

MWVC Logo Usage Guidelines

MWCTM
GSMA

Event Logo

MWC is a global brand and this is reflected in the new logo.

The logo features the text 'MWC' in a large, bold, white sans-serif font with a trademark symbol (TM) to its upper right. Below it, the text 'GSMA' is written in a smaller, lighter blue sans-serif font. The background is a blue-to-green gradient.

MWCTM
GSMA

Event Logo

MWC is a global brand and this is reflected in the new logo.



Event Logo Logotype

The new MWC logo is a lock-up of the MWC wordmark with the new GSMA logo.

In instances where our logo needs to be reproduced smaller — for example on social media avatars and app icons — the GSMA logo is removed from the master logo lock-up leaving the MWC wordmark as a stand-alone element. For these instances only the ‘Digital small use’ logos as seen on the left may be used.

MWCTM
GSMA

Digital small use logos



GSMA at K 40%



MWC™
GSMA

GSMA at K 20%



MWC™
GSMA

GSMA at K 20%



MWC™
GSMA

GSMA at K 40%



MWC™
GSMA

Event Logo Logotype

To ensure the GSMA logo is always viewed with optimum legibility two versions of the GSMA MWC logo lock-up have been provided. The GSMA logo grey at 20% should be used on dark backgrounds and the 40% on lighter. The 40% is the preferred option and should be used whenever possible.

MWC logo with location and date, EN version



SHANGHAI
28 - 30 JUNE 2023

Event Logo

Location/Date/Venue

Location and date lock-ups with the MWC logo have been provided for use on communications leading up to the event. The lock-up is fixed and may not be altered in any way. EPS files with text outlined have been provided to ensure the relationship between the elements always remains consistent. Please use the most relevant option as seen on the left.

MWC logo with location, date and venue, CN version



上海
2023年6月28-30日



Event Logo

Safe area

The clear space around our logo should be equal to the rectangular shape created by the letter M. It is important to keep this area clear from other type, graphics and visual details so that our logo can always be prominent and visible.

DO NOT rotate or skew



DO NOT alter the proportions



DO NOT alter the fonts or colours



DO NOT alter the hierarchy



Event Logo

DO NOT's

Do not alter the elements of the event logo in any way.

DO NOT apply any effects



DO NOT turn into a pattern



DO NOT add other elements



DO NOT place on a complex photos or background



Download Logos

Package Contents:

- MWC logos in RGB & CMYK formats
- Logo Usage Disclaimer

Download

The Event logo suite can be downloaded from the MWC Shanghai website

mwcshanghai.com/about

Contact:

brand@gsma.com