

MYTY

Brand Basics

What makes us unique.

11.03.2022

Brand values & tonality

- Our brand values: versed, challenging, groundbreaking
- Our tonalities: strong, humble, energetic

VERSED + CHALLENGING + GROUNDBREAKING

strong

humble

energetic

2. Logo

Variants


- The MYTY logo is mainly used in black and can be placed on backgrounds in black, white and lightgrey.
- All variants may be placed on images. In this case, sufficient contrast must be ensured.

Illustrated variants and file names at a glance:

MYTY_Logo_Black

MYTY_Logo_White

MYTY_Logo_Lightgrey

The MYTY logo is displayed in a bold, italicized, sans-serif font in black, centered on a white background.The MYTY logo is displayed in a bold, italicized, sans-serif font in light grey, centered on a white background.The MYTY logo is displayed in a bold, italicized, sans-serif font in white, centered on a black background.The MYTY logo is displayed in a bold, italicized, sans-serif font in black, centered on a light grey background.

3. Colors

Color values

- The brand colors are defined as shown opposite.
- They should always be used with 100% opacity.

White

RGB: 255 / 255 / 255
HEX: #FFFFFF

Black

RGB: 0 / 0 / 0
HEX: #000000

MYTY Coral

RGB: 255 / 86 / 79
HEX: #FF564F

MYTY Lightgrey

RGB: 246 / 246 / 246
HEX: #F6F6F6

4. Fonts

DM Sans

- 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>

DM Sans

DM Sans Regular

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
Ää Öö Üü

DM Sans Medium

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
Ää Öö Üü

DM Sans Bold

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
Ää Öö Üü

4. Fonts

DM Sans

- «DM Sans» can be used in any size and font style with flexible line spacing.
- If the «DM Sans» font is not available, it can be replaced with the system font «Arial».

**We are MYTY.
A group of visionary agencies
that set new standards together.**

**We go
above
and beyond.**

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.

We group for high expertise.

Digital Transformation

Media Buying

Data Science

Motion Design

Programmatic Advertising

450

Replacement option
with system font «Arial»
Regular and Bold

Our Mission

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4. Fonts

Decorative Font

- As a heavy contrast to «DM Sans», the «Poppins» font in Extra Bold Italic and Black Italic can be used in single words or short headlines.
- «Poppins» is always set in versal.
- The font is available royalty-free from Google:
<https://fonts.google.com/specimen/Poppins>
- If the «Poppins» font is not available, it can be replaced with the system font «Arial».

POPPINS

WHAT WE DO

TEAM

CAREERS

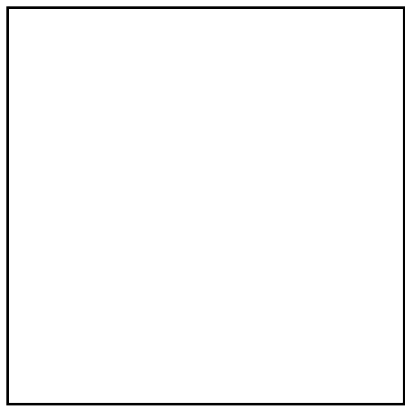
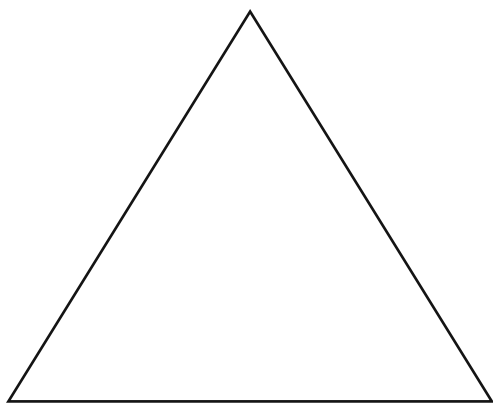
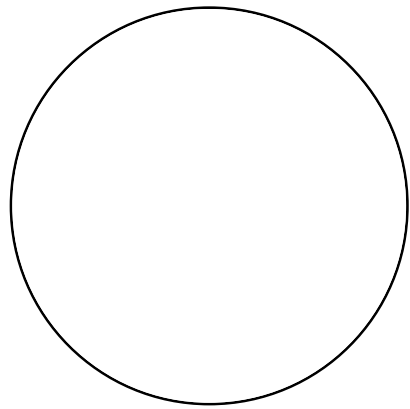
Replacement option
with system font
«Arial» Bold Italic

WHAT WE DO

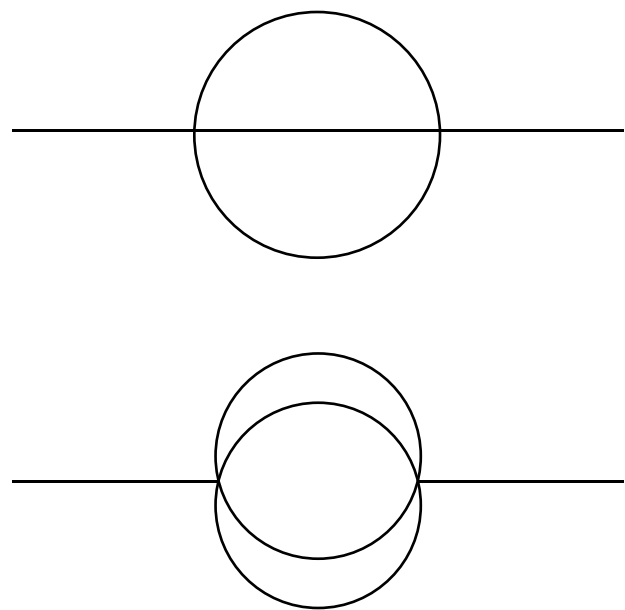
5. Design Elements

Geometrical shapes

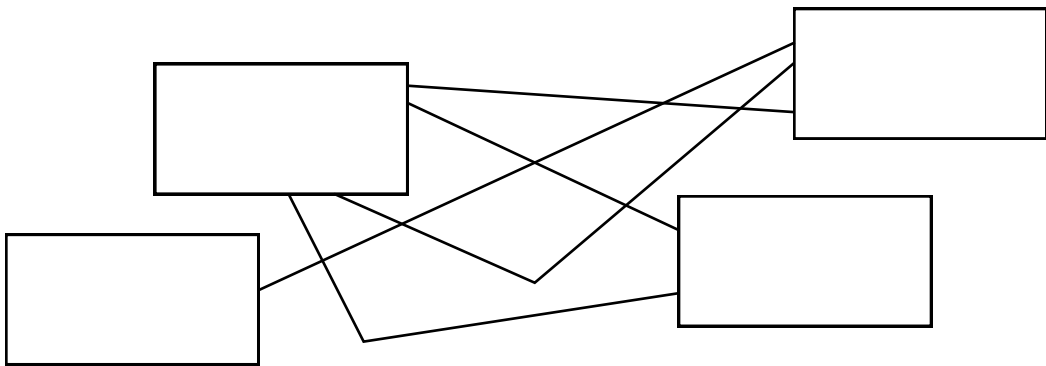
- Simple geometric shapes such as circles, triangles, rectangles and lines can be used as style elements in layouts.
- The usual line width is 1 px, but it can be customized.
- The shapes can be combined with each other.
- They can be placed on white and black areas and images.
- Stroke or fill (preferred in small shapes), both is possible.
- Conceptual illustrations can be created from basic geometric shapes like circle, triangle, rectangle and lines also.
- Simple freeform line art elements can be used for diagramms and similar purposes.



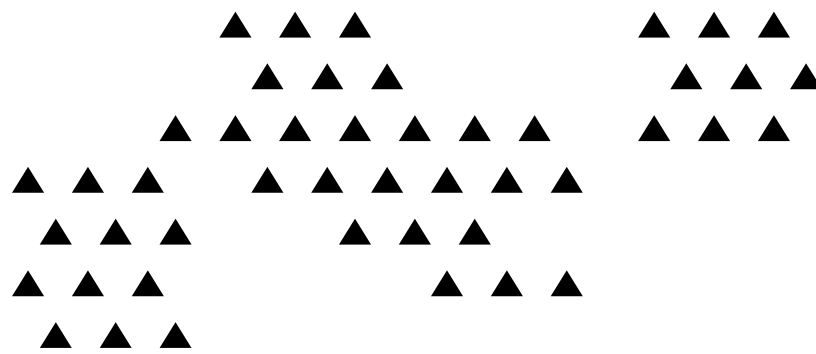
1px ↑



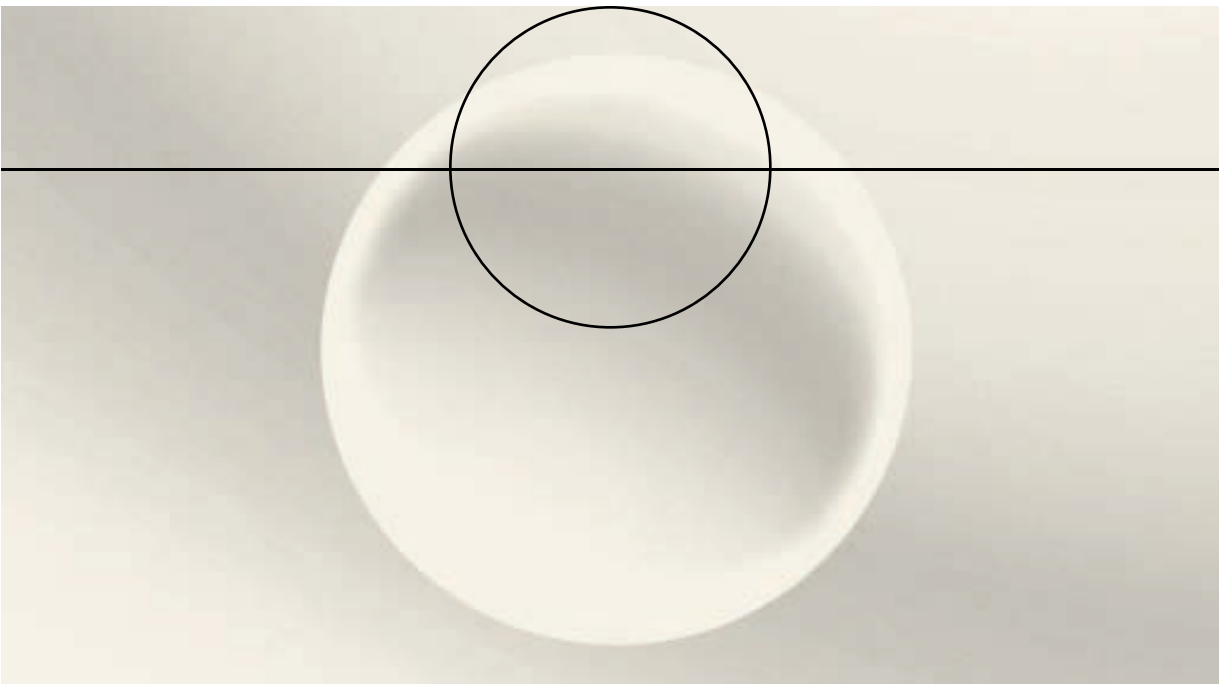
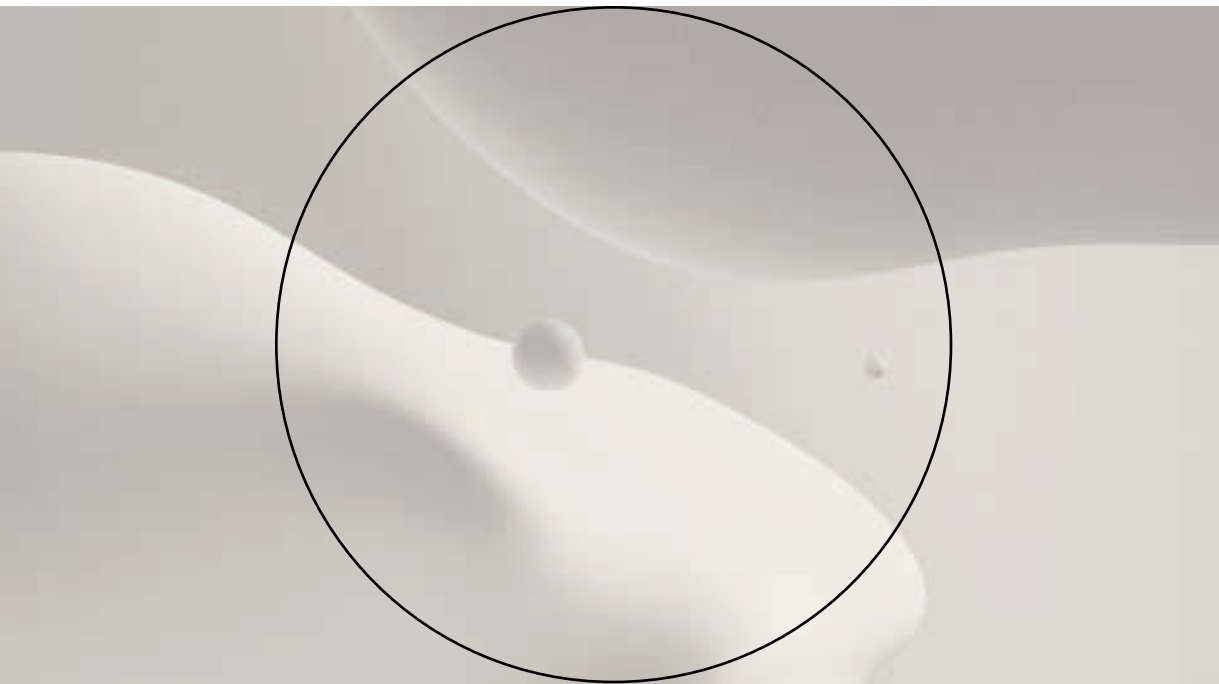
Combination of shapes



Simple freeform line art
Example: connection of textboxes



Conceptual illustrations
Example: visualisation of the term FLEET

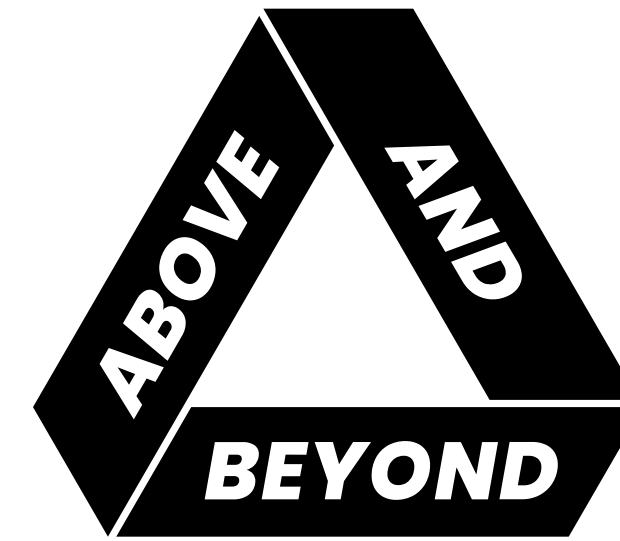


Placed on images

5. Design Elements

Graphic elements

- Simple typography vignettes can be created from the decorative «Poppins» font, conveying MYTY values and an attitude of optimism.
- Possible Input for further buttons: «Best idea wins» oder «Setting new standards» (phase website development).



Typography vignettes

Group

About

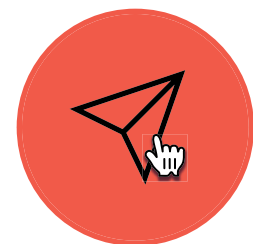
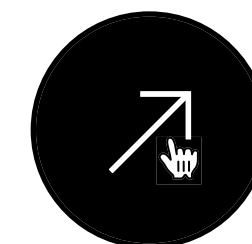
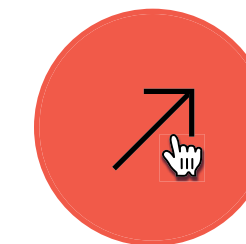
Careers

News

Connect

BUTTON

BUTTON



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of independent companies that
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become a leading agency group.



CALL TO ACTION

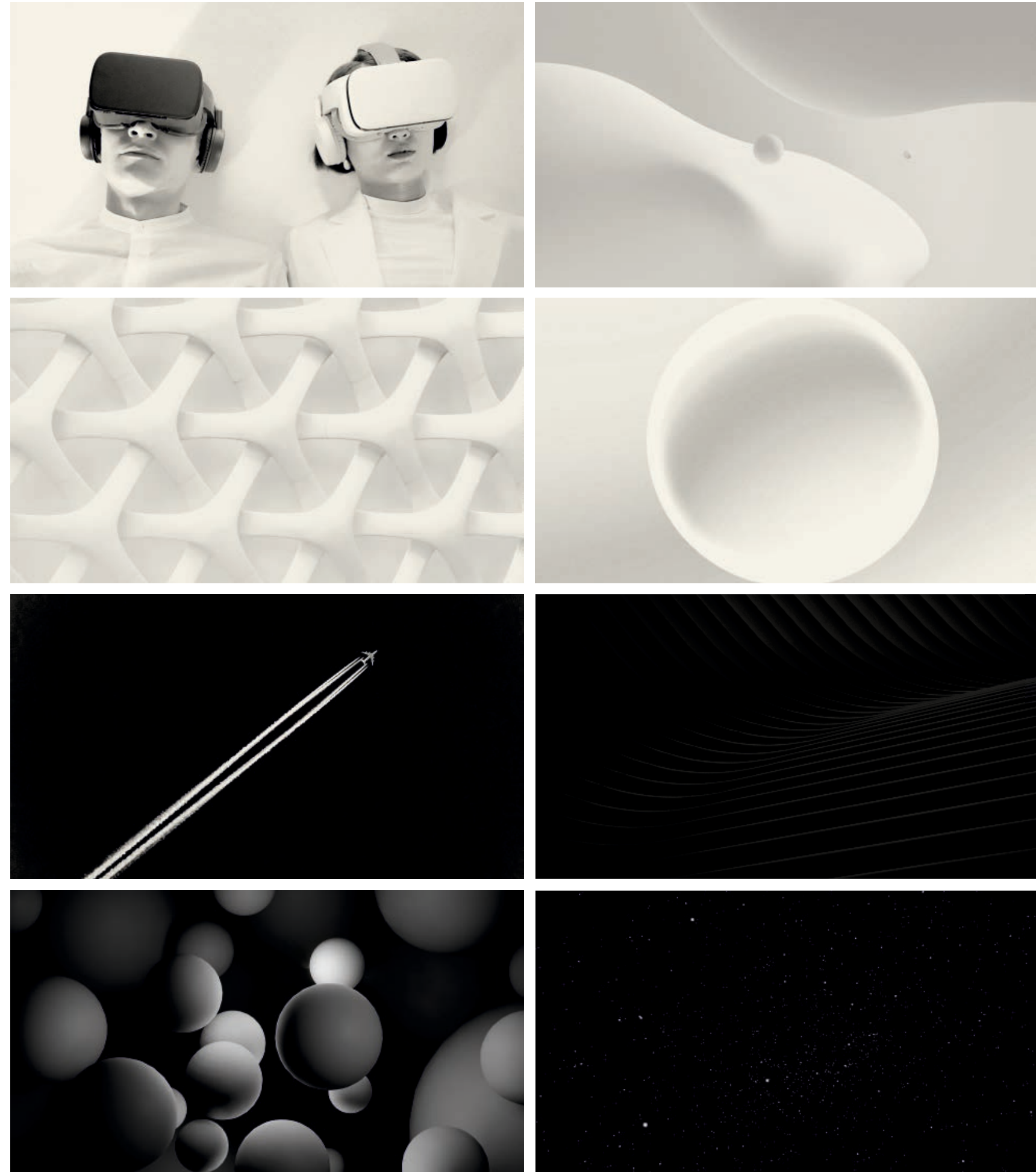


**Supplement after
website development**

7. Imagery

New perspectives

- MYTY's imagery makes the brand values tangible and conveys a sense of departure, new perspectives and vibrancy coupled with real people.
- The content ranges from abstract to concrete images of future topics and motion.
- Formally, the visual language is characterized by geometric shapes, e.g. circles, strong shadows, lines – kept monochrome.
- A platinum filter can be applied to particularly color-intensive images (to stay within the overall monochrome look and to not appear too colorful).
- The images shown are available from the Unsplash and Pexels platforms.



7. Imagery

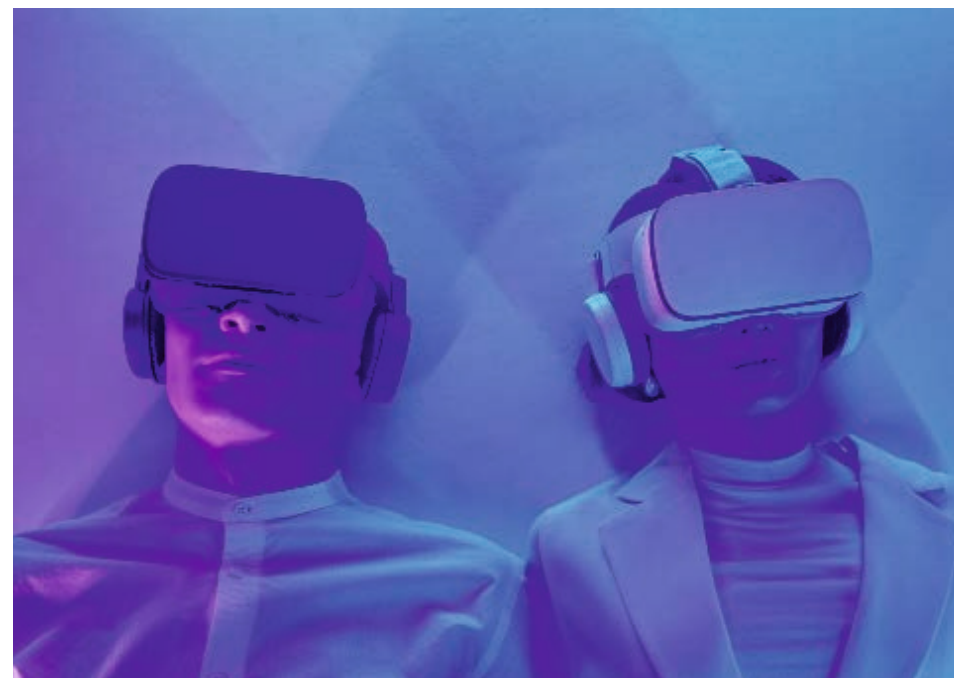
Platinum look

- 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.
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- 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

Impressum

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