

# MWC Logo Usage Guidelines



## Event Logo

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





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**MWC**<sup>TM</sup>  
GSMA

Digital small use logos



## 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.

GSMA at K 40%



MWC<sup>TM</sup>  
GSMA

GSMA at K 20%



MWC<sup>TM</sup>  
GSMA

GSMA at K 20%



MWC<sup>TM</sup>  
GSMA

GSMA at K 40%



MWC<sup>TM</sup>  
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



## 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



## 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

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## 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](http://mwcshanghai.com/about)

Contact:

[brand@gsma.com](mailto:brand@gsma.com)