BRAND BASICS

What makes us unique.
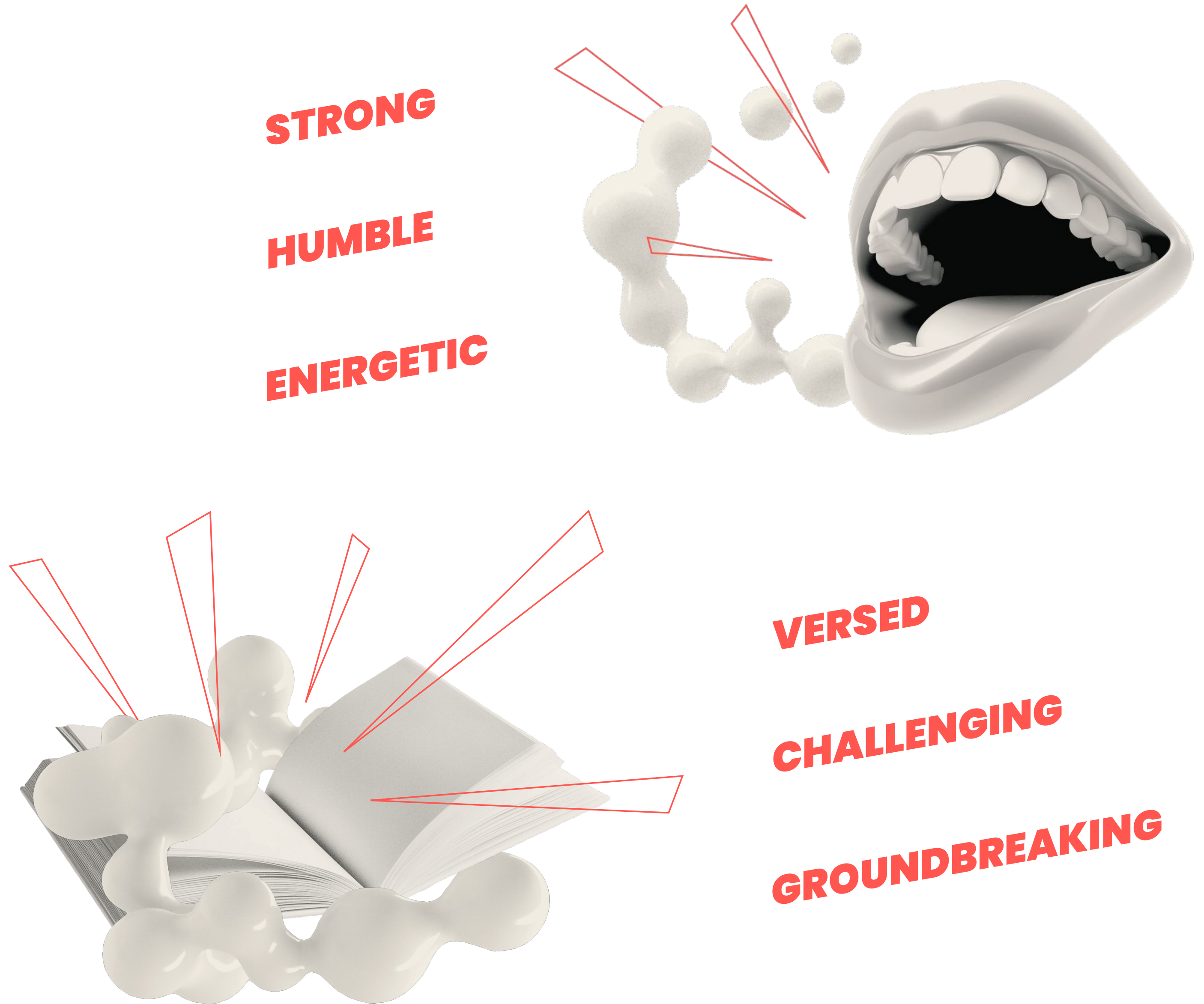
4.10.2024

BRAND VALUES & TONALITY

Our brand values: versed, challenging, groundbreaking.

Our tonalities: strong, humble, energetic.

STRONG

HUMBLE

ENERGETIC

VERSED

CHALLENGING

GROUNDBREAKING
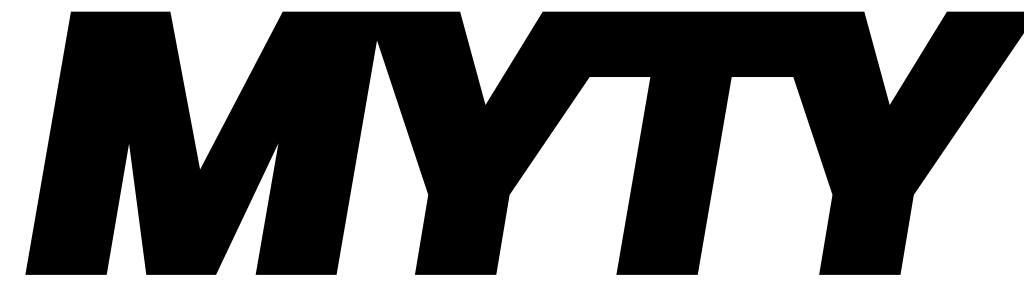
VARIANTS

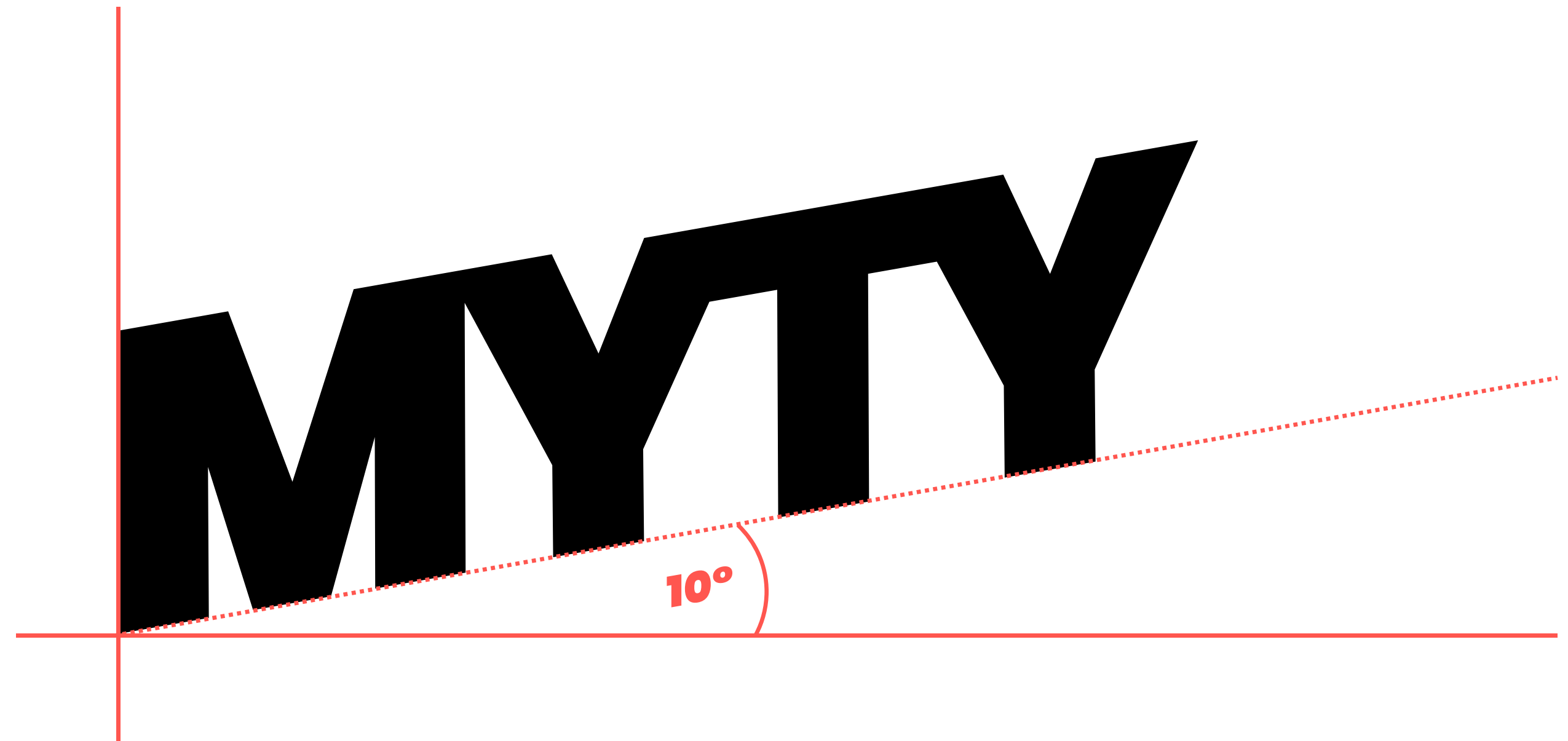The MYTY logo is mainly used in black and can be placed on backgrounds in black, white and off–white.

The logo is available in various formats here:
https://drive.google.com/drive/folders/1QH–
zPYSIAEXHCub_9p3HMs2U3M5VMSio?
usp=drive_link

VARIANTS

In expressive applications such as posters, social media or merchandise, the logo may be rotated at 10° counterclockwise. This is the only allowed rotation of the logo.
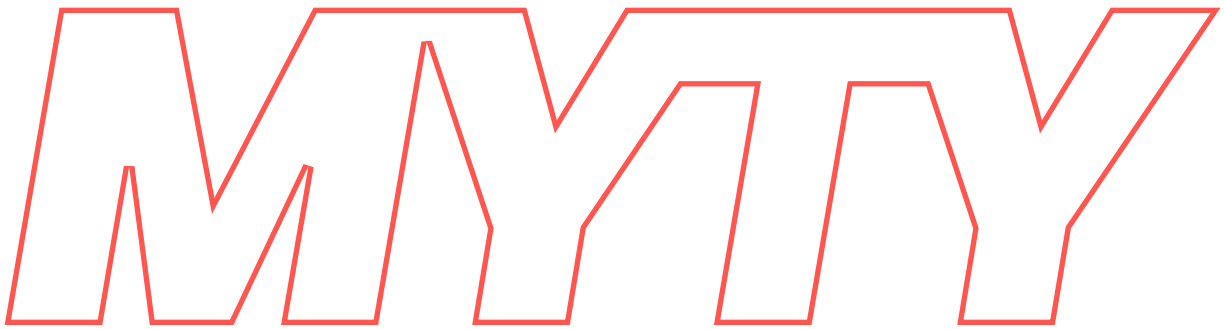
VARIANTS

The variation of the logo with an image/video insert
can be used in animation and static visuals, (i.e. the
MYTY web header, presentation cover pages,
memorandum) as well as specific campaign visuals.

The insert can either be colorized with the MYTY
Platinum Filter, or (less often) in full color.

In some applications, the logo may be outlined
in MYTY Coral Red.

EXTENDED VARIANTS

The logos of the MYTY companies should be used with the "A MTYT Company" extension. The extension shouldn't be edited, changed or moved in relation to the Company logo.

All the Extended logo variants can be found at
https://drive.google.com/drive/
folders/1hmNLtjC4FTMutSjI2KW7Gzhn4WALS3od?
usp=share_link

INTEGR8
A MYTY COMPANY

norisk
GROUP
A MYTY COMPANY

monami
A MYTY COMPANY

SiR MaRY
A MYTY COMPANY

SHAPE
A MYTY COMPANY

TRG
A MYTY COMPANY

COLOR VALUES

The brand colors are defined as shown here.

They should always be used with 100% opacity.

White

RGB: 255 / 255 / 255
HEX: #FFFFFF
CMYK: 0/0/0/0

MYTY Off White

RGB: 246 / 246 / 246
HEX: #F6F6F6
CMYK: 0/0/0/5

MYTY Coral

RGB: 255 / 86 / 79
HEX: #FF564F
CMYK: 0/75/68/0

Black

RGB: 0 / 0 / 0
HEX: #000000
CMYK: 0/0/0/100

HEADLINE & BODY TYPE

MYTY uses the typeface DM Sans in Regular, Medium and Bold.

The font is available royalty-free from Google:
https://fonts.google.com/specimen/DM+Sans

We also use the typeface Poppins in Extrabold Italic. The font is available royalty-free from google:
https://fonts.google.com/specimen/Poppins

Headline text   Poppins Black Italic

MYT WE WORK TOGETHER?

Body text   DM Sans Regular

Find your perfect agency match and contact person from our network with the MYTY Business Navigator , tailored to your personal requirements.

We want to unite the best agencies in Europe in one group. We are a group of independent boutique agencies within an institutional framework.

We form an alliance of like-minded entrepreneurs who share a common goal. We support our agencies with activating their next growth stage.

HEADLINE TREATMENT

We treat headlines as blocks of tightly spaced text, sometimes rotated by 10° counterclockwise to create a dynamic effect. Headlines may also be outlined in MYTY Coral Red.

NEW STUFF

SUMMER CLOSING PARTY

A NETWORK OF OPPORTUNITIES

13 COMPANIES

27 OFFICES

760 PEOPLE

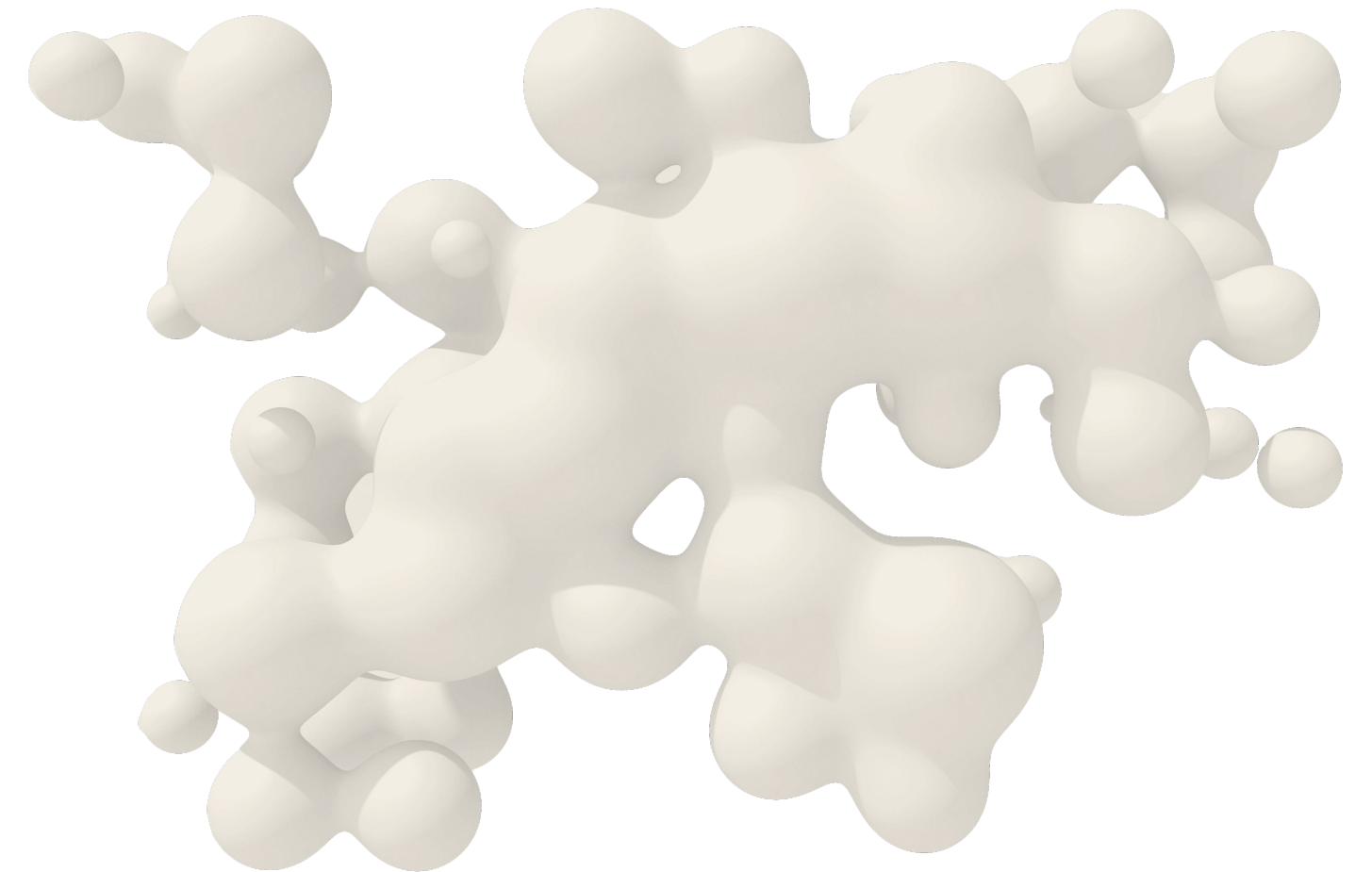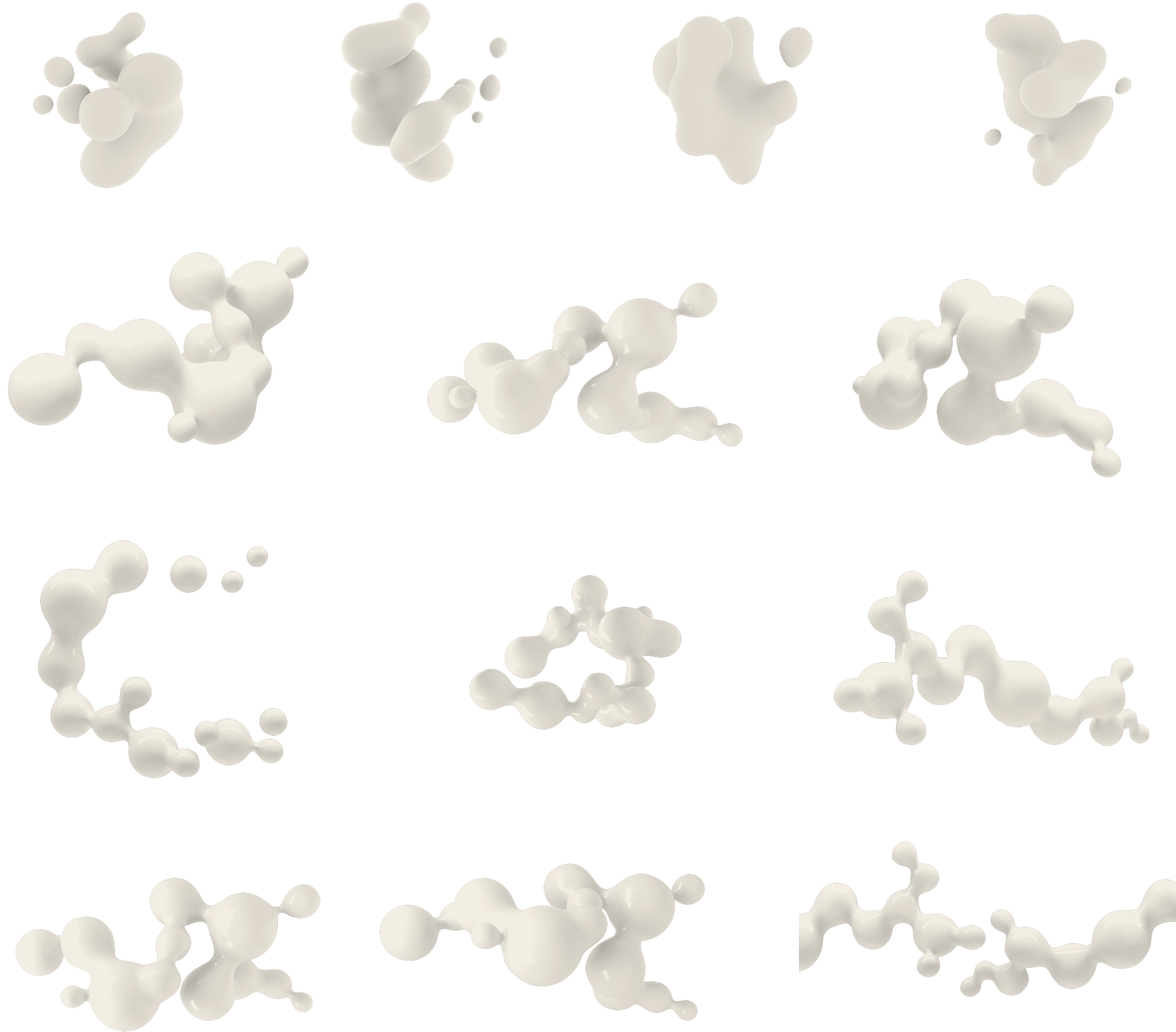MORE THAN

5. Design Elements

MYTY BLOBS

These abstract 3D shapes can be used static or animated throughout the MYTY visual landscape.

They can be used by themselves, combined with other graphics and/or text.

Simple and complex MYTY shapes are available at:
https://drive.google.com/drive folders/1ezvGhk0mJQgp_bRF-v9_CZvYo6S21lFF?usp=drive_link

MYTY BLOBS

These abstract 3D shapes can be used static or animated throughout the MYTY visual landscape.

They can be used by themselves, combined with other graphics and/or text.

MYTY shapes are available at:
https://drive.google.com/drive folders/1ezvGhkOmJQgp_bRF-v9_CZvYo6S21IFF?usp=drive_link

MYTY BLOBS + VECTOR

MYTY Blobs may be combined with outline illustrations in
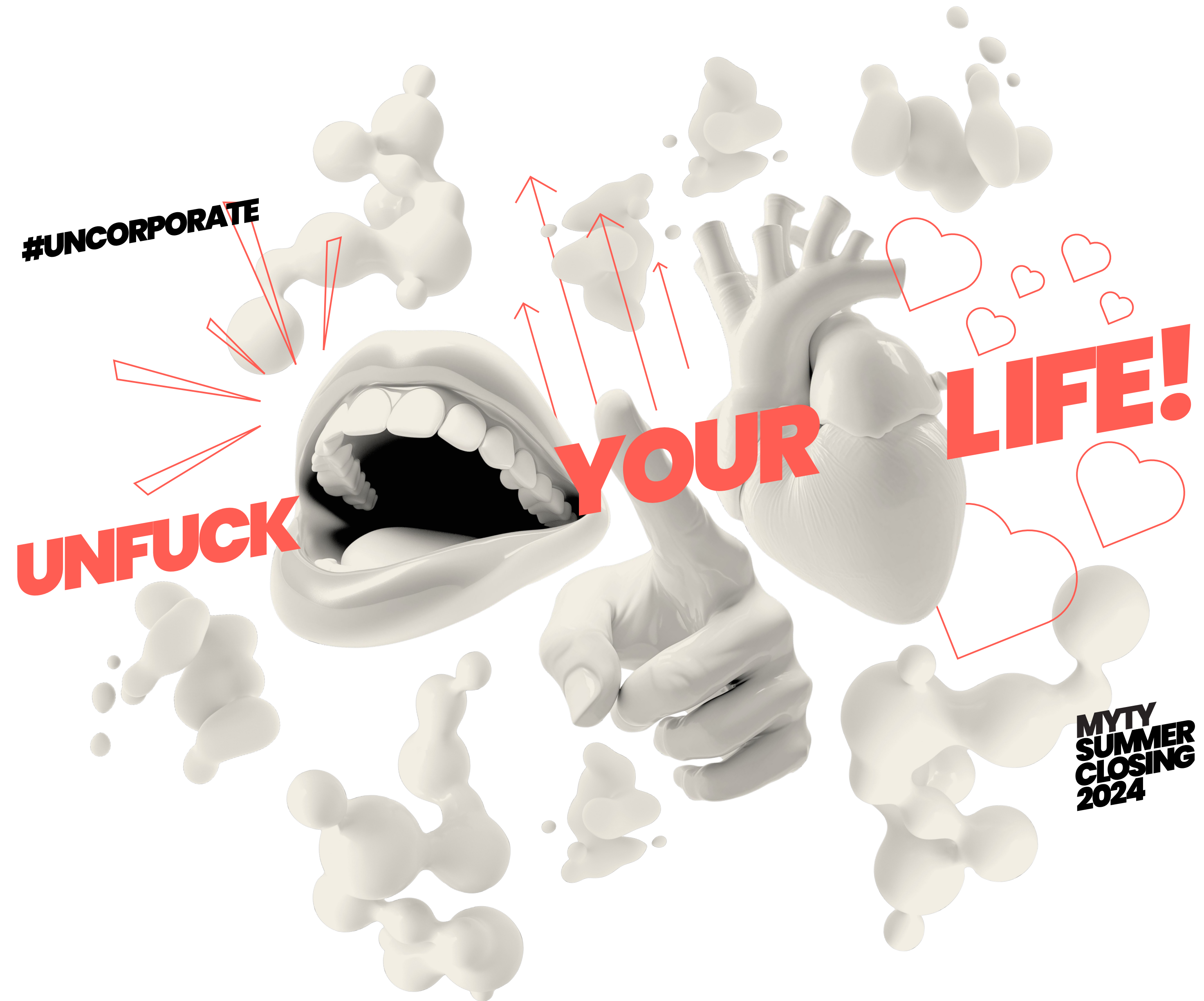MYTY Coral Red, as shown here.

MYTY BLOBS + 3D

MYTY Blobs may be combined with 3D shapes in
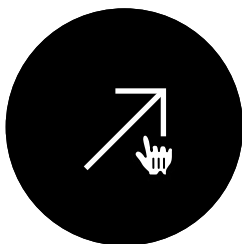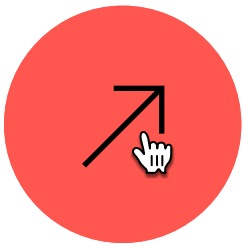MYTY Platinum colors, as shown here.

MIX & MATCH

Don't be afraid to mix and match the blobs,
headlines and other graphic elements!

#UNCORPORATE

UNFUCK YOUR LIFE!

MYTY
SUMMER
CLOSING
2024

LOOK & FEEL

Group   About   Careers   News   Connect

We keep a clean and consistent treatment of
UX and UI elements on our website.

BUTTON   BUTTON

Our Mission

To form a powerful fleet
of independent companies that
can disrupt existing monoliths of
the digital landscape and
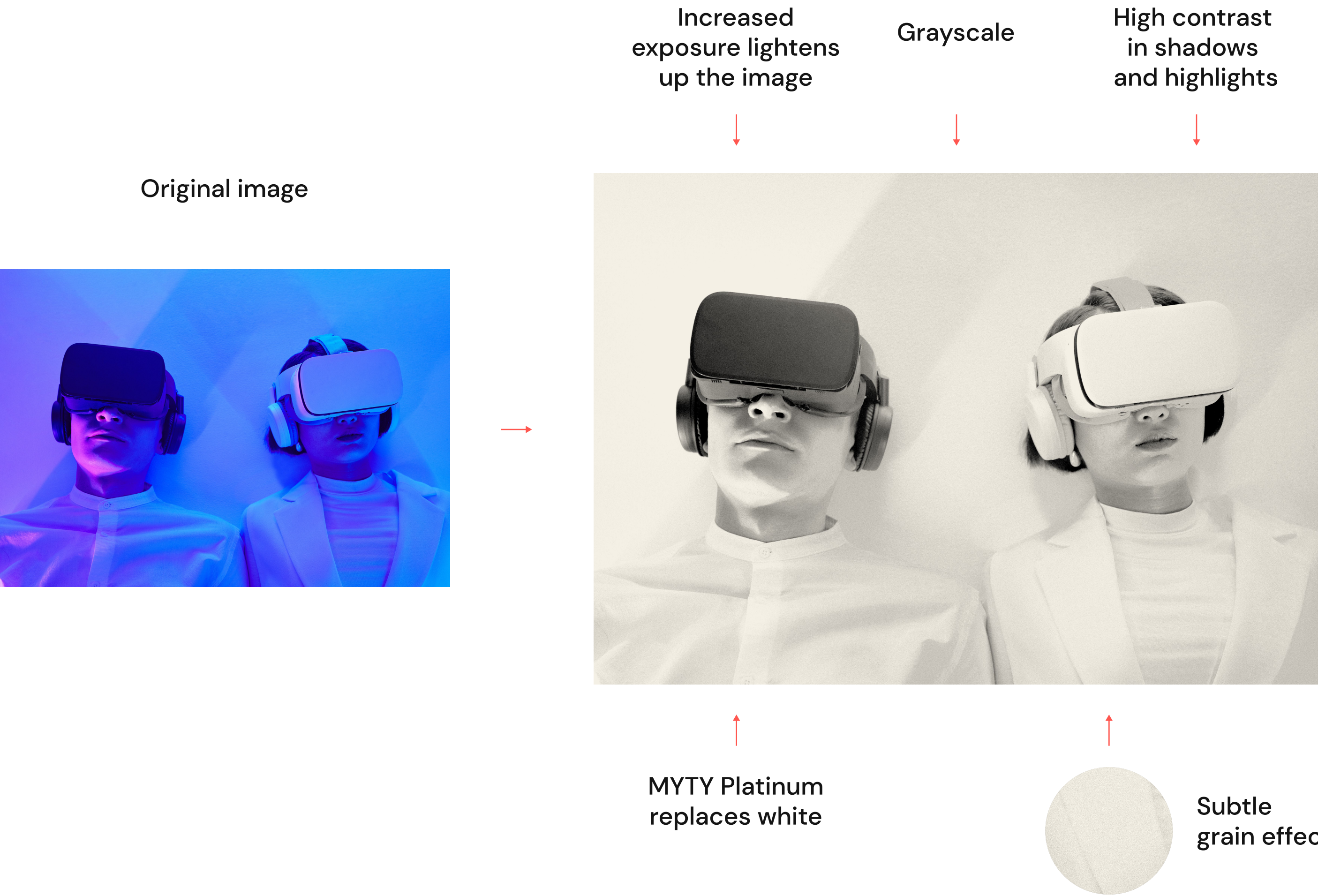become a leading agency group.

CALL TO ACTION

PLATINUM LOOK

MYTY uses a special image filter that makes photos look unique.
This filter enables consistency within the MYTY imagery and creates a sophisticated, light and modern feeling.

How the filter works:

Step 1. Covert the image into grayscale.
Step 2. Increase exposure to lighten up the image.
Step 3. Increase contrast within shadows and highlights.
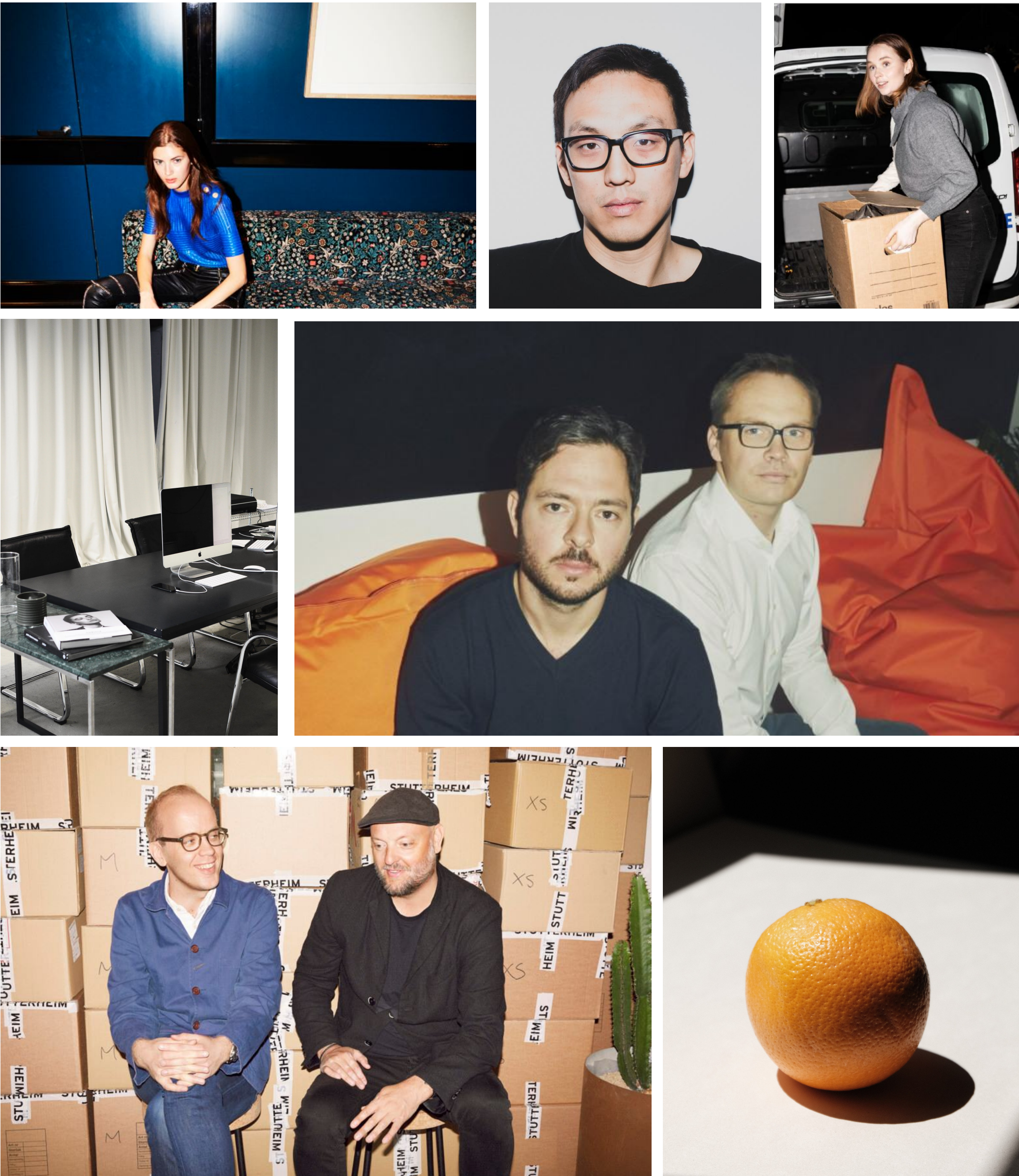Step 4. Replace all white with MYTY Platinum.
Step 5. Add a subtle grain effect.

An easy-to-use Photoshop template is delivered to apply the filter.

Original image

Increased exposure lightens up the image

Grayscale

High contrast in shadows and highlights

MYTY Platinum replaces white
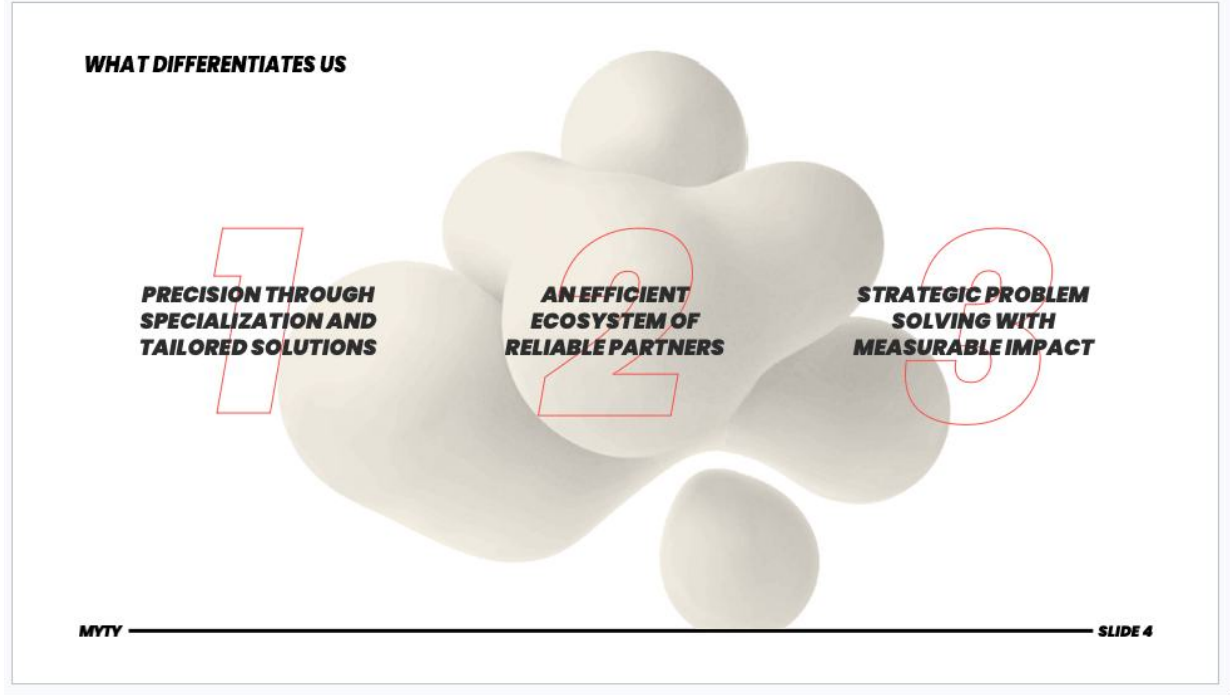
Subtle grain effect

PEOPLE & OFFICE

People and office shots are presented in a completely unadulterated way — light and shadow are used as stylistic devices to keep the images alive.

PRESENTATION AND LETTERHEAD TEMPLATES

All the templates can be found at
https://drive.google.com/drive/u/0/
folders/18JdyIhMAfR7wSf5xHBFrUwvAZITrctLn

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