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Our logo is a distinct and thoughtful representation of who we are. It is composed of both a pictogram (miniature paper plane) and wordmark (the word 'Mailjet'). The paper plane conveys speed yet approachability. The wordmark’s straight lines convey both movement and steadiness.

**Main logo**

Main logo on a white background
The yellow version is only used on a white background.

Main logo on a colorful background
The white version is only used on a colorful background.
REDUCED LOGO
A reduced Mailjet logo exists as a signature or to remind that it is a Mailjet communication when the main logo has already appeared before. The jet is used to not have a repetition with the logo. This reduced logo exists also on a circle.
CONSTRUCT
The logo and pictogram must not be reproduced in a size smaller than 30px (1 cm/0.4 inches) in height. The logo should never be reduced to a size where the characters in the word become illegible.

MINIMUM SIZE
Clear space is the protection zone around the logo to preserve its maximum impact. As a rule of thumb, clear space should be 35% of the width/height of the logo it is surrounding. The clearance area gives the logo enough space to make an impact while not getting compromised by other elements.

For our landscape and portrait logos, the margins are based on the dimensions of the jet monogram.
Our logo is very important to us. We ask that users respect the thought and craftsmanship that has gone into the logo by keeping it in its pure form and within the rules specified in this guide.

The following are merely a few examples of practices that would violate the logo and the Mailjet brand.

- Don’t stretch or condense the logo
- Don’t replace the logo font
- Don’t rotate the logo
- Don’t remove any element of the logo
- Don’t place the logo on a background with insufficient contrast
- Don’t place the logo on a photographic background with insufficient contrast
- Don’t write too close to the logo
- Don’t change the color of the logo
A big part of who Mailjet is gets reflected through our colors. Color also helps us organize information and highlight calls to action for our audiences. We want to make the emailing experience as pleasing as possible and that means making it visually pleasing as well.
PRINCIPAL COLOR

Our principal Mailjet color is yellow. This color acts to both catch and empower our audience. This is the color we want the public to associate with our brand.

Mailjet Yellow

#FEAD0D  
R=254 G=173 B=13  
C=0 M=36 Y=100 K=0  
Pantone: 7549C
MONOCHROMATIC COLORS
When color is not an option, we use our monochromatic palette. This group is meant to simulate a true grayscale palette while sitting slightly cooler in hue, complimenting our brand’s primary colors. These colors are also used for all font needs.

Mailjet Light Grey
#6E6E6E
R=110 G=110 B=110
C=57 M=49 Y=48 K=16

Mailjet Grey
#282828
R=40 G=40 B=40
C=71 M=65 Y=64 K=68
SECONDARY COLOR
Mailjet also has a secondary color: *Blue Lagoon*. This color is used to add color elements when the yellow is already used.

Mailjet Blue Lagoon

- Hex code: #29BC9C
- RGB: R=41, G=188, B=156
- CMYK: C=72, M=0, Y=51, K=0
- Pantone: 3258C
Typography is one of the ways we communicate with our audiences. It gives personality and clarity to each word we write, working in compliment with our color palette.

Roboto is our primary typeface. This font is simple, modern, and relatable, as well as legible at varying font sizes.