

MONACOTM
GLOBAL



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BETTER
FORMWORK
SOLUTIONS

LOGO USES



COLOUR SCHEME

#0093DD RGB 0, 150, 215 CMYK 76 29, 0, 0	#808080 RGB 128,128,128 CMYK 52,43,43,8	#1D519F RGB 0, 150, 215 CMYK 77, 27, 0, 0
#ffffff RGB 255,255,255 CMYK 0,0,0,0	PACIFIC BLUE #0492C2	

COMPLEMENTARY COLOURS

#2390CF RGB: 35, 144, 207 CMYK: 77, 32, 0, 0	#00529F RGB: 0, 82, 159 CMYK: 99, 76, 5, 0	#1D80BD RGB: 29, 128, 189 CMYK: 82, 42, 4, 0
#1295D2 RGB: 18, 149, 210 CMYK: 77, 28, 0, 0	#27a7df RGB: 39, 167, 223 CMYK: 71, 17, 0, 0	#414042 RGB: 65, 64, 66 CMYK: 68,62,58,46

Monaco Global Brand Mark

The Monaco Global Mark is derived from the registered Monaco Global logo. While it forms part of the overall brand identity, it is treated as a standalone visual asset for application purposes.



Incorrect Usage

Do not stretch

Do not recolour outside palette

Do not rotate

Do not add effects



Typography

Primary Typeface: Used for headings and titles

Akkurat ABCDEFG12345 !@#\$\$%

Akkurat-Bold ABCDEFG12345 !@#\$\$%

Secondary Typeface: Used for body text

Roboto ABCDEFG12345 !@#\$\$%

Roboto-Bold ABCDEFG12345 !@#\$\$%

Brand Messaging System

Primary Tagline

“Better Formwork Solutions”

Core brand positioning statement

Secondary Tagline / Brand Statement

“Extending Your Possibilities”

Aspirational brand expression used in marketing and campaigns

Brand Messaging System

Design Integration

Taglines are integrated into layouts using consistent design principles:

- Clear hierarchy between logo and message
- Adequate spacing and alignment
- High contrast for readability
- Alignment with Monaco Global colour system

Consistency Rules

- Use only approved tagline layouts
- Do not modify typography, proportions, or positioning
- Do not recreate tagline compositions
- Maintain visual balance between logo and tagline



MONACOTM

G L O B A L

Extending Your Possibilities