MT.REIN

DESIGN AND BRAND GUIDELINES

WE LOVE YOUR BRAND.

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CHEEE
Brand Collection

Mt.Rein

THE INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Mt.Rein's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Mt.Rein's** commitment to quality, consitency and style.

The **Mt.Rein** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Mt.Rein** name and marks.

MT.REIN

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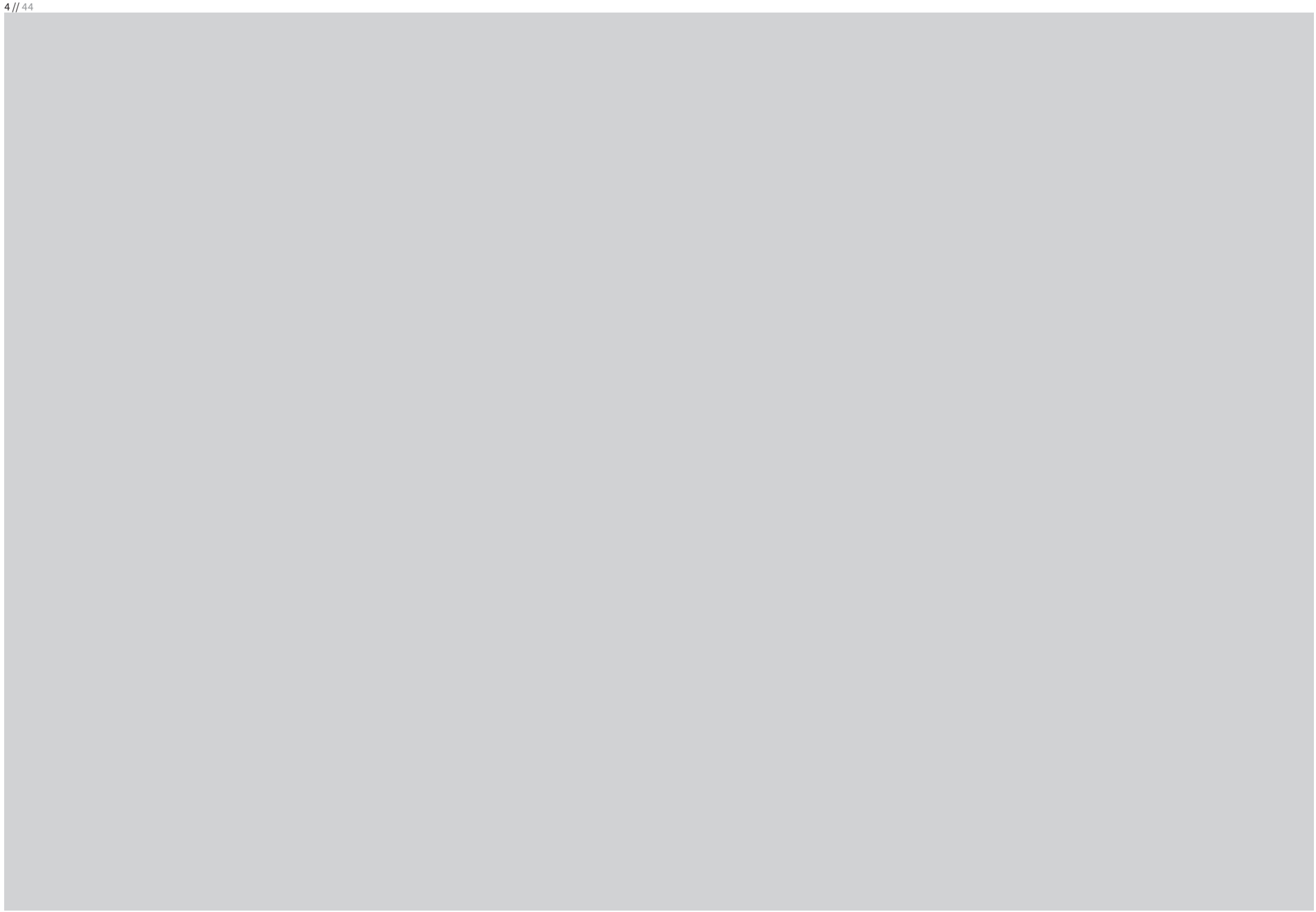


01 THE LOGO

Logo is the key building block of brand identity, the primary visual element that identifies the brand. The signature is a combination of the the symbol itself and the company name – they have a fixed relationship that should never be changed in any way.

The Logo Primary Lock-Up
The Logo Other Lock-Ups
The Logo Construction, Clearspace and Computation
The Logo Minimum Sizing
The Logo Greyscale - Black and White
The Logo on Background Application
The Logo Incorrect Uses

Brand consistency is always about following the rules.

THE LOGO
PRIMARY LOCK-UP

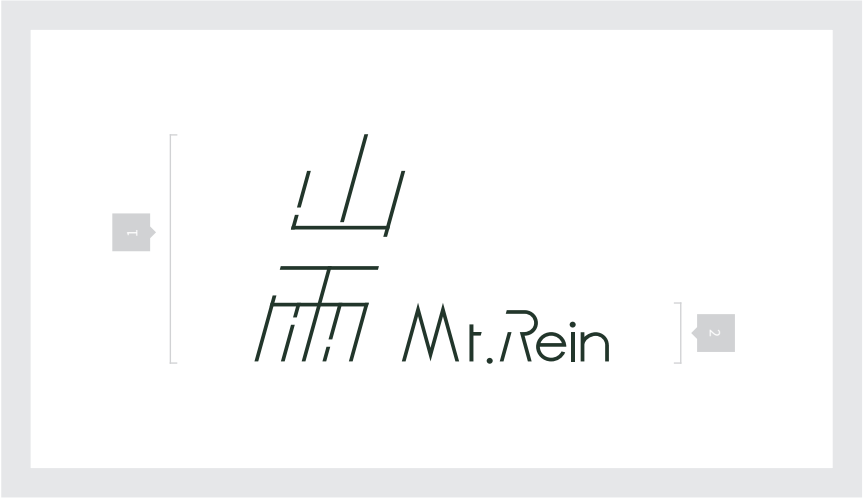
THE LOGO

The Mt.Rein english Logo comprises two elements, the logo lettermark and logo wordmark. The Logo is a powerful image evoking the culture of oriental furniture boutique - the connection between the modern west and oriental east.

It has a particular relationship with the Mt.Rein name.
The Logo lettermark “山雨" has been carefully designed for its modern and yet refined, elegant style, which has been further enhanced by the use of grid. The wordmark “Mt.Rein” is customised and has also been tailored to compliment and balance perfectly with the logo lettermark “山雨".

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Raindrop Silver and Forest Green. It is an appealing blend of colours chosen for their strong combination - natural - harmony - environmental friendly.

The Colours have been selected according to Pantone standards as shown in this guide and are easily implemented.



1) Primary Lock-Up
The main logo is the dark logo used on white or coloured backround. For darker backrounds you will find an alternative in this guide.

1) The Logo Lettermark
The Logo lettermark “山雨” has been carefully designed for its modern and yet refined, elegant style, which has been further enhanced by the use of grid.

2) The Logo Wordmark
The wordmark “Mt.Rein” is customised and has also been tailored to compliment and balance perfectly with the logo lettermark “山雨".

THE LOGO
OTHER LOCK-UPS

OTHER LOCK-UPS

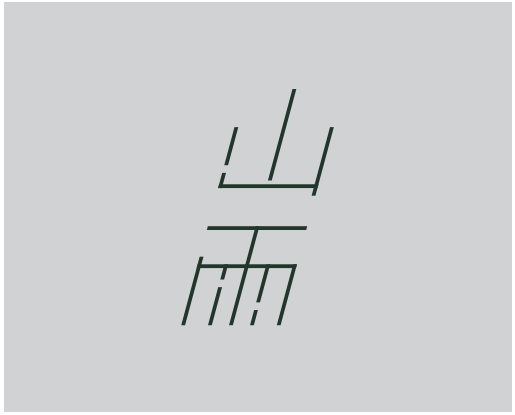
Establishing brand consistency throughout Mt.Rein is based on just setting the standards. Keeping Mt.Rein logo presentation consistent, means designer must uniformly present the logo to customers.

Logo presentation inconsistency can have a significant impact on brand recognition.

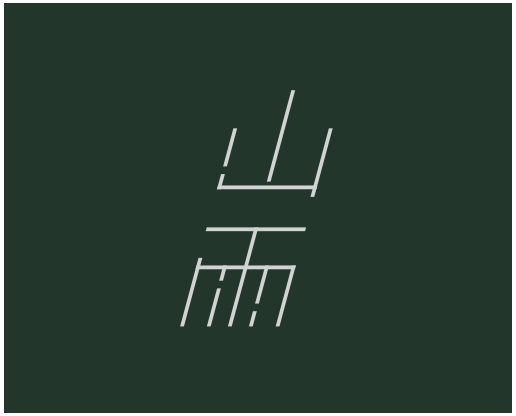
The Mt.Rein logo should be used in primary lock-up or one of the styles illustrated here for all published work.

The vertical and horizontal proportions of the logo must always be maintained. The logo may not be tilted or deformed.

The logo also may not be created freehand or typeset using one's own set of fonts.



1



2

1) Lettermark
will be used when the simbol layout of logo is required and the backround colour is light coloured.

2) Lettermark (Reversed)
will be used when the simbol layout of logo is required and the backround colour is dark coloured.

3) Wordmark
will be used when the English wordmark of logo is required and the backround colour is light coloured.

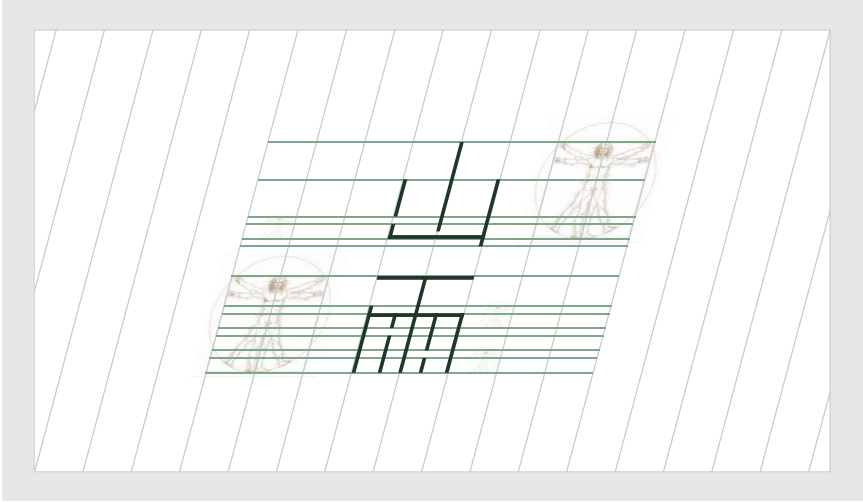
4) Wordmark (Reversed)
will be used when the English wordmark of logo is required and the backround colour is dark coloured.

3

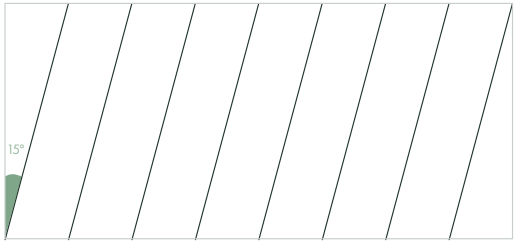
4

THE LOGO CONSTRUCTION, SCALE AND GRID

It is important to maintain the scale of the logo and understand the grid system of the brand. The logo scale is regulated by the rule of golden ratio. Please see the demonstration on the right.



Lettermark Scale
-
Gold Ratio



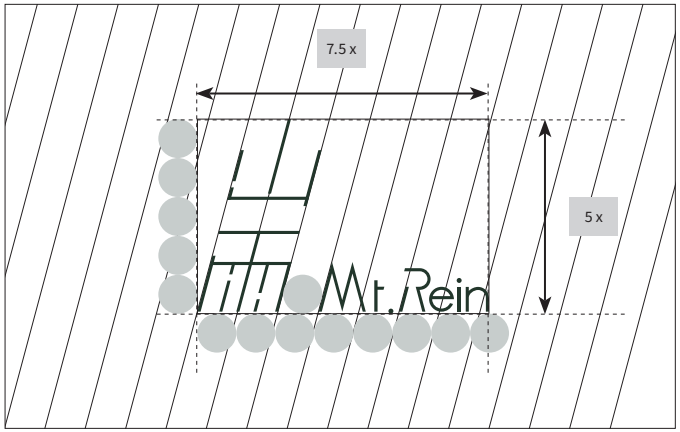
Brand Grid
-
It is 15 degree grid as shown on the left.

Wordmark Scale
-
Gold Ratio

THE LOGO CONSTRUCTION, COMPUTATION AND CLEAR SPACE

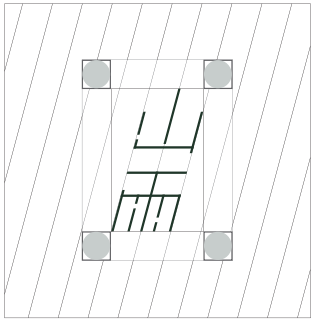
It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



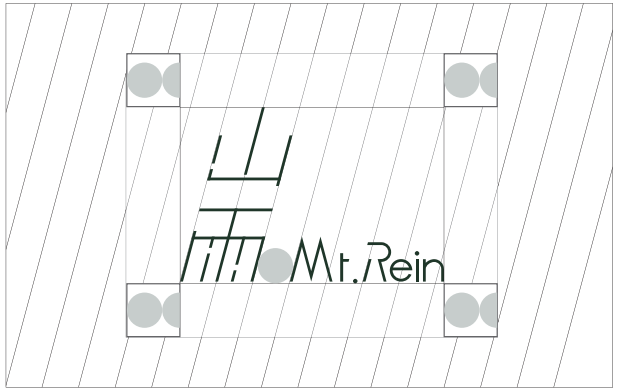
CLEARSPACE

Logo Symbol



CLEARSPACE

Full Logo



Definition

-

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

-

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

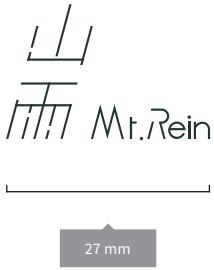
X

THE LOGO
MINIMUM SIZING

THE MINIMUM SIZING

When using the Mt.Rein logos, they must not be reduced in size to less than indicated to the right as the text legibility will deteriorate.

Full Logo
Minimum Size: 27mm x 18 mm



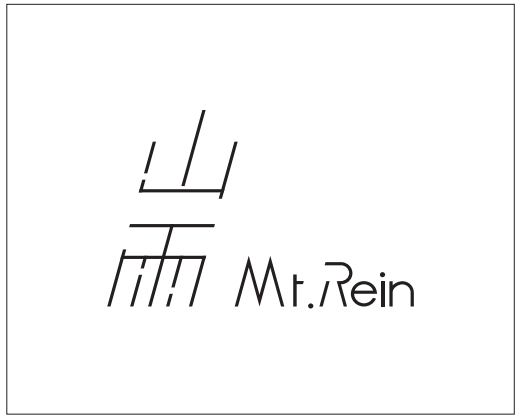
Logo Symbol
Minimum Size: 11.6 mm x 18 mm

Logo Symbol
Minimum Size: 15.5mm x 4.7 mm

THE LOGO GREYSCALE
BLACK AND WHITE

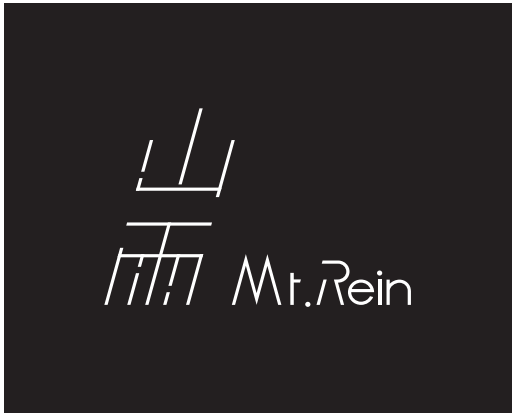
THE FULL LOGOTYPE

Wherever possible, the logo should be reproduced in the brand colours. Where colour is not an option, use greyscale or black & white print.



1

LIGHT VERSION



2

DARK VERSION

1) The Logo B & W Light Version
will be used when the backround colour is dark coloured.

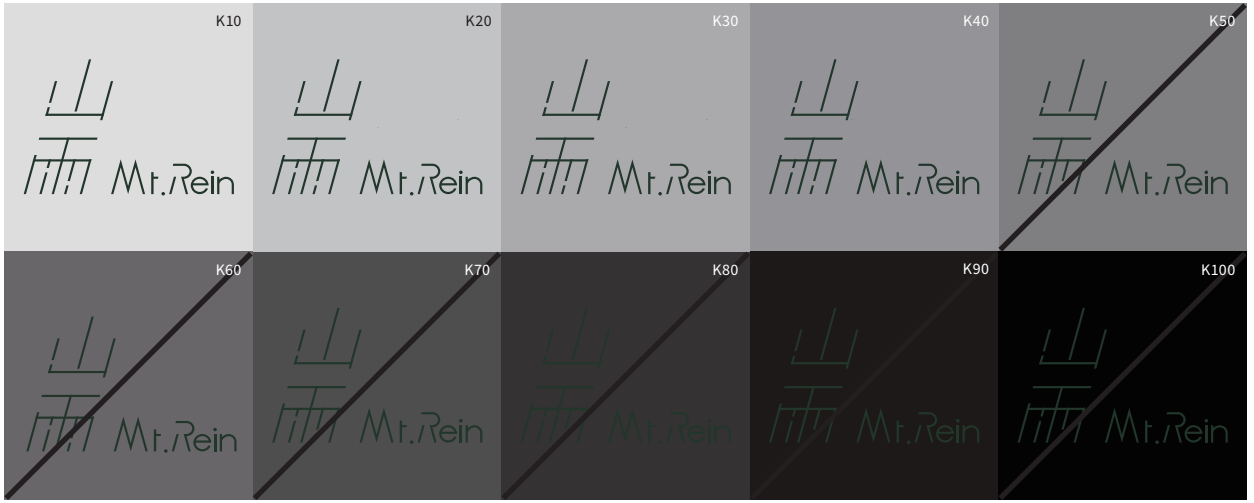
2) The Logo B & W Dark Version
will be used when the backround colour is light coloured.

THE LOGO APPLICATION ON A BACKGROUND

APPLICATION ON BACKGROUND

To ensure that the logo is clearly recognisable, it must never be altered and has to be reproduced using the approved artworks provided. Avoid using the reverse logo on high-contrast photos that impede the logo's legibility. The coloured logo must always appear on white or light-coloured backgrounds.Never reproduce the coloured logo on a dark background that does not offer sufficient contrast against the logo. Similiarly, never reverse the logo on a light background. Do not use the coloured logo over a photo, use the reverse instead. The greyscale logo must only be used on white or light-grey backgrounds. For other light-coloured backgrounds. Never reproduce the logo on textured or patterned backgrounds that may impair legibility.

Below are an demonstration using the primary logo lock-up:



THE LOGO
INCORRECT USES

THE INCORRECT USES

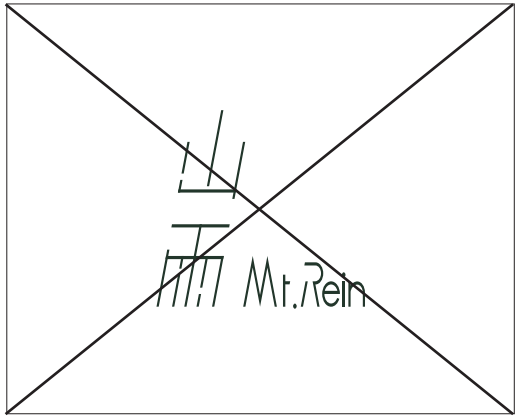
To ensure the logo is clearly recognisable and consistent, all parts of logo, from the logomark (symbol) to the logotype must never be altered and have to be reproduced using the approved master artworks provided.

The integrity of the logo must not be compromised. Below are examples of inappropriate uses of the logo.

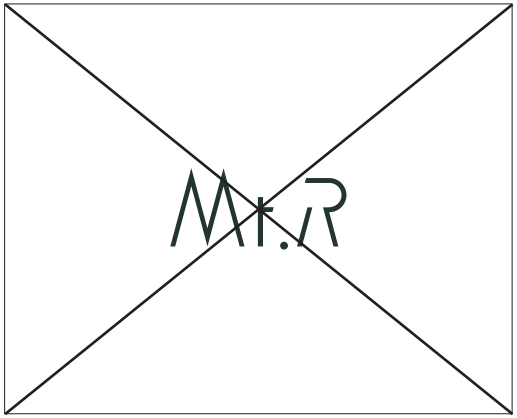
1) DO NOT distort the logo in any way
please ensure that you maintain the aspect ratio when enlarging the logo

2) DO NOT use the components of the logo separately
only use the logo lock-ups are available in this guideline

3) DO NOT manually alter typeset of the workmark
only use the logo wordmarks are indicated in this guideline



1



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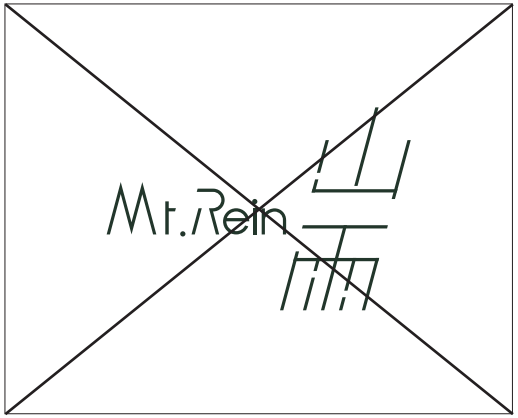

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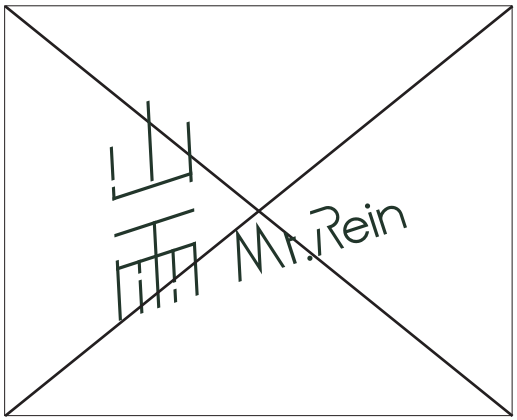

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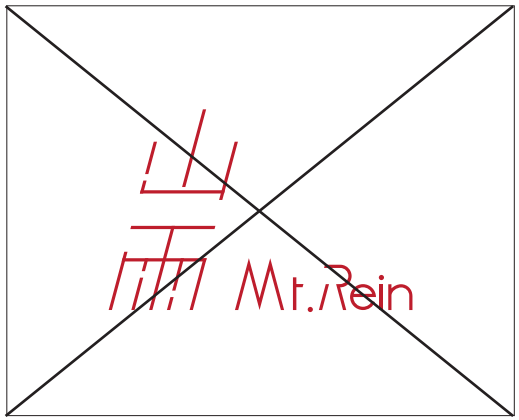

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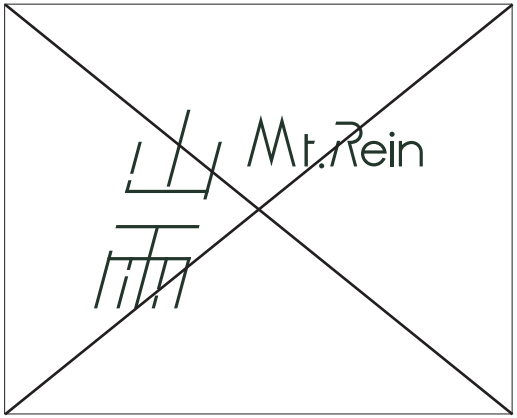
6



7

4) DO NOT rotate the logo
only use the logo lock-ups are demostrated in this guideline

5) DO NOT use any other colour other than specified
only use the logo colour are listed in this guideline

6) DO NOT use images or texture on backgroud that might cause visual interruption
if an image or texture background is required, please choose an image or texture is not busy

7) DO NOT move the elements of the logo
only use the logo constructions are indicated in this guideline

SELECTING A FONT IS LIKE GETTING DRESSED.

02 THE BRAND TYPEFACE

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Mt.Rein layouts.

The Brand Typeface
The Brand Typographic Hierachy
The Brand Typographic Layout

The Brand Bilingual Typeface
The Brand Bilingual Typographic Hierachy
The Brand Bilingual Typographic Layout

THE BRAND TYPEFACE

THE FONT

Simplo is a geometric sans serif typeface, built in sixteen styles. It is a tribute to the 1930s typeface Semplicità, designed by Nebiolo's Alessandro Butti.

Simplo is ideal for use in display sizes. It is also quite legible in text, and is well suited for graphic design and corporate identity design. Simplo has sixteen styles, extensive language support, eight different kinds of figures, sophisticated OpenType features — so it's ready for advanced typographic projects.

BILINGUAL FONT SIMPLO

DESIGNER : ALESSANDRO BUTTI, BEN BLOM

-

TYPE EXAMPLES SIMPLO

SIMPLO

Bold

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

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

Figures

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Special Characters

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
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THE BRAND
TYPOGRAPHIC HIERACHY

TYPOGRAPHIC HIERACY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Mt.Rein layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

Mt.Rein
-
Simplo Regular
10 pt Type /12 pt Leading

Copy Text

Mt.Rein
-
Simplo Regular
12 pt Type /14 pt Leading

Headlines Copytext

Mt.Rein
-
Simplo Demi
14pt Type / 16pt Leading

HEADLINES AND TYPOBREAKS

Sublines Sections

Mt.Rein
-
Simplo Bold
22pt Type / 26pt Leading

Big Headlines and Title

Mt.Rein
-
Simplo Heavy
34pt Type / 40 pt Leading

Sequencer and Title for Marketing

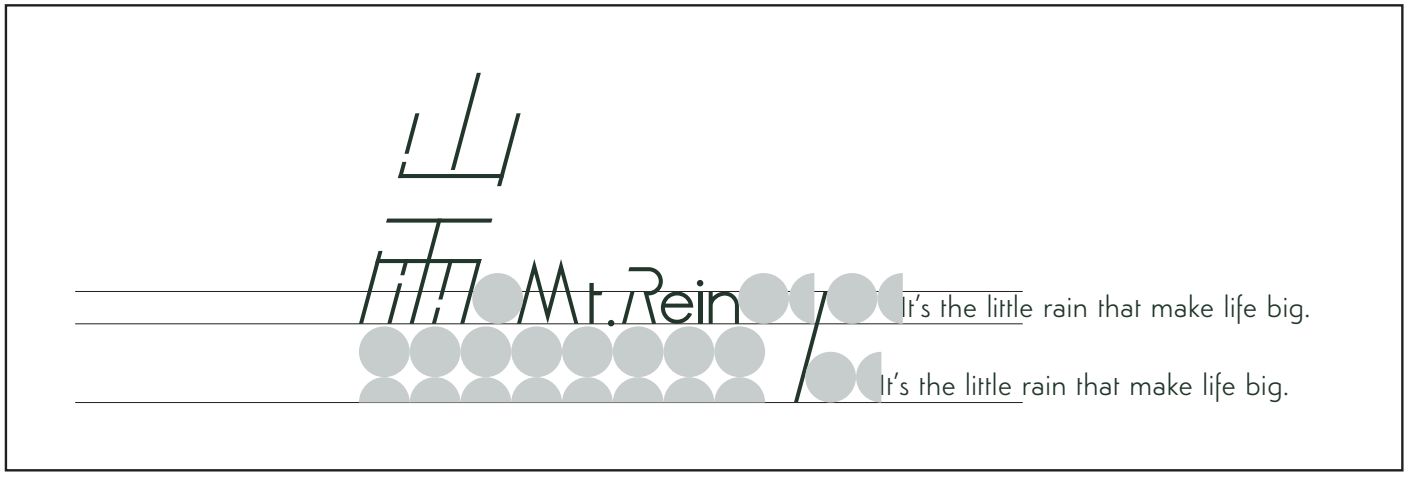
Mt.Rein
-
Simplo Black
48pt Type / 58 pt Leading

THE BRAND
TYPOGRAPHY LAYOUT

THE CORRECT USES

To ensure the advertising is clearly recognisable and consistent, all parts of brand element, from the logo to the slogan must be displayed in a consistent way.

Below are demonstration of appropriate uses.



EXAMPLE

Example of the typography layout with brand pattern.

THE BRAND
BILINGUAL TYPEFACE

THE FONT

汉仪字库出品的「旗黑」系列，是一套多字重、多宽窄的黑体家族。汉仪旗黑以其匀称的间架结构、外扩的中宫、克制的字面、干净的笔形、定制的西文字符以及特殊的字重命名系统，塑造了某种鲜明的第一印象。

BILINGUAL FONT
汉仪旗黑 X1

DESIGNER：
汉仪团队
-

汉仪旗黑 X1

TYPE EXAMPLES
汉仪旗黑 X1

Regular

意气用事　事在人为　为民请命　命在旦夕　夕阳西下　下落不明　明堂正道　道边苦李　李下瓜田　田父之功　功一美二　二分明月　月下老儿　儿女亲家　家至人说　说一不二　二八佳人　人之常情　情至意尽　尽忠报国

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« Σ € ® † Ω ¨ $ ø π • ± ‘ æ œ @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç

THE BRAND BILINGUAL TYPOGRAPHIC HIERACHY

TYPOGRAPHIC HIERACY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Mt.Rein layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

山雨
-
汉仪旗黑 X1
7点字体大小 / 10点行距 / 35W

Copy Text

山雨
-
汉仪旗黑 X1
8点字体大小 / 11点行距 / 55W

Headlines Copytext

山雨
-
汉仪旗黑 X1
10点字体大小 / 14点行距 / 65W

HEADLINES AND TYPOBREAKS

Sublines Sections

山雨
-
汉仪旗黑 X1
16点字体大小 / 16点行距 / 75W

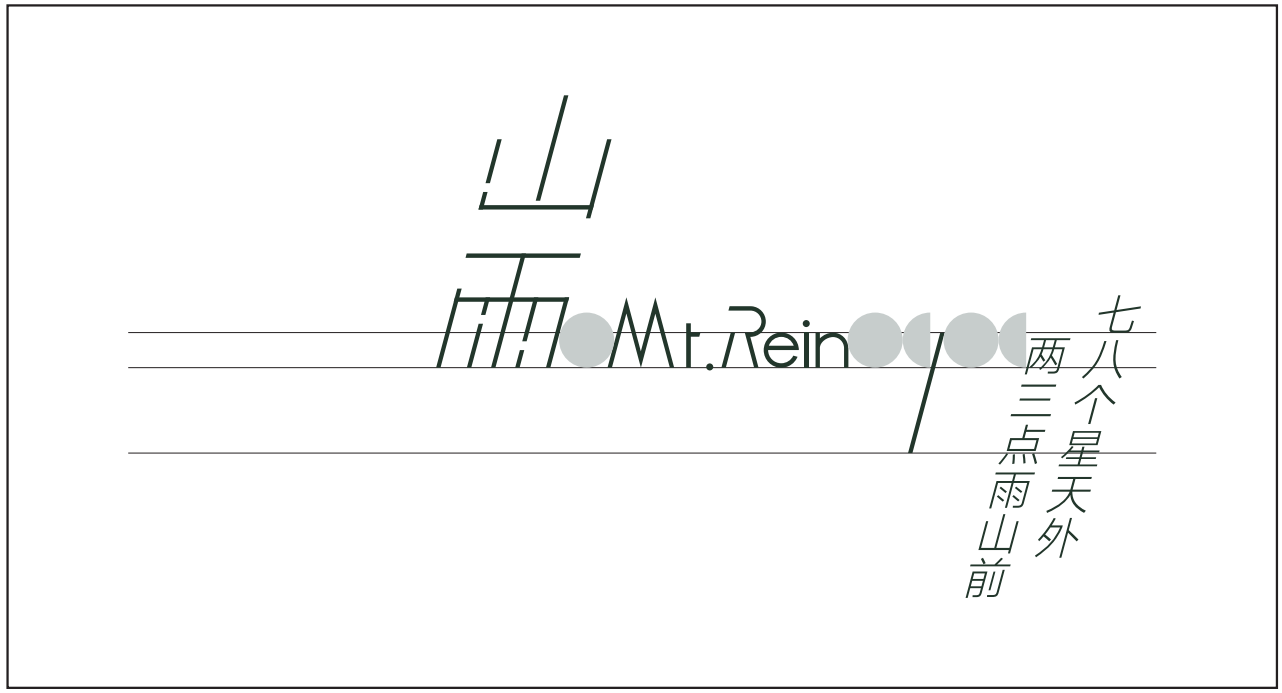
Big Headlines and Title

山雨
-
汉仪旗黑 X1
34点字体大小 / 30点行距 / 85W

Sequencer and Title for Marketing

山雨
-
汉仪旗黑 X1
48点字体大小 / 48点行距 / 95W

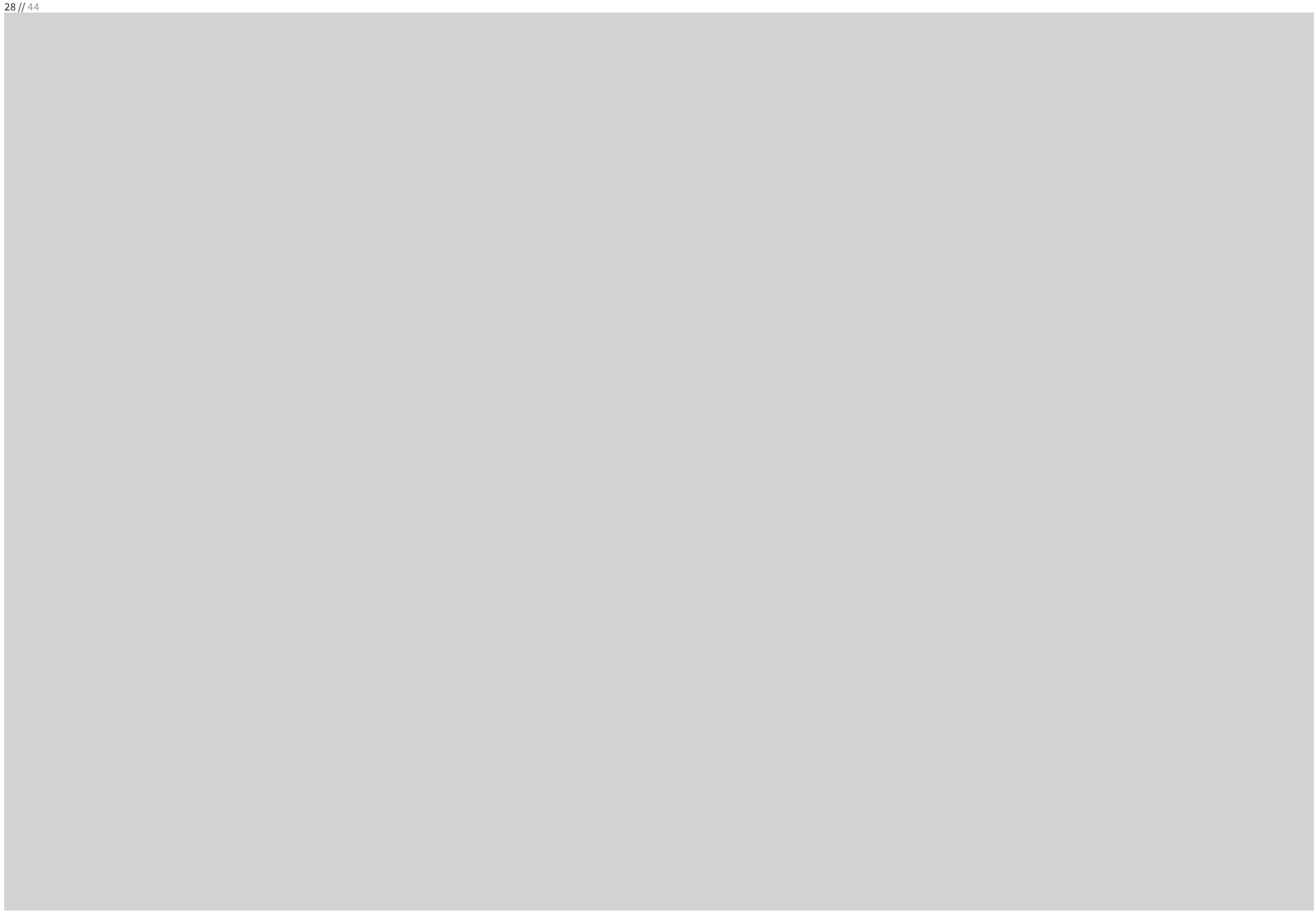
THE BRAND
BILINGUAL TYPOGRAPHIC LAYOUT



To ensure the advertising is clearly recognisable and consistent, all parts of brand element, from the logo to the slogan must be displayed in a consistent way.

Examples of appropriate uses are on next page.

山雨
Mt.Rein
七八个星天外
两三点雨山前



03 THE BRAND COLOUR SYSTEM

THE COLOUR SYSTEM

Colour plays an important role in the Mt.Rein corporate identity program. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the “One Voice” colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the Mt.Rein brand identity across all relevant media. Check with our designer or printer when using the corporate colours that they will be always be consistent.

The Brand Primary Colour System
The Brand Secondary Colour System

PRIMARY COLOUR SYSTEM

-

Explanation:
The Mt.Rein Company has two official colours: Dark green and cool Gray. These colours have become a recognisable identifier for the company.

Usage:
Use them as the dominant colour palette for all internal and external visual presentations of the company.

FOREST GREEN
PANTONE 5605 C

-

COLOUR CODES

CMYK : C082 M036 Y083 K090
Pantone : 5605 C
RGB : R034 G055 B043
HTML : #22372B

100 % 80 % 60 % 40 % 20 %

COLOUR TONES

Gradient

THE GRADIENT

RAINDROP SILVER
PANTONE 427 C

-

COLOUR CODES

CMYK : C007 M003 Y005 K008
Pantone : 427 C
RGB : R208 G211 B212
HTML : #D0D3D4

100 % 80 % 60 % 40 % 20 %

COLOUR TONES

Gradient

THE GRADIENT

SECONDARY COLOUR SYSTEM

-

Explanation:
The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece.)

Usage:
Use them to accent and support the primary colour palette.

CLOUD GREY | PANTONE COOL GRAY 6 C

CMYK : C016 M011 Y011 K027
Pantone : Cool Gray 6 C
RGB : R167 G168 B170
Web : #A7A8AA

MOSS GREEN | PANTONE 2406 C

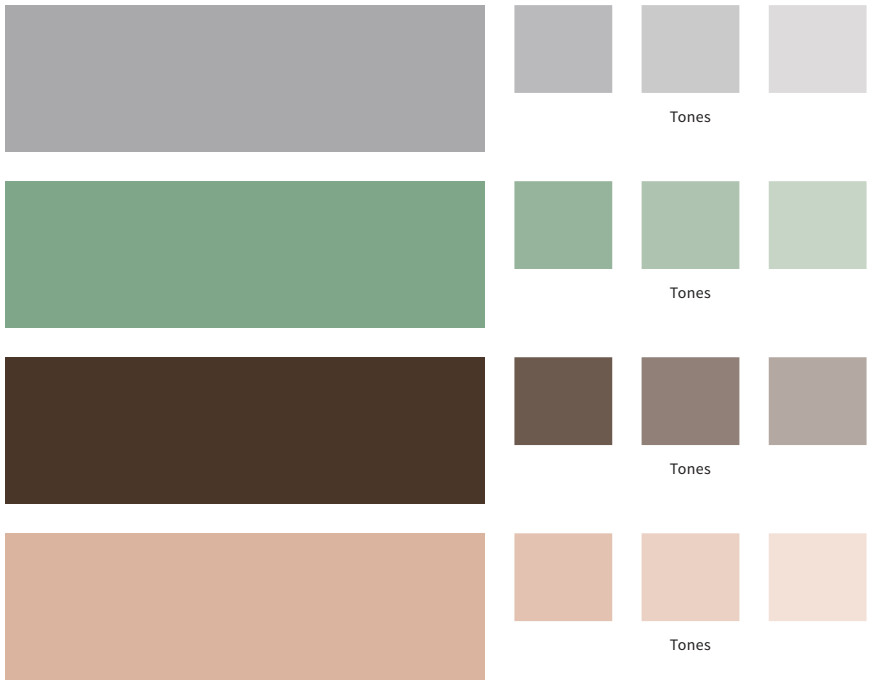
CMYK : C053 M020 Y053 K002
Pantone : 2406 C
RGB : R129 G158 B135
Web : #819E87

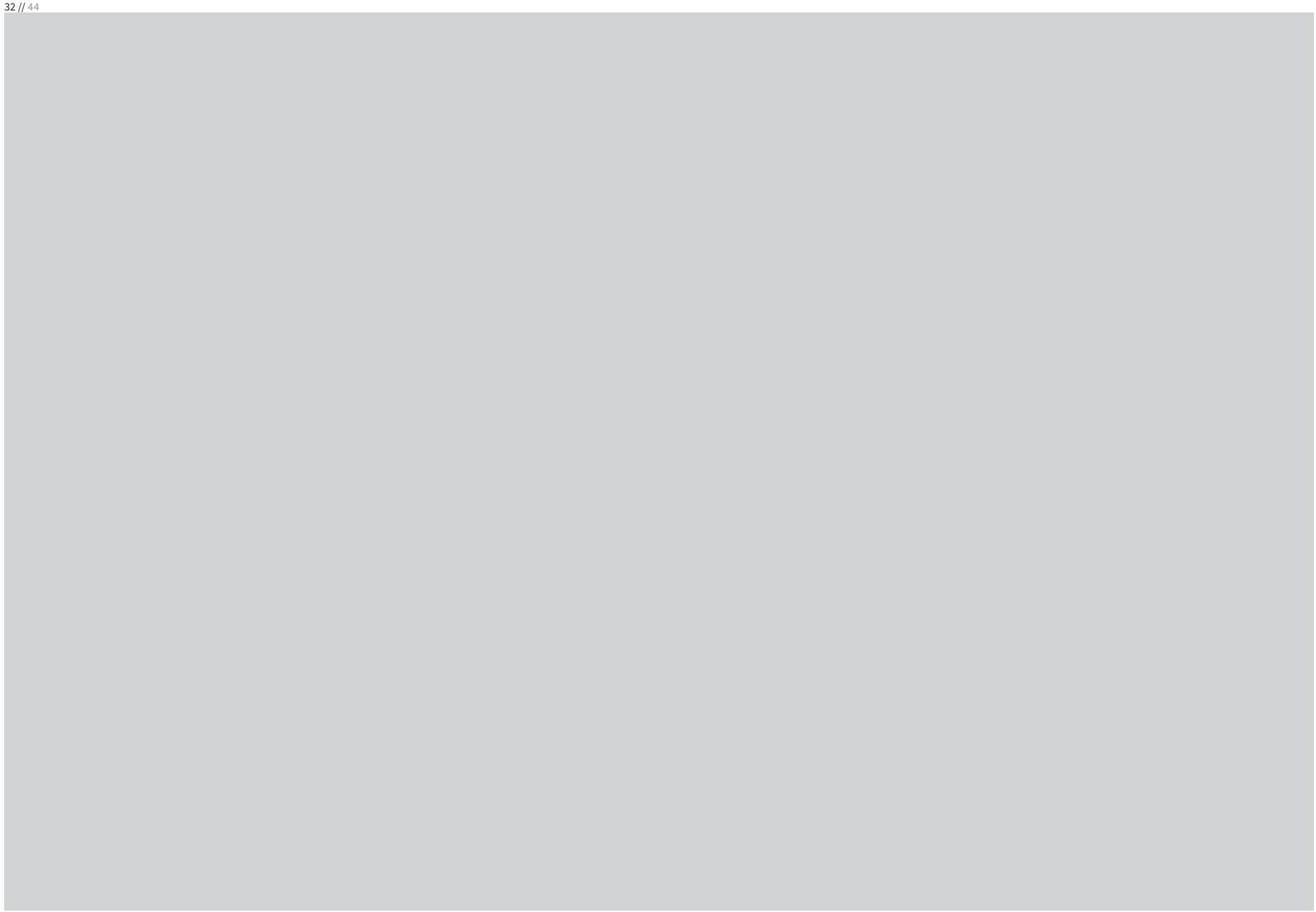
EARTH BROWN | PANTONE 7533 C

CMYK : C037 M053 Y068 K083
Pantone : 7533 C
RGB : R071 G055 B041
Web : #473729

SAND BEIGE | PANTONE 7590 C

CMYK : C011 M027 Y033 K000
Pantone : 7590 C
RGB : R212 G181 B158
Web : #D4B59E





04 THE BRAND PATTERN

THE PATTERN SYSTEM

Pattern can be an incredibly powerful and versatile tool for communicating a brand's personality. More and more we're seeing pattern being used, not just on traditional media such as packaging and apparel but on everything from business stationery to window decals, website banners to office decor.

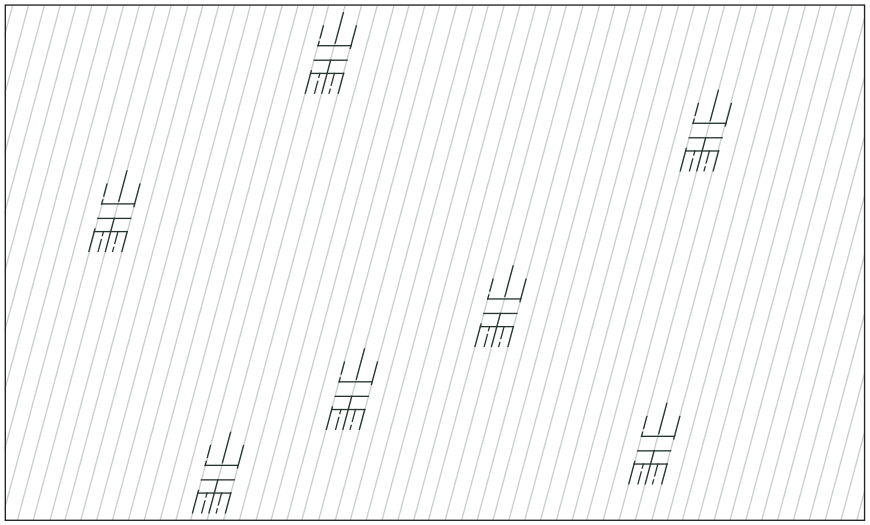
Patterns can play a vital role in brand recognition, bringing life to simple logos and helping create strong, memorable brand expressions. In some cases patterns can become even more recognizable then the actual logo.

The Brand Pattern

THE BRAND PATTERN

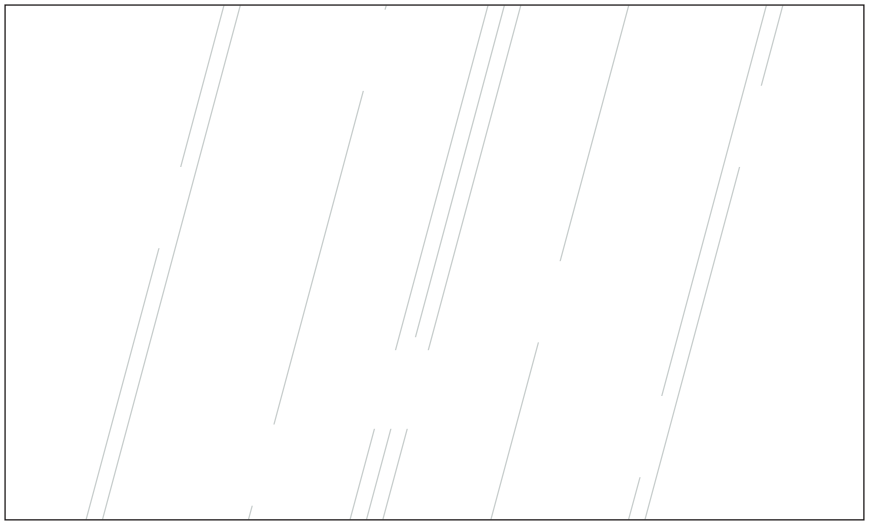
Explanation:
The Mt.Rein's pattern is developed from the brand grid. The brand grid is a combination of logo grid and random logo placement on the grid.

Usage:
Use them as the dominant pattern palette for all internal and external visual presentations of the company.



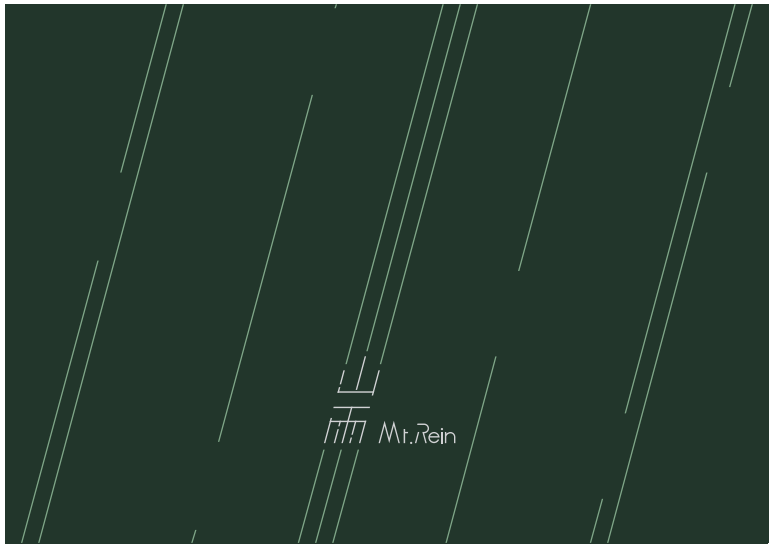
1

BRAND GRID



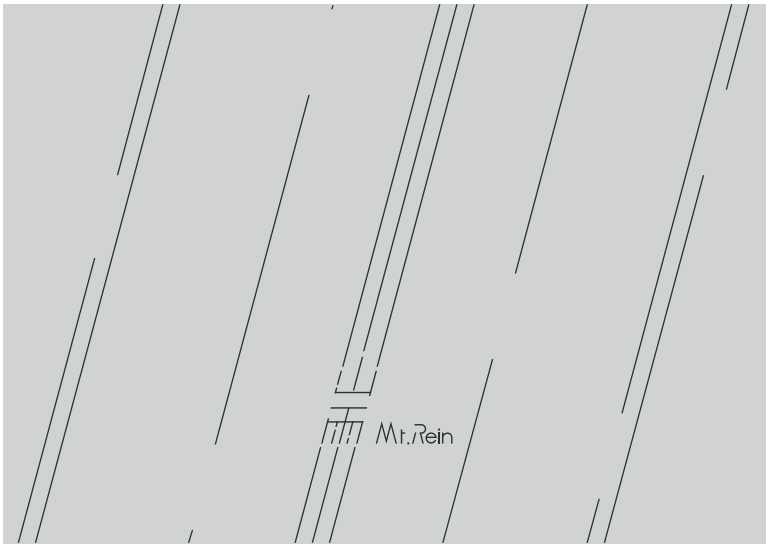
2

BRAND PATTERN



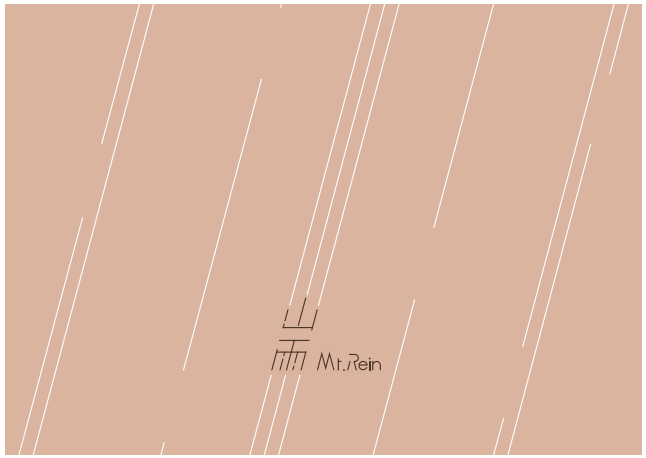
3

3) Brand Pattern - Forest Green
raindrop silver logo and moss green pattern on forest green background

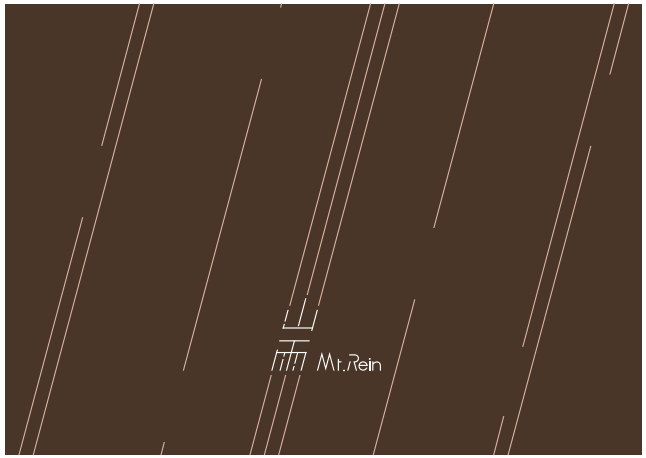


4

4) Brand Pattern - Raindrop Silver
forest green logo and pattern on raindrop silver background



5



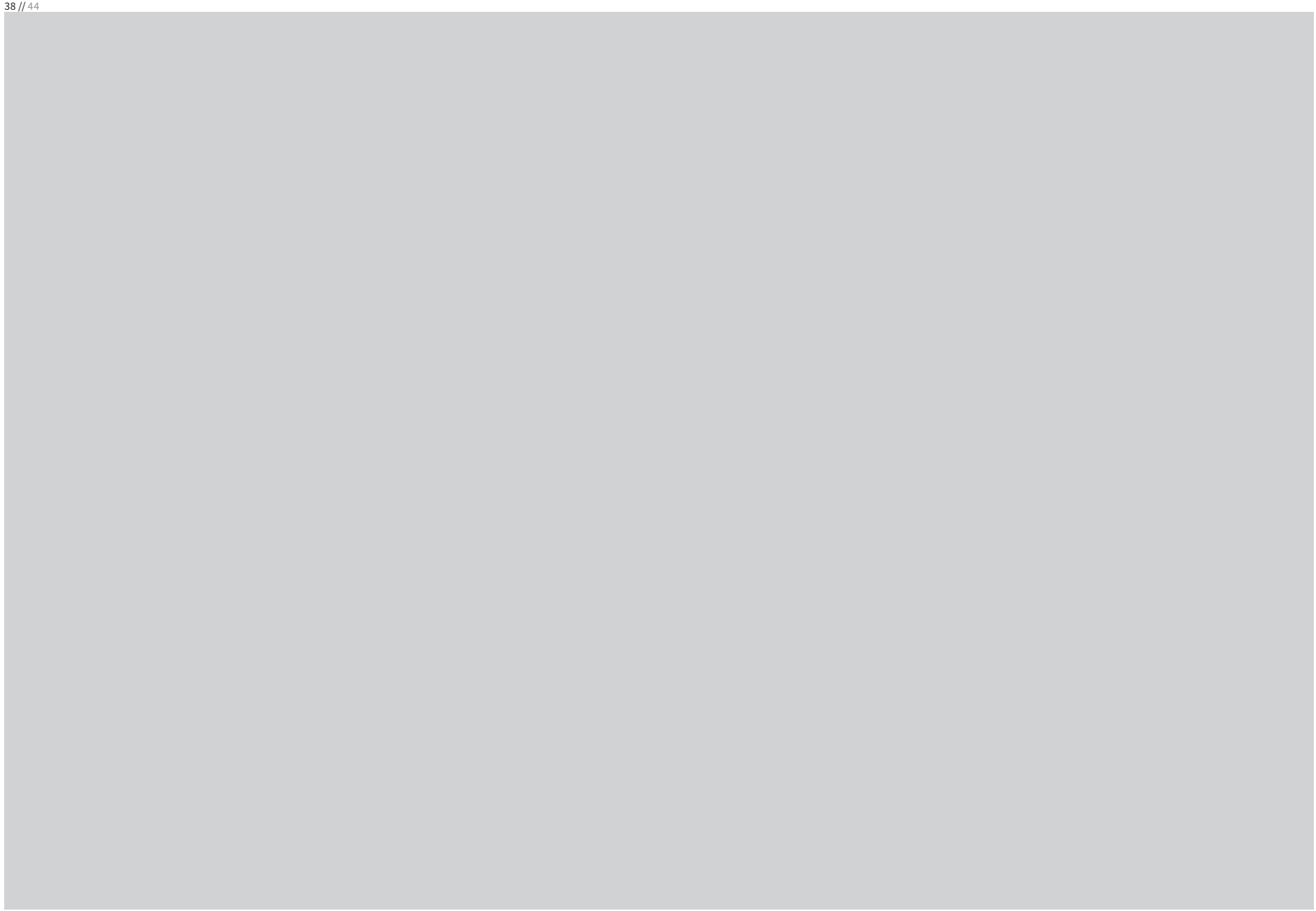
6

5) Brand Pattern - Sand Beige
earth brown logo and white pattern on sand beige background

6) Brand Pattern - Earth Brown
white logo and sand beige pattern on earth brown background

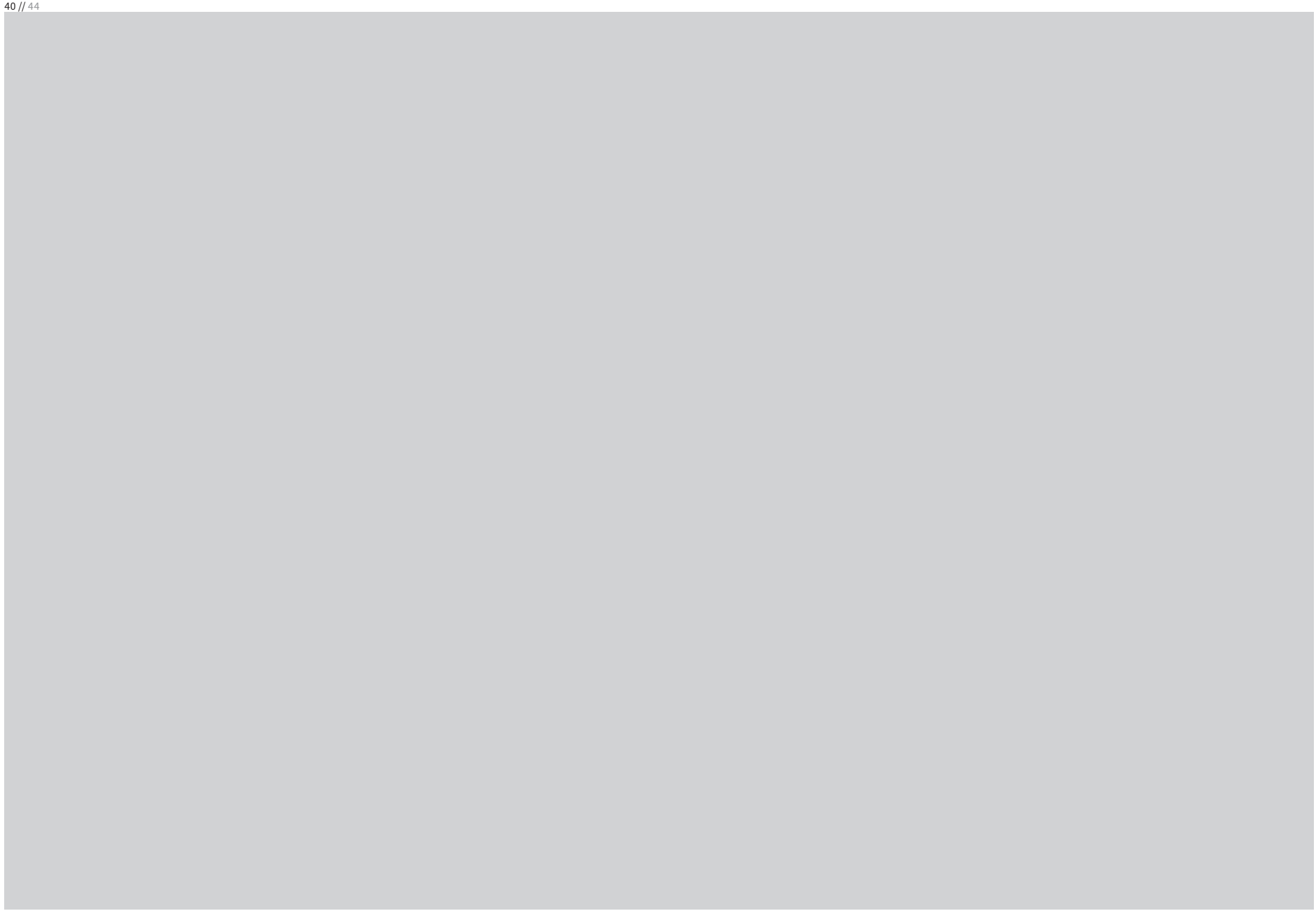
PATTERN ON IMAGES

When using the Mt.Rein patterns, they must be chosen carefully from the pattern available in order to be recognised clearly on image and photo backgrounds that may impair legibility.



05 ABOUT US AND CONTACT

About Us
Contact



CHEEE
Brand Collection

#SAYCHEEE

We are Cheee :)

Cheee is the universal word that describes a beautiful should through love, happiness, creativity, and positive cheee energy.

Our philosophy is happiness, delivering happiness to people around us and spreading to the rest of the world.

Our slogan is “saycheee”. When you say cheee, you are smiling. Smiling ia a simply easy way to be happy.

We value, profession, logic, communication, respect and happiness.

CONTACT

For further information please contact:

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COMPLETE MANUAL DOWNLOAD LINK

Digital Format Download:

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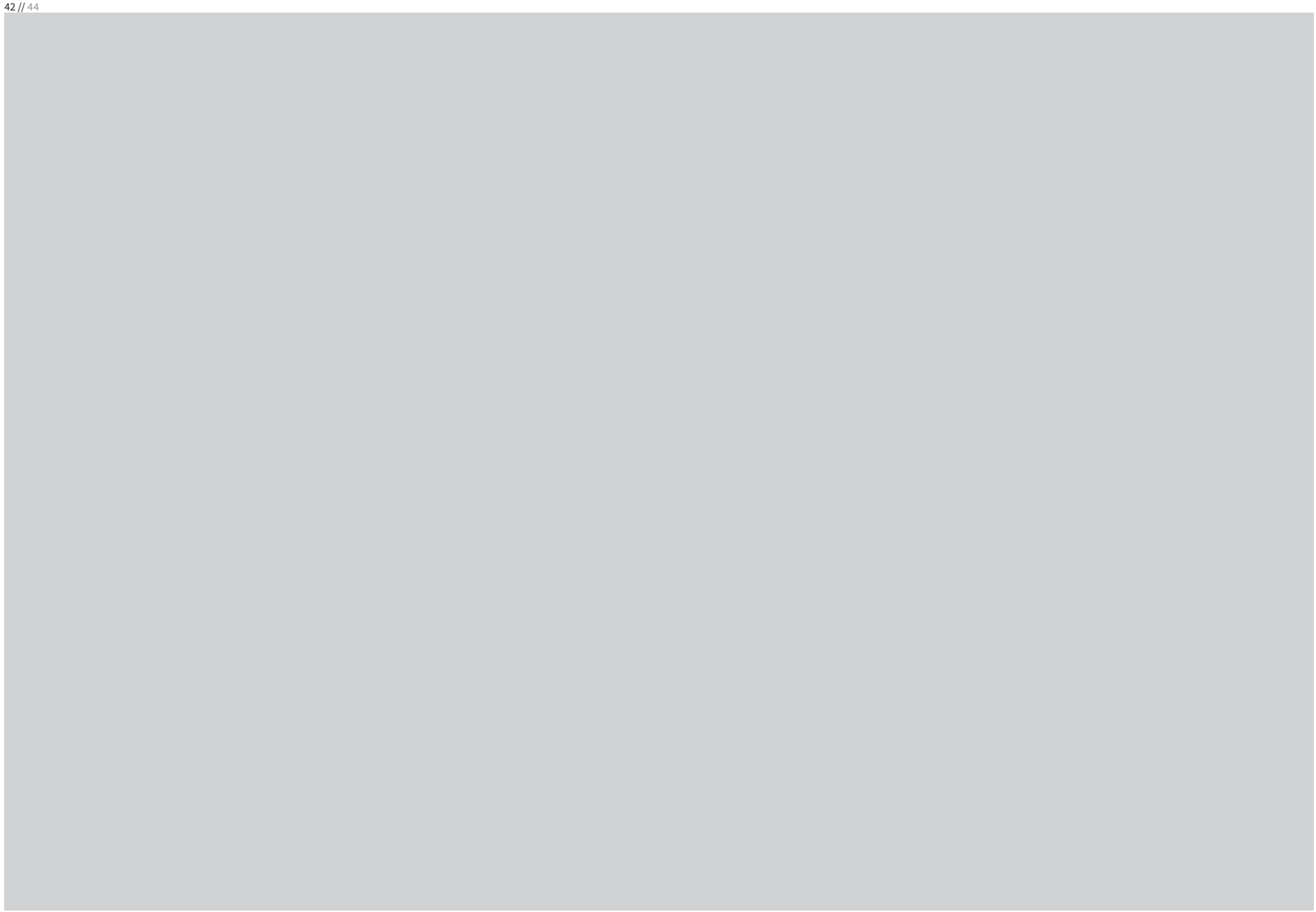

THANK YOU FOR CHOOSING CHEEE

WE LOVE YOUR BRAND.

CHEEE
Brand Collection

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