
MCP Ceramic

More than Ceramic

Brand Guidelines

Version 1.0

BRAND GUIDELINES

POWERED BY
FIGMENTA

BRAND & VISUAL
MANUAL

mcp

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Brand
Elements

01

BRAND — Positioning

> WHO IS MCP CERAMIC?

MCP Ceramic is a brand that manufactures and distributes **premium sanitary wares**.

Innovative **kitchen** and **bathroom** fixtures with a **refined design**, for sustainable products that make **comfort, durability** and above all **hygiene** their strengths.

To guarantee these aspects, MCP Ceramic has developed and applied to its range of products a series of **technological innovations** that improve both **aesthetic** and **functional** standards.

A strong attention is given to the **materials** used for the construction of MCP Ceramic products, which in addition to being **99.95% resistant to bacteria**, they meet the most **modern** and **sophisticated** criteria.



BRAND — Identity

> BRAND MOTTO: "MORE THAN CERAMIC"

MCP Ceramic has a **distinctive identity**. The brand stands out from its competitors because, unlike these, it develops not only sanitary products made of ceramic but also aspires to build unequalled products, becoming the **landmark** even in the years to come.

MCP Ceramic **walks alongside** its customers: whether they decide to renew their house, get a new space, or set up a new office for their business. MCP Ceramic wants to represent unmatched **reliability** when it comes to sanitary products.

Given the wide range of choices and **minimalistic** styling of the products that can fit into any environment, MCP position itself as a brand that goes **beyond just ceramics** but as the immediate reference when looking to furnish kitchen and bathrooms.



BRAND — Purpose

What kind of **impact** does MCP Ceramic want to have on the lives of its customers?

What the brand aspires to achieve is a relationship of mutual **trust**. Customers that purchase MCP Ceramic have one certainty: they are not only acquiring sanitary product with **high quality** and **hygienic standards** but relying on a brand that is **transparent**, from materials to processing phases until the end result.

The brand's **purpose** is not to elude the customer but to make them participants in every step of the process. A relationship of trust, built on transparency and sincerity, lays the foundations for continuance throughout the years, providing prosperity to the brand.

Furthermore, for MCP, **environmental protection** is of utmost importance, and the brand understands the importance of **preserving nature** and being **green** in its business operations. Water saving is particularly crucial, so important that it has become one of the brand's strengths.

To reduce its environmental impact, the brand has implemented **several measures** to reduce **water consumption** in its production processes and products.

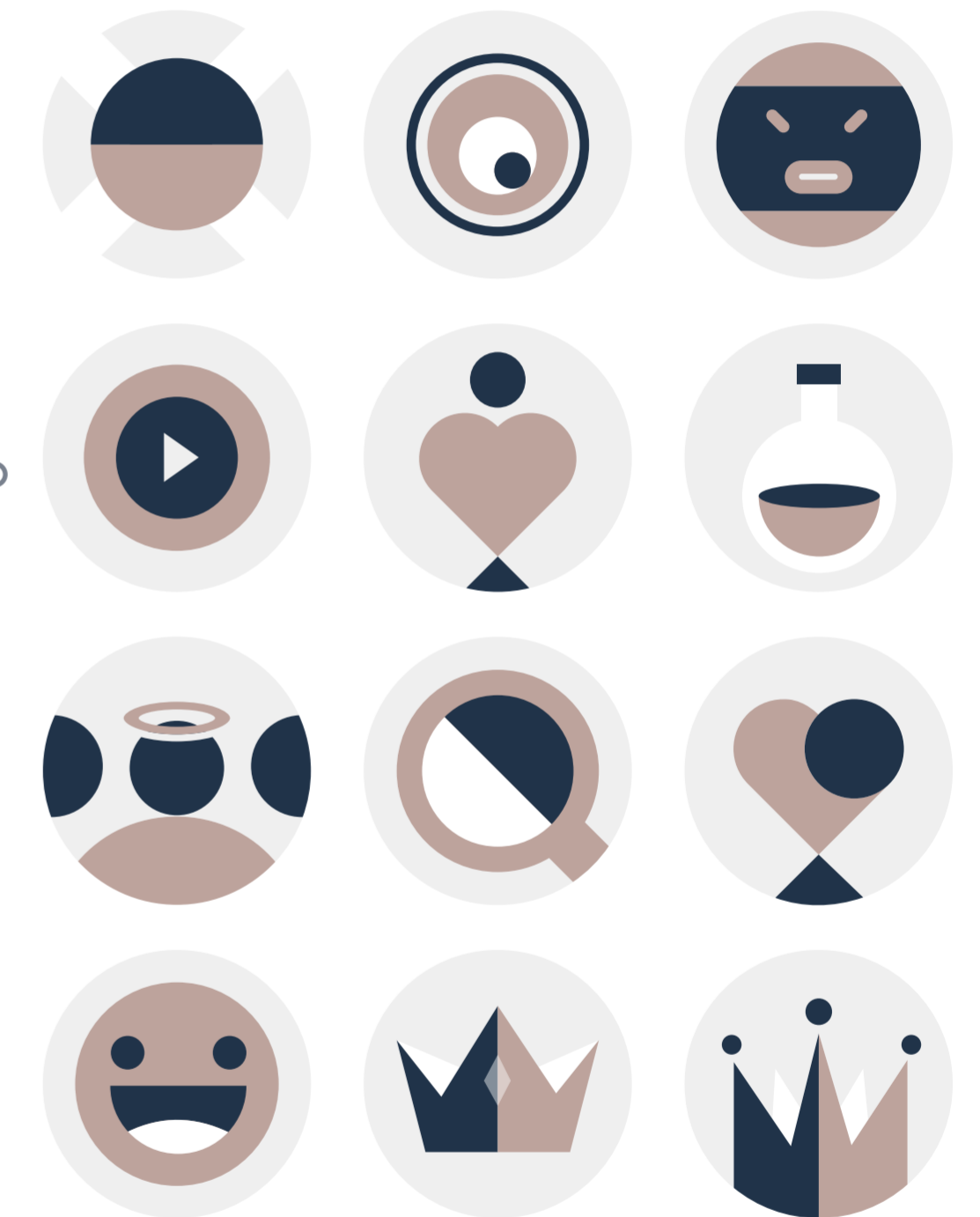


BRAND — Archetype

> THE MCP CERAMIC ARCHETYPE IS THE CREATOR.

The creator has a vision and a desire to create an enduring product or experience which accomplishes their vision. They are innovators and non-conformists and are often the first to envision a concept and push the boundaries of creativity and design. They empower others to think creatively and express themselves through the products they deliver and the experiences they create.

- DESIRE** Create the perfect product / service
- GOAL** Innovation
- STRATEGY** Use creativity to solve problems
- BRAND MESSAGE** "Think different"
- TRAITS** Innovation, Originality, Expression, Vision, individualistic
- FEARS** Stagnation, Duplication, Familiarity, Disillusion, Indifference
- BRANDS** Apple, Lego, Adobe, GoPro, Crayola



BRAND — **Mission**

The brand produces sanitary and kitchen wares, washbasins and toilets, through a production process that applies the right mix of **technology** and **expertise**.

MCP Ceramic's mission is to become an integral part of consumers' **daily lives**, by distributing products **necessary** for **everyday hygiene**.

MCP Ceramic's products are not only **highly functional** but they also have **aesthetic characteristics** that make them modern and **perfectly suitable** for different living contexts. Their **minimalist** and **refined** style adapts to various environments, guaranteeing the possibility of having a **design product** in your home that responds **every day** to all the hygienic and functional needs of the person who **relies** on the MCP Ceramic high standards.

“ We manufacture products that become an indispensable element in the daily life of people who rely on us. **”**

BRAND — Vision

MCP Ceramic actively and constantly participates in the **sanitary ceramics evolution**, with products designed to last over time and to respond to the real different needs of use, in terms of design, functionality, comfort and quality.

MCP Ceramic's vision is to offer buyers a range of products that can support them in **building a living environment** in which people can reflect.

Customers can choose the **product conformation** that will best meet their **taste**, without sacrificing the **materials quality** with which it is made, the **high product functionality** and its **highly resistance to bacteria**.

People will always rediscover the **sense of reliability** given by the **daily use** of the MCP Ceramic products, aiming to exceed customer's expectations.

“ We aim to build a living environment that people always rely on, product after product. ”

BRAND — **Differentiation**

How does MCP Ceramic stand out from its competitors?
Some characteristics make the brand innovative and one of a kind.

These are the elements on which we must focus to build **storytelling** linked to the product that can affect users and make them participate in a story that has **consumer trust** as its goal.

The **continuous search** for one's style aimed at an original and elegant design, together with the introduction of **technology**, allows a study of shapes and the most efficient functionality in a short time, all without ever giving up the tradition of making formidable products.

The **attention to detail and style**, a guarantee of production of **high aesthetic value** but at the same time of products that are **hygienic and healthy**, is what makes MCP Ceramic distinguishable from the competition.



BRAND — **Tone of Voice**

Maintaining a **realistic** and **reliable** tone of voice can convey a sense of **trustworthiness** and **transparency**.

Reliable

Provide information and insights capable of highlighting the reliability of the brand.

- Be honest and direct.
- If you have any potential problems, clearly explain how they will be resolved.
- Overestimate the products by describing them as perfect.
- Promising people an unrealistic lifestyle.

Realistic

Describe the products in detail in relation to the materials used for their construction and the context in which they will be inserted.

- Use concrete examples, capable of transmitting the brand's attention to details.
- Dealing with today's issues, contextualizing the use of products.
- Use an aggressive and arrogant tone of voice.
- Create an unreal storytelling, with abstract and non-refutable references.

Trustworthy

It becomes an integral part of a person's daily life through its products.

- Empathize with users.
- Use clear, easy to interpret sentences.
- Using too technical terminology.
- Making too many health references.

MCP Ceramic | More than ceramic

Visual
Elements

02

VISUAL — Identity

A brand is not just a logo. Building a recognizable visual identity allows the brand to position itself effectively in consumers' mind and strengthen an intimate and profound relationship.

A visual identity makes the brand **identifiable**, expressing its **personality** and the **values** it represents.

The definition of the **visual elements**, such as logo, color palette, font, and graphic style, entitle MCP Ceramic products to be distinguished as **high quality** and **reliable**.

A **synergistic harmony** aims to ensure a consistent brand communication experience, in all its forms and expressions.



LOGO — **Anatomy**

> LOGO DEVELOPMENT

The MCP Ceramic logo does not start from particular, basic, development grids. Rather, it is developed through the use of "free hand drawn" techniques that highlight its elegant and premium character.

A dark blue, hand-drawn cursive logo for MCP. The letters are fluid and connected, with a slight upward curve at the end of the 'p'.A brown, hand-drawn cursive logo for MCP, identical in style to the one above. Below it, the tagline "MORE THAN CERAMIC" is written in a small, clean, sans-serif font.

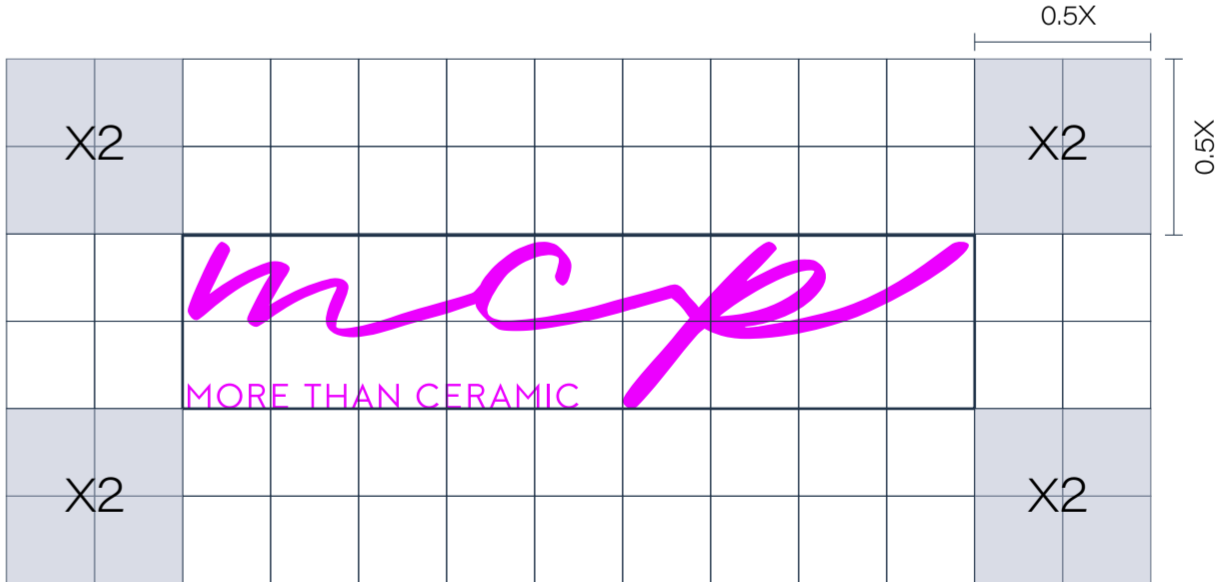
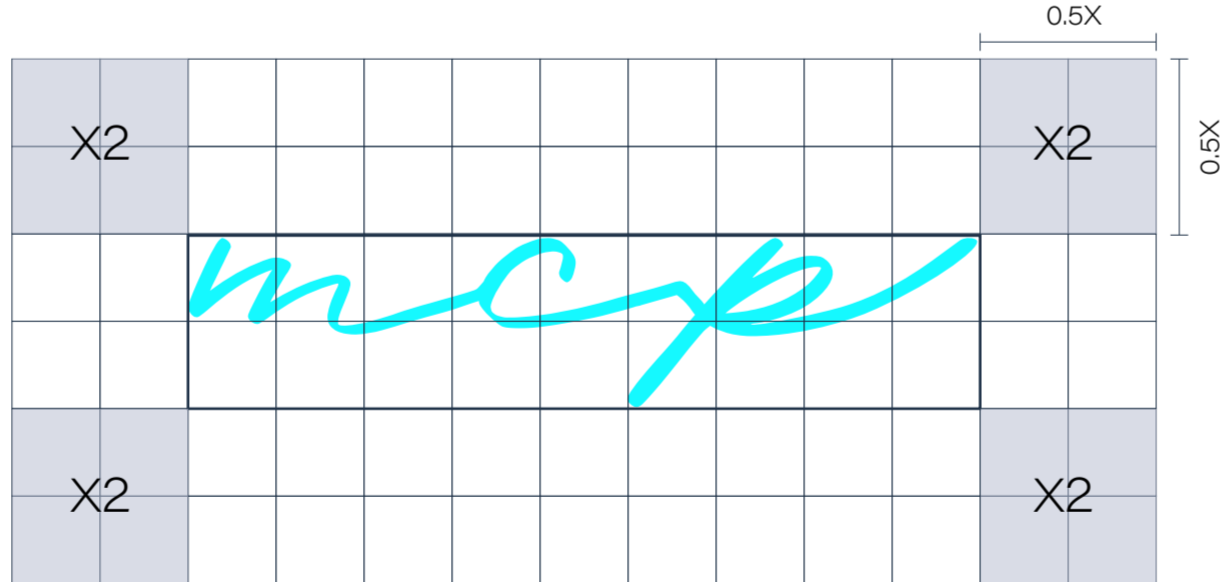
LOGO — Margins

> CLEAR SPACE

These indications include additional indications regarding the MCP Ceramic logo, particularly the insertion margins, to prevent it from being altered.

The indications, in fact, are useful for proper positioning in a print or digital context.

Respect the minimum distance shown below, between the logo and any other graphic elements. Their minimum distance is given by the value X2.



These directions include additional indications regarding the size of the MCP Ceramic logo for proper placement in a print or digital context.

The various dimensions according to the version are illustrated down below. Please respect them for a correct and harmonic final rendering of the graphic elements.

LOGO — Dimensions



LOGO — Variations



These indications include additional guidance regarding the MCP Ceramic logo, particularly regarding its background, to prevent it from being misinterpreted. The indications, in fact, are useful for proper positioning in a print or digital context.

Logo on Dark Background



Logo on Light Background



LOGO — On backgrounds

Print & Stationery

APPLICATION — Design



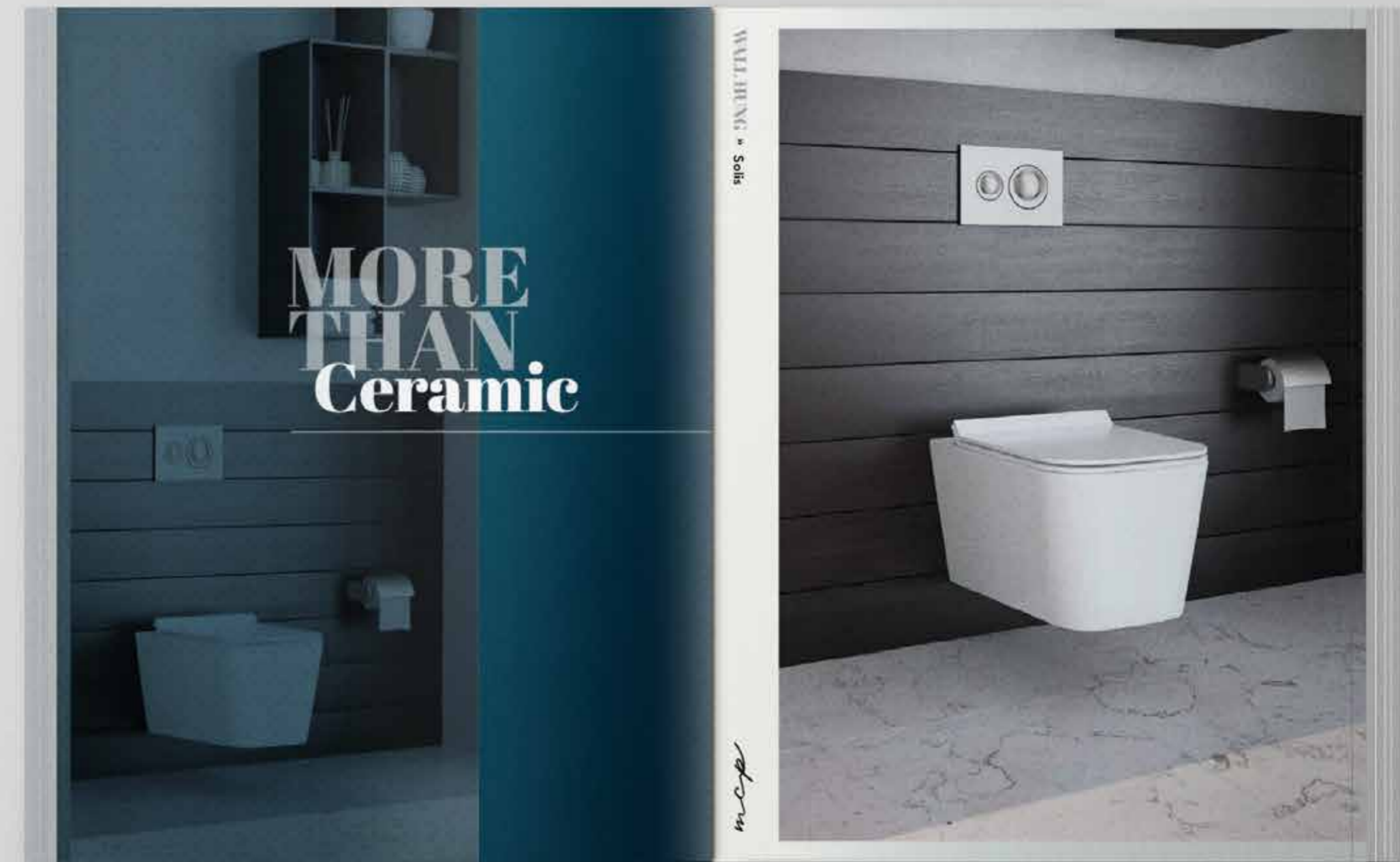
Print & Stationery

APPLICATION — Design



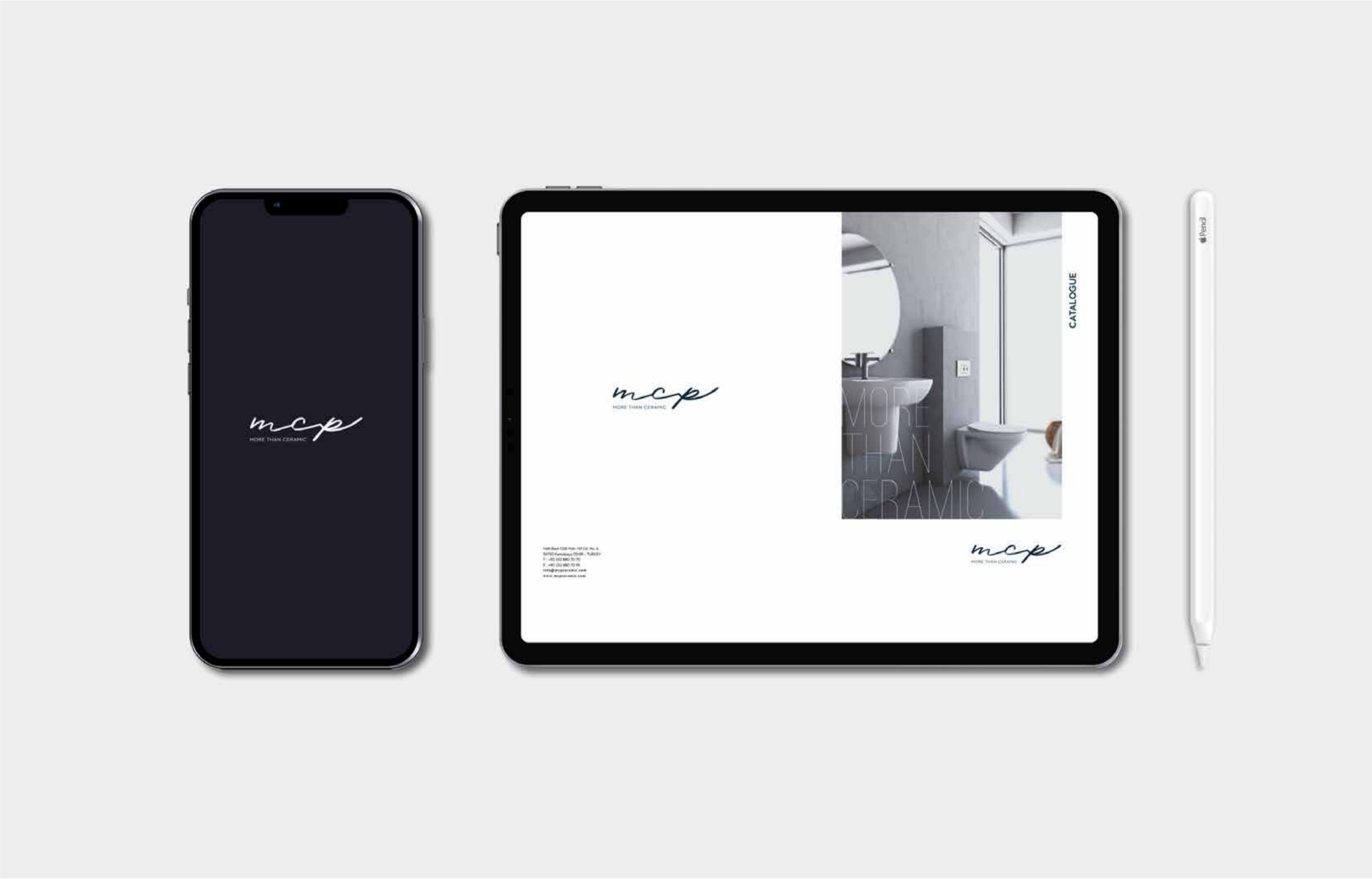
Print & Stationery

APPLICATION — **Design**



Digital Design

APPLICATION — Design



CORRECT — **Logo Usage**

These tips indicate how to apply the MCP Ceramic logo in the most correct way.

You can follow them for logo placement on printed materials (flyers, catalogs, envelopes) and digital materials (website, social media, mails, etc.)

Respect the following guidelines for proper use of the logo in various contexts.

DO NOT

move or reflect the mark



DO NOT

change only the height or only length



DO NOT

choose a color not included in the color palette



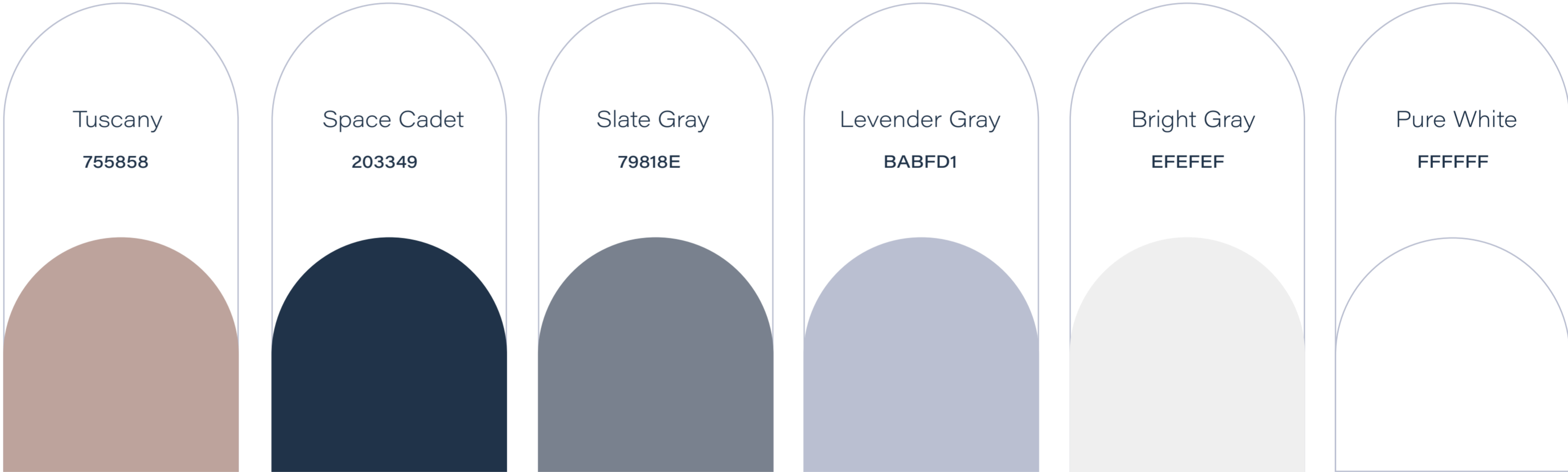
DO NOT

enlarge or move individual letters



The color palette includes guidance on the use of MCP Ceramic's distinctive colors. The chosen colors will be used in all brand communications, from printed to digital materials, to unify the hues associated with the brand, making it recognizable.

BRAND — Colors



BRAND — Iconography



The typography contains within it indications of designated fonts for MCP Ceramic communication. These guidelines indicate the names of the chosen fonts, their size, and their proper placement in the designated context. The typography includes headlines, subtitles, paragraphs and some typographical indications for web and printable items.

Acumin Variable Concept

BRAND — Typography

● WIDE/EXTRALIGHT VERSION

a b c d e f g h i j k l m n o p q r s t u v w x y z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

● REGULAR VERSION

a b c d e f g h i j k l m n o p q r s t u v w x y z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BRAND — **Typography**

Antonio Regular

● REGULAR VERSION

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BRAND — **Typography**

Adelia



REGULAR VERSION

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NOTE* Any other typographical use is at the graphic designer discretion, as long as the basic brand elements and principles of the brand are adhered.

BRAND — **Typography**

Headline with a particular relevance

56.4

ACUMIN VARIABLE CONCEPT

WIDE/SEMIBOLD
47PX
HEX 1D1D28

Use this typographical version for secondary but equally relevant informations (subtitles)

38

ACUMIN VARIABLE CONCEPT

WIDE/EXTRALIGHT
32 - 34PX
HEX 79818E

Use this version as a title within paragraphs

33

ACUMIN VARIABLE CONCEPT

WIDE/MEDIUM
25 - 28PX
HEX 1D1D28

Use this typographical version as paragraph for web and printable items

30

ACUMIN VARIABLE CONCEPT

LIGHT
18 - 20PX
HEX 1D1D28

THANKS FOR WATCHING

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