

The background features a white, glossy, liquid-like splash that flows horizontally across the frame. Overlaid on this splash is a red, thin-lined geometric shape that resembles a stylized, jagged letter 'W' or a series of connected peaks and valleys. The text 'BRAND BASICS' is centered within this red outline.

BRAND BASICS

What makes us unique.

4.10.2024

1. Positioning

BRAND VALUES & TONALITY

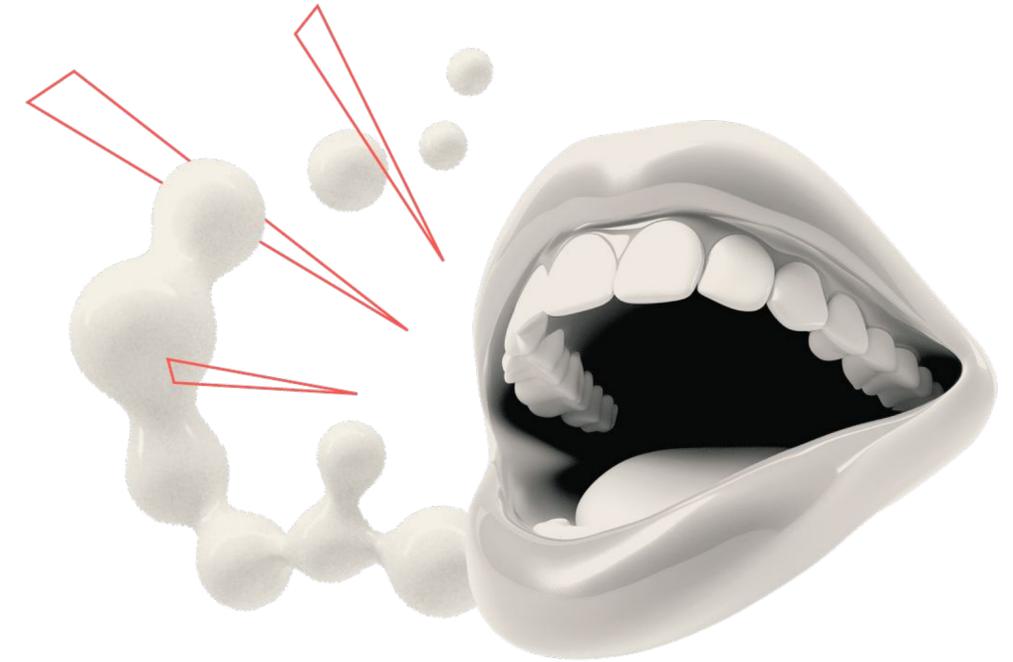
Our brand values: versed, challenging, groundbreaking.

Our tonalities: strong, humble, energetic.

STRONG

HUMBLE

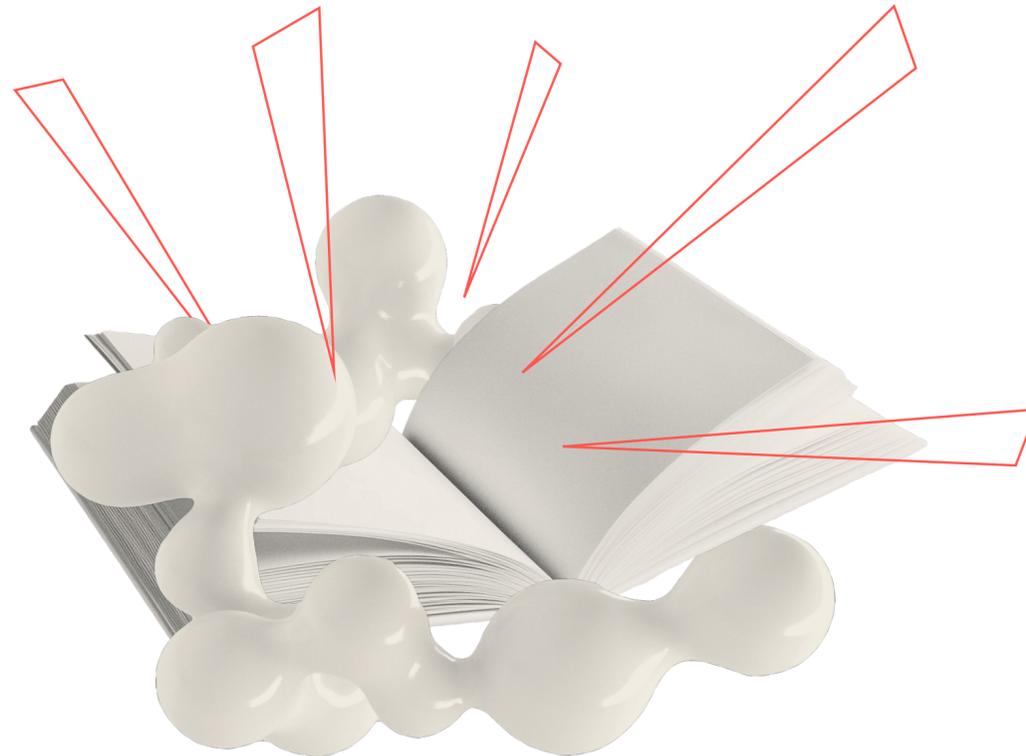
ENERGETIC



VERSED

CHALLENGING

GROUNDBREAKING



2. Logo

VARIANTS

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

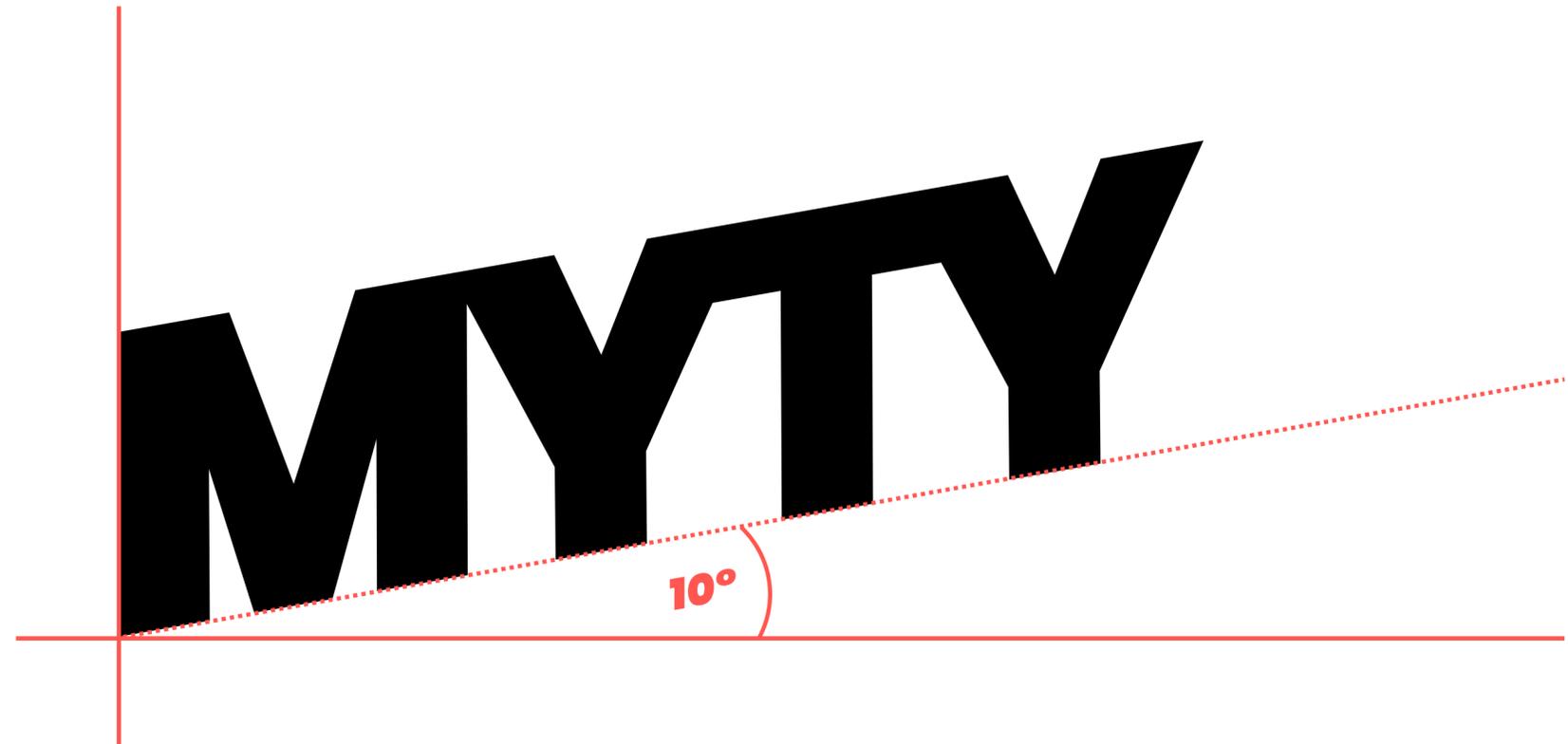
The logo is available in various formats here:
https://drive.google.com/drive/folders/1QH-zPYSIAEXHCub_9p3HMs2U3M5VMSio?usp=drive_link

The MYTY logo is displayed in a bold, italicized, black sans-serif font against a plain white background.The MYTY logo is displayed in a light gray, italicized sans-serif font against a plain white background.The MYTY logo is displayed in a white, italicized sans-serif font against a solid black background.The MYTY logo is displayed in a black, italicized sans-serif font against a light gray background.

2. Logo

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.



2. 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.



2. Logo

EXTENDED VARIANTS

The logos of the MYTY companies should be used with the “A MYTY 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/1hmNLtjC4FTMutSjl2KW7Gzhn4WALS3od?usp=share_link

I N T E G R 8
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

3. Colors

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

4. Fonts

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.

4. Fonts

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**

7600 **13** **27**

MORE THAN **PEOPLE** **COMPANIES** **OFFICES**

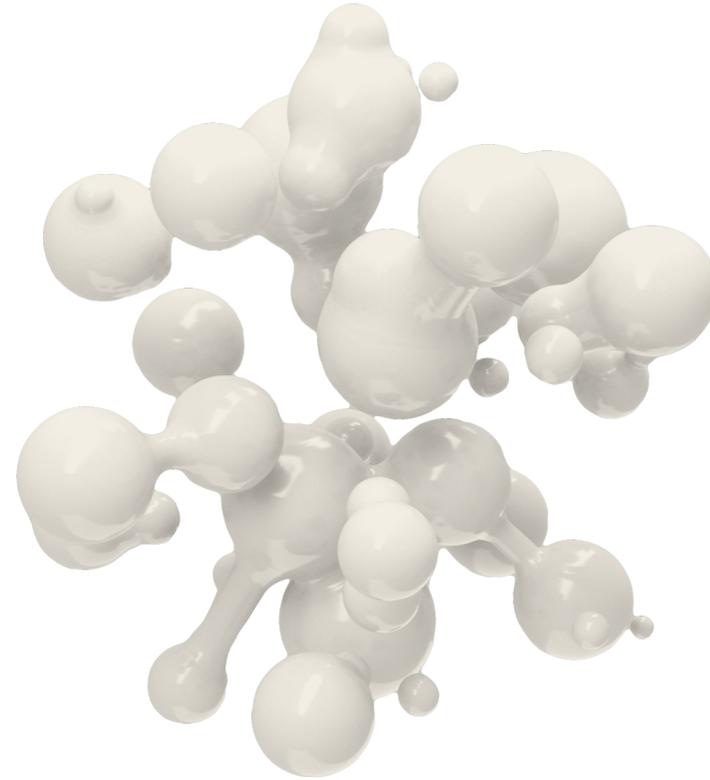
5. Design Elements

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/1ezvGhkOmJQgp_bRF-v9_CZvYo6S21IFF?usp=drive_link](https://drive.google.com/drive%20folders/1ezvGhkOmJQgp_bRF-v9_CZvYo6S21IFF?usp=drive_link)



5. Design Elements

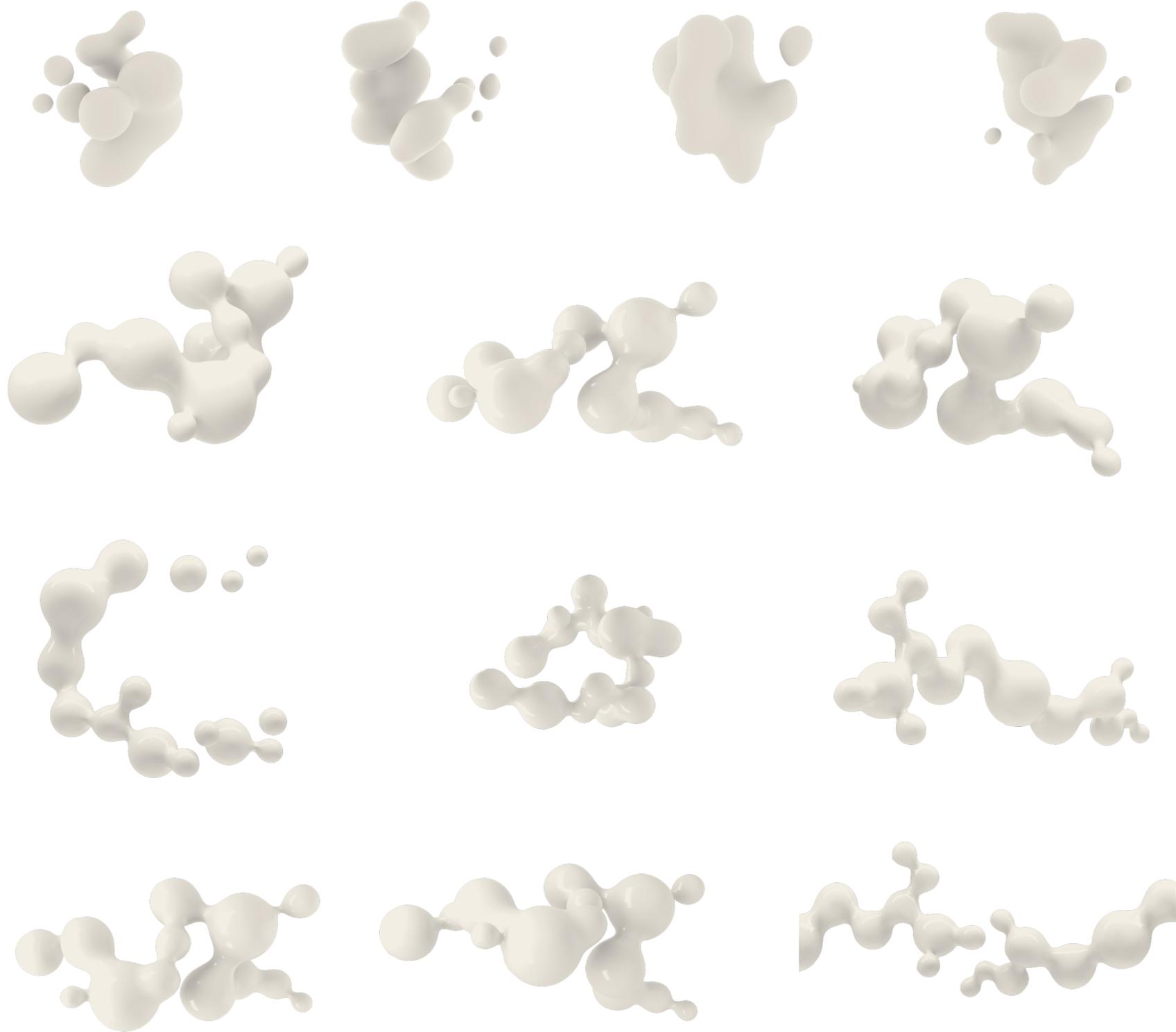
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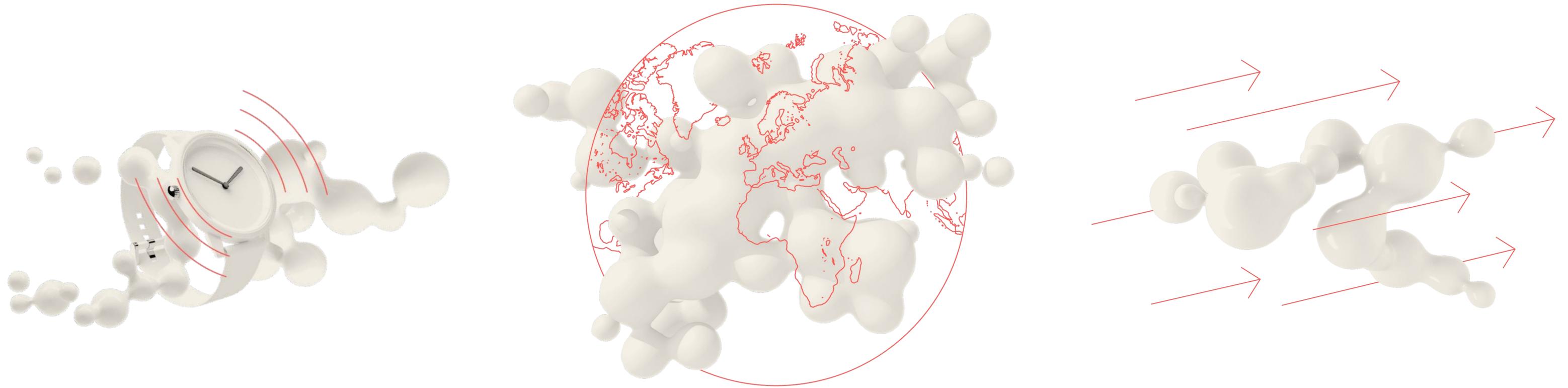
[https://drive.google.com/drive folders/1ezvGhkOmJQgp_bRF-v9_CZvYo6S2lIFF?usp=drive_link](https://drive.google.com/drive%20folders/1ezvGhkOmJQgp_bRF-v9_CZvYo6S2lIFF?usp=drive_link)



5. Design Elements

MYTY BLOBS + VECTOR

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



5. Design Elements

MYTY BLOBS + 3D

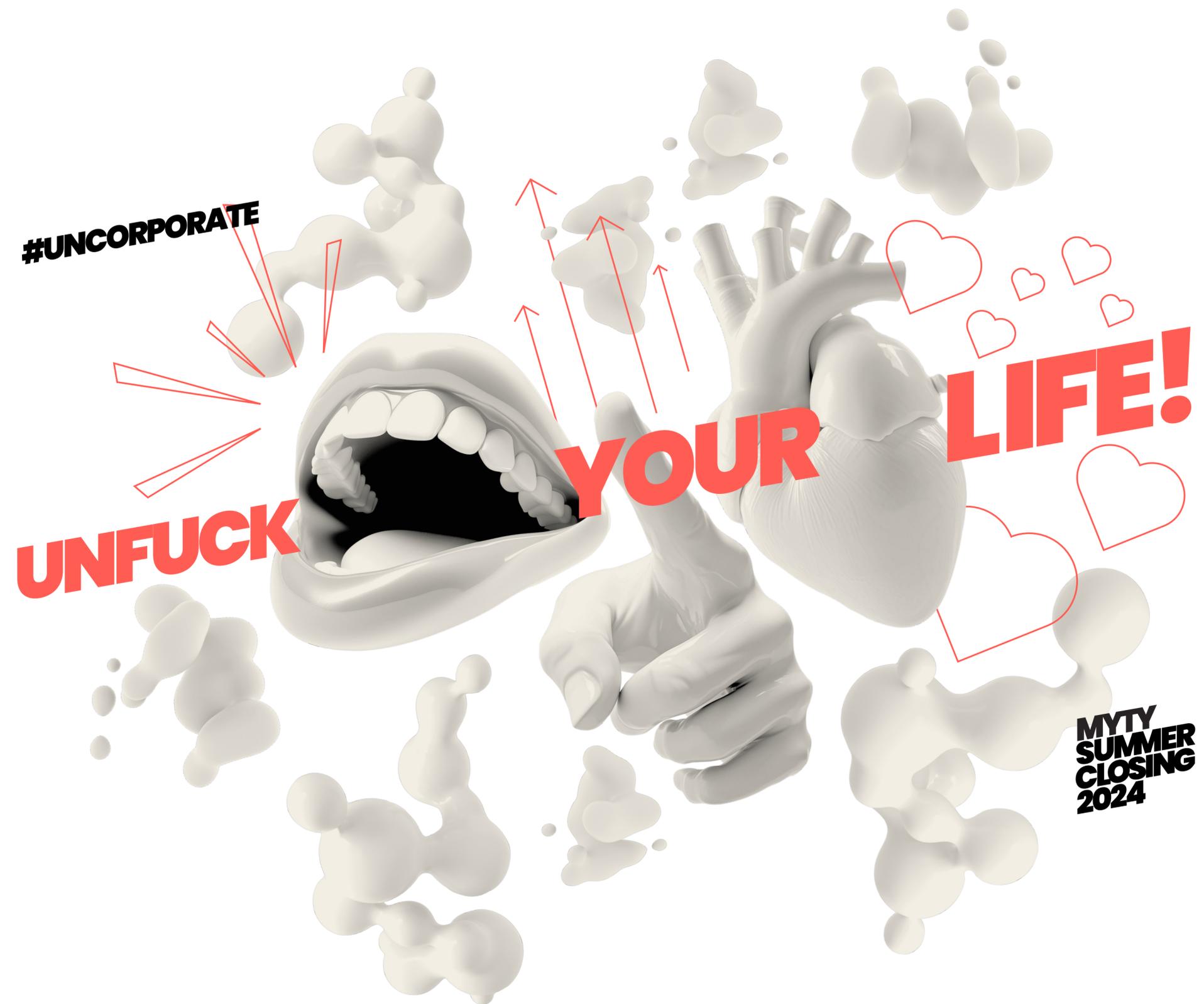
MYTY Blobs may be combined with 3D shapes in MYTY Platinum colors, as shown here.



5. Design Elements

MIX & MATCH

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



6. UI Elements

LOOK & FEEL

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

Group

About

Careers

News

Connect



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.



7. Imagery

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



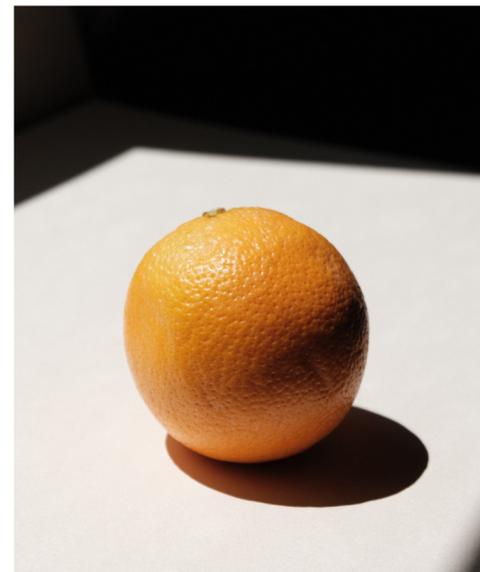
MYTY Platinum replaces white

Subtle grain effect

7. Imagery

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.



8. Other Materials

PRESENTATION AND LETTERHEAD TEMPLATES

All the templates can be found at

<https://drive.google.com/drive/u/O/>

[folders/18JdyIhMAfR7wSf5xHBFrUwvAZITrctLn](https://drive.google.com/drive/u/O/folders/18JdyIhMAfR7wSf5xHBFrUwvAZITrctLn)



MYTY Group Germany GmbH
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Max Mustermann
Musterstraße 66 A
899990 Musterstadt

Zürich, XX.XX.2023

Betreff

Sehr geehrte Damen und Herren,*
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www.myty.com – Say hi! mail@myty.com
MYTY Group Germany GmbH – Am Karlsbad 16 – 10785 Berlin – Represented by David Rost & Fabian Moritz

MYTY

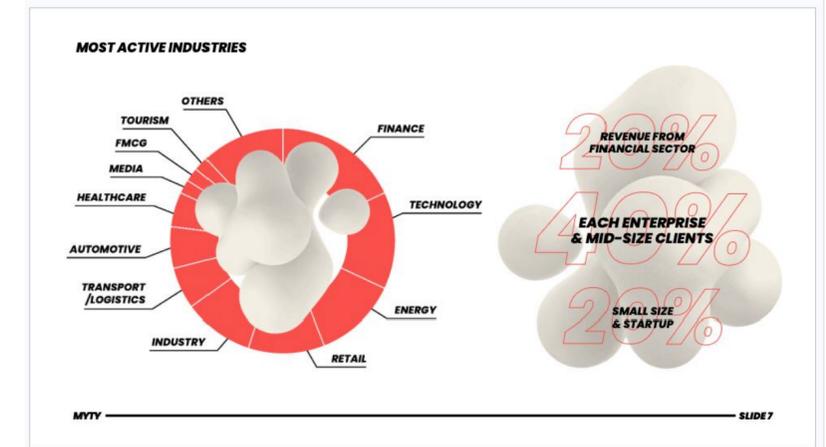
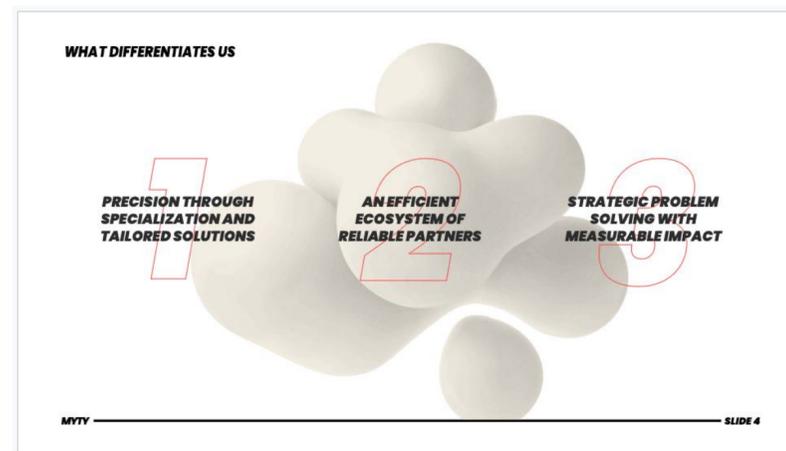
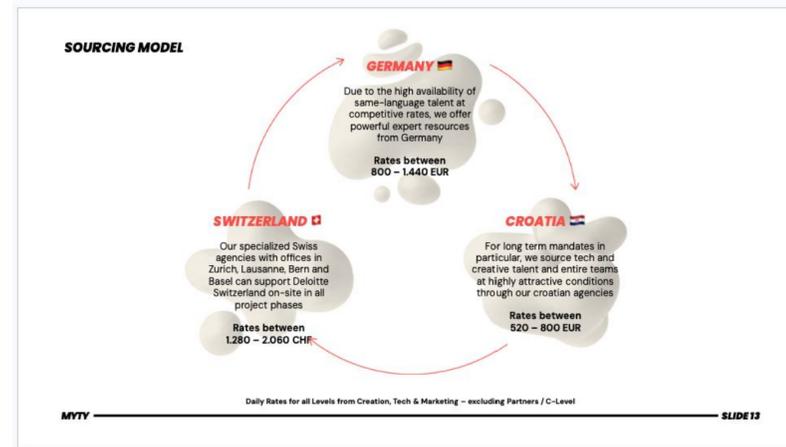


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- Selected Cases

SETTING NEW STANDARDS

MYTY SLIDE 2

10. Impressum

MYTY Group AG
Dufourstrasse 49
8008 Zurich

represented by
David Rost

contact
mail@myty.com



**MYT WE
SET NEW
STANDARDS
TOGETHER?**