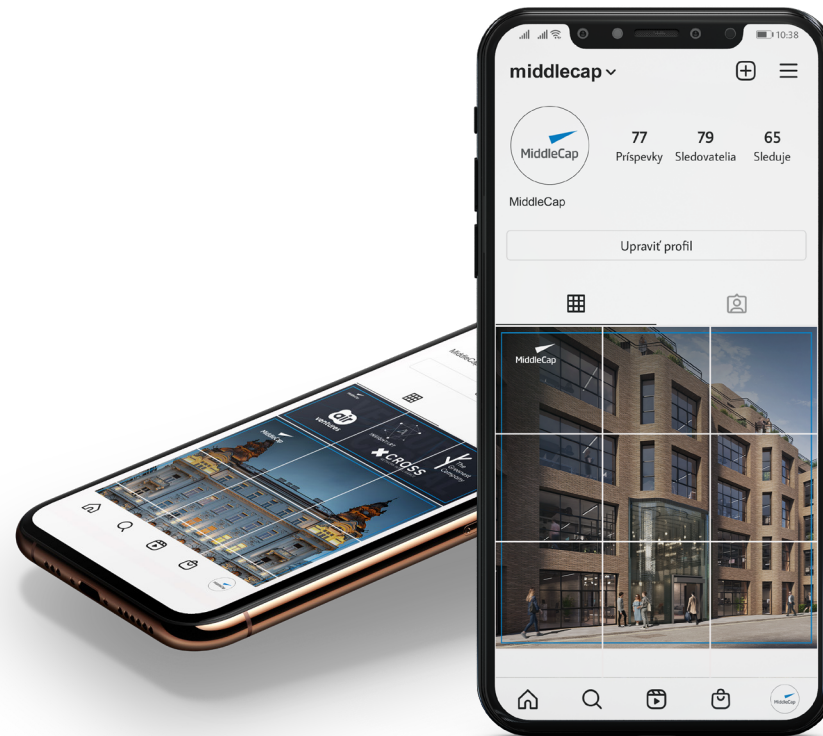
VOLTATECH
MiddleCap GROUP

SYTIQ
MiddleCap GROUP

social media

Instagram

MiddleCap has a compelling story for the international real estate investment market. The company has a skilled and experienced team and growing portfolio of Grade A office and quality residential investments across Europe. This is something what needs to be shown in appropriate way on SOME.



social media

LinkedIn

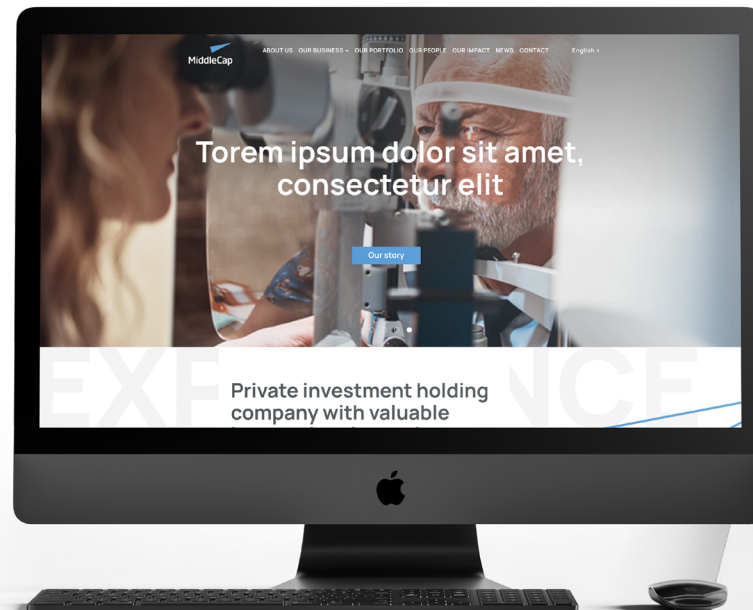
MiddleCap Group, S.A., is an established investment and consulting company based in Luxembourg with offices in London, Bratislava, Prague, Dubai, Berlin and Monaco. In addition to providing a full range of advisory services in the areas of M&A, restructuring acquisitions and corporate finance, the group acts as a long-term investor focusing on real estate market, private equity investment, start-ups and capital market investments.



web

Website vision

MDC has a great portfolio filled with good-looking high quality projects. Aims is to have clearer structure, prioritise content, faster access to important information, better understanding of the company. Bolder use of imagery and typography and remember less is more - animations and tech tidbits should be applied with measure, so that their presence is pleasant, intriguing, but doesn't distract from the content.



corporate photo

color



corporate photo

b&w





MiddleCap