

# THE METHOD TO THE MMADNESS

# WE A DIFFERENCE MUSICIANS MAKING

## THE METHOD BREAKDOWN

- 1 LOGO
- 2 COLOURS
- 3 FONT

CONTACT DETAILS FOR ANY QUESTIONS  
DOMINIC <DOMINIC@MMAD.ORG.AU>,  
EMMA <EMMA@MMAD.ORG.AU>

MUSICIANS MAKING A DIFFERENCE.

THE CONCEPT BEHIND THE NEW BRANDING & LOGO WAS TO REMAIN CRITICALLY CLOSE & CONVEY THE VISION, TONE AND FEELING OF THE PEOPLE THAT IT INVOLVES.

THE LOOK AND FEEL WAS BUILD CREATED WITH THAT INSPIRATION IN MIND.

## THE LEAD MARK



## WHEN TO USE:

THIS LOGO IS TO BE USED AS LEAD LOCKUP. ON RESTRICTED COLOUR JOBS RESORT TO ALL BLACK VERSION. WHEN PLACED ON CREATIVE ALWAYS USE A VERTICAL MARK AND A HORIZONTAL MARK TO MAINTAIN CONSISTENCY AND LOCATION. SEE FIG 1.1



## PLACEMENT OF LEAD LOCKUP

FIG 1.1

PLEASE FACTOR IN  
MEDIA TYPE & SIZE  
WHEN SELECTING  
APPROPRIATE MARK



## THE HORIZ MARK



### WHEN TO USE:

THIS LOGO IS TO BE USED AS ALTERNATIVE OR WHEN AESTHETICALLY PREFERRED. ON RESTRICTED COLOUR JOBS RESORT TO ALL BLACK VERSION. WHEN PLACED ON CREATIVE ALWAYS USE A VERTICAL MARK AND A HORIZONTAL MARK TO MAINTAIN CONSISTENCY AND LOCATION. SEE FIG 1.2

PLACEMENT OF LEAD LOCKUP  
FIG 1.2

PLEASE FACTOR IN  
MEDIA TYPE & SIZE  
WHEN SELECTING  
APPROPRIATE MARK

MUSICIANS MAKING  
A DIFFERENCE

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## THE COLOURS

 MUSICIANS MAKING  
A DIFFERENCE

 MMAD  
MUSICIANS MAKING  
A DIFFERENCE

## THE BREAKDOWN:

TRUELY MMADLY  
DEEPLY BLACK

C	M	Y	K
0	0	0	100
#000000			

SUNSHINE MMADNESS

C	Y	M	K
0	30	100	0
#F2AA00			

NOMMAD WHITE

C	M	Y	K
0	0	0	0
#FFFFFF			

FOR COLOR SWATCHES OR PMS COLORS PLEASE CONTACT MMAD TEAM

## THE FONT

"DOMS MMAD SPRAYPAINT" IS THE FONT FAMILY WE USE.

- ▶ THE FONT IS SETUP FOR INSTANT USE. PLEASE DO NOT KERN, LEAD, COLOR, ADD A BEVEL, ADD A SHADOW, TURN IT UPSIDE DOWN INSIDE OUT OR EDIT IT IN ANT WAY. ITS REALLY GOOD THE WAY IT IS.....IF YOU HAVE ANY QUESTIONS IN RELATION TO THE FONT, PAUSE..... AND RELAX, THEN FOLLOW THIS TRAIL TO HELP YOU OUT.

IF YOU REQUIRE THE FONT PLEASE CONTACT THE MMAD TEAM

THANK YOU FOR TAKEN THE TIME  
UNDERSTAND THE **MMADNESS**