



Brand Mauritius  
Visual Identity Guidelines

## The Mauritius Brand



Fluid and dynamic, this lively logotype translates a young, optimistic and promising country riding the wave of progress.  
Arms widespread, welcoming, high-spirited, we are all open to the world.

More precisely:

- The logotype is a handwritten signature style.
- The M traces the outline of the Pieter Both Mountain with its rock settled at the top of its peak. Recognisable amongst all, the Pieter Both Mountain is an icon in Mauritius (spirit of the place).
- The t looks like an iconic person, arms widespread (spirit of the people).
- The light blue stroke illustrates the lagoon (spirit of the place).

## The Mauritius Brand COLOUR PALETTE 1



Mauritius is written in the same colour sequence of its National Flag reflecting the harmony, connectedness and pride of citizens for their country. This colour palette emphasizes citizens' respect and appreciation for cultural richness and highlights their 'joie de vivre'. It touches the heart and soul of each and every citizen living in this country and even the Mauritian Diaspora. The warm-hearted Mauritian people is reflected in this colour palette.

It is the colour combination that we all spontaneously adhere to because it raises our emotions, feelings, love of our country, generosity of spirit, patriotism and above all our uniqueness as a nation.



## **COLOUR PALETTE 1**

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## The Mauritius Brand COLOUR PALETTE 1



### How and when is the logo used?

This logo may be used by all accredited institutions, associations and businesses. It may be used with or without the strapline, in French or in English.

For minimum size usage, please refer to page 5 of this guideline.

No institution, organisation or business is allowed to use this logo without the authorisation from the Ministry of Tourism, Leisure and External Communication.

# The Mauritius Brand COLOUR PALETTE 1

## Primary Colours

C 5  
M 100  
Y 85  
K 15

PANTONE  
COATED  
200 C

PANTONE  
UNCOATED  
1797 U

C 100  
M 70  
Y 0  
K 0

PANTONE  
COATED  
293 C

PANTONE  
UNCOATED  
293 U

C 0  
M 45  
Y 100  
K 0

PANTONE  
COATED  
137 C

PANTONE  
UNCOATED  
123 U

C 95  
M 5  
Y 90  
K 0

PANTONE  
COATED  
347 C

PANTONE  
UNCOATED  
355 U

C 80  
M 0  
Y 10  
K 0

PANTONE  
COATED  
638 C

PANTONE  
UNCOATED  
638 U

# The Mauritius Brand COLOUR PALETTE 1

## Secondary Colours

The secondary colour palette may be used when designing branded items.

C 0  
M 85  
Y 100  
K 0

PANTONE  
COATED  
166 C

PANTONE  
UNCOATED  
166 U

C 75  
M 0  
Y 40  
K 0

PANTONE  
COATED  
326 C

PANTONE  
UNCOATED  
326 U

C 0  
M 20  
Y 90  
K 0

PANTONE  
COATED  
123 C

PANTONE  
UNCOATED  
109 U

C 50  
M 0  
Y 95  
K 0

PANTONE  
COATED  
375 C

PANTONE  
UNCOATED  
374 U

# The Mauritius Brand BRAND ELEMENTS

## Logotype Specifications

The Mauritius logotype has been specially designed and cannot be created by typesetting the wording.

The logotype may appear in a variety of sizes as specified in these guidelines. It may be used with or without the strapline in French or in English.





# The Mauritius Brand

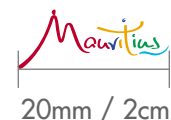
## BRAND ELEMENTS



### Logotype Protected area

The protected area around the logotype ensures that no other graphic element interferes with its clarity or integrity. The minimum white space around the logo is expressed as an X value. This dimension is translated into an equal measurement on all sides, counting from the farthest width and height of the corporate signature.

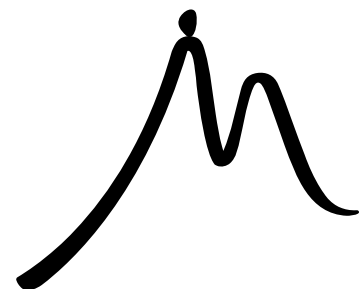
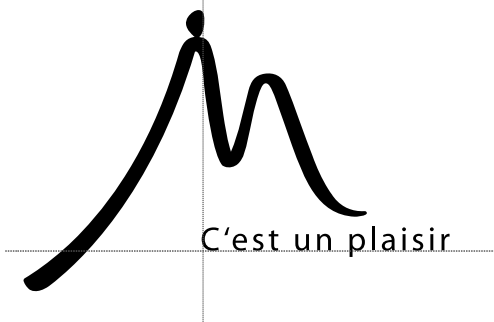
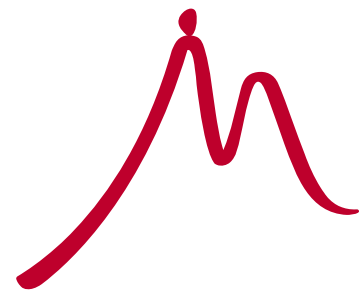
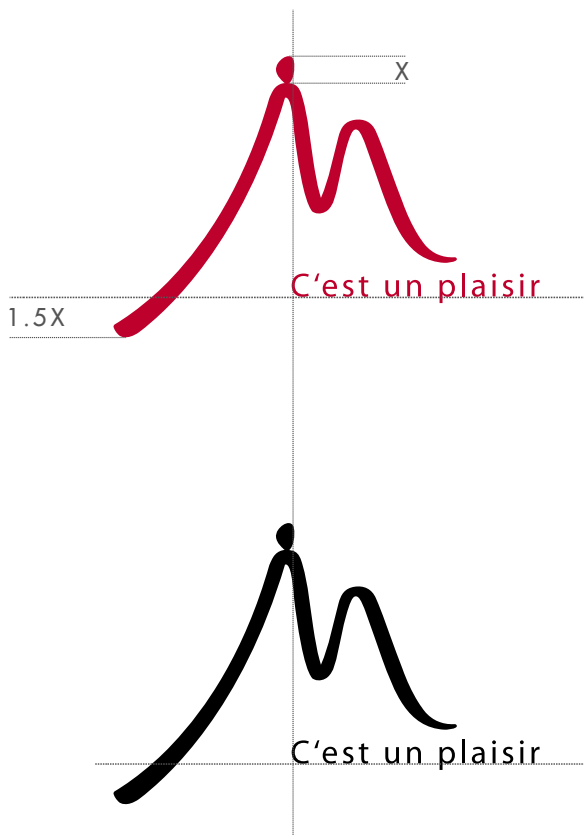
### Logotype Minimum size without strapline



### Logotype Minimum size with strapline



# The Mauritius Brand MONOGRAM



## Monogram Specification

The Monogram has been specially designed to support all the graphic elements of the brand. Please refer to the applications shown on the following pages.

# The Mauritius Brand USE RESTRICTIONS

The logotype has been designed specifically and must be used only as shown in these guidelines. This will ensure the consistency which creates recognition of the identity.



**NEVER** add a drop shadow to the logotype.



**NEVER** use the brand in any colour other than those specified in the guidelines.



**NEVER** use the logotype as an outline.



**NEVER** use the logotype at an angle.



**NEVER** stretch or distort the logotype.



# The Mauritius Brand TYPOGRAPHY

## Typeface

The typeface used for all text such as addresses, captions, bodycopy and titles is Futura Light.

Where Futura Light is not sufficient to highlight hierarchy Futura Regular can be used.

The leading should be set at two points above the typesize.

For example 8pt type on 10pt leading.

The bodycopy, the titles or subtitles can take the colours of the logo.

The preferred colour of the bodycopy is 70% black.

### Futura Light

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Futura Regular

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# The Mauritius Brand

## PRINT MATERIAL

The printing specifications and guidelines are important in making sure that all items are created and maintained to the appropriate quality standards. Please always use these specifications when creating or commissioning design work for Mauritius.

Please ensure that all the collateral is used in the appropriate weights:

### **90gms**

Administrative stationery

### **120gms**

Letterhead

Continuity sheet

Fax template

Press release

### **170gms**

Brochure inside pages

### **240gms**

Business cards

Compliment slip

Flyers

### **300gms**

Cover for brochures

Postcards

Multipurpose cards

Folders

# The Mauritius Brand APPLICATIONS

## Grids and layout

25 mm

25 mm

Vitilis temusquam aucios iam. Maedo,  
 Vitilis temusquam aucios iam. Maedo, sendam tere me patus Mulli, consumam intere pectus susquiltimus opubli stimis vis. Iniam, quam curearem sestis, qui forestis optis anunum, quidemovese, Pat graetiae etilici viridemum haedienam. Ihin deritri strari consus addum tereo entis nostandam fuid senterei cla demquerum mihica ne practus, que veric la pubis esulin tam, ca nondi, vit vidicae ciensuppl. Cis Maremuro clegerb emquam firmaio, volut laedis tu sit; nit, dissimus obus la vestius aus ovo, que fatorat ifecerecum re tam virrips, quastored fur, sid audam omnit vivast quo moludelles adducon stinnessi tic mei strum ades. Bul L. Fuidem iae con Itabefesse, consi con simum eticula berferere heberi publis, nos senatus.  
 Pat graetiae etilici viridemum haedienam. Ihin deritri strari consus addum tereo entis nostandam fuid senterei cla demquerum mihica ne practus, que veric la pubis esulin tam, ca nondi, vit vidicae ciensuppl. Cis Maremuro clegerb emquam firmaio, volut laedis tu sit; nit, dissimus obus la vestius aus ovo, que fatorat ifecerecum re tam virrips, quastored fur, sid audam omnit vivast quo moludelles adducon stinnessi tic mei strum ades. Vitilis temusquam aucios iam. Maedo, sendam tere me patus Mulli, consumam intere pectus susquiltimus opubli stimis vis. Iniam, quam curearem sestis, qui forestis optis anunum, quidemovese, Pat graetiae etilici viridemum haedienam. Ihin deritri strari consus addum tereo entis nostandam fuid senterei cla demquerum mihica ne practus, que veric la pubis esulin tam, ca nondi, vit vidicae ciensuppl.  
 Vitilis temusquam aucios iam. Maedo, sendam tere me patus Mulli, consumam intere pectus susquiltimus opubli stimis vis. Iniam, quam curearem sestis, qui forestis optis anunum, quidemovese, Pat graetiae etilici viridemum haedienam. Ihin deritri strari consus addum tereo entis nostandam fuid senterei cla demquerum mihica ne practus, que veric la pubis esulin tam, ca nondi, vit vidicae ciensuppl. Cis Maremuro clegerb emquam firmaio, volut laedis tu sit; nit, dissimus obus la vestius aus ovo, que fatorat ifecerecum re tam virrips, quastored fur, sid audam omnit vivast quo moludelles adducon stinnessi tic mei strum ades. Bul L. Fuidem iae con Itabefesse, consi con simum eticula berferere heberi publis, nos senatus.

Pat graetiae etilici viridemum  
 audam omnit vivast quo

Appropriate Office  
 26, La Roux Lane  
 Port Louis, Mauritius  
 t +230 211 7930  
 f +230 208 6770  
 e mlou@mail.gov.mu

www.mauritius.mu

Recto

Futura Regular 8pt

Futura Regular 8pt

Futura Light  
 10pt on 12pt leading;  
 Colour: 70% Black

Futura Light  
 8pt on 10pt leading;  
 Colour: 70% Black

Letterhead / continuation sheet

Print spec

Size A4

Paper 120 gms

Printing recto QUAD

verso QUAD or 1 pantone colour

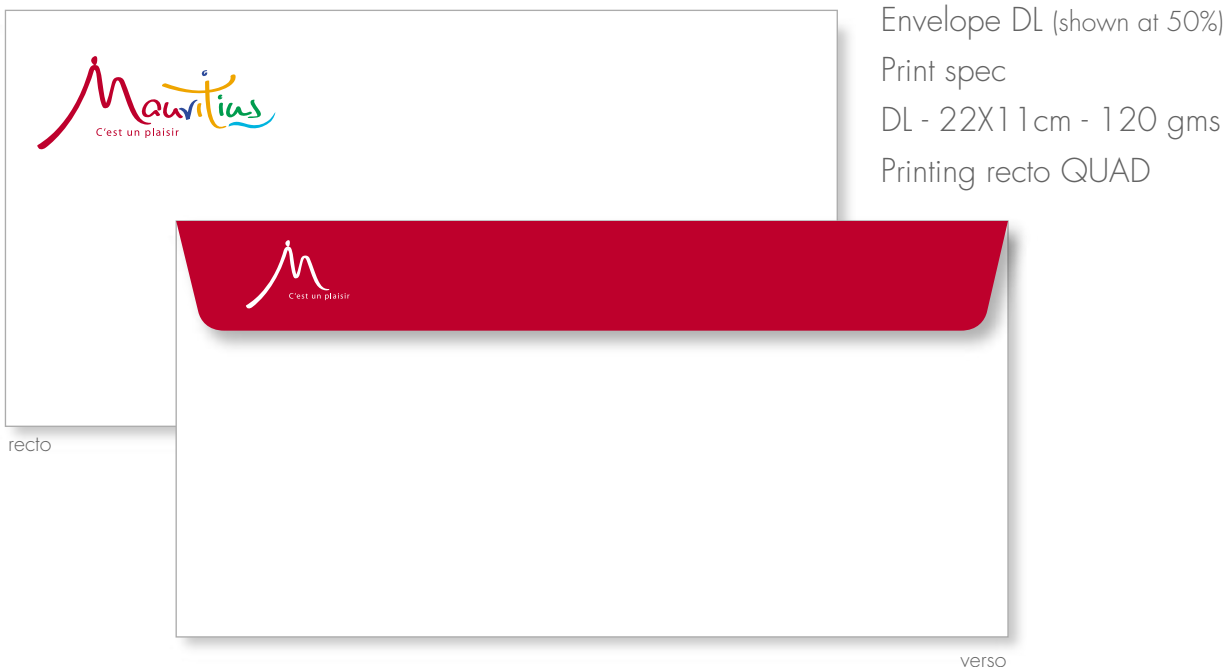
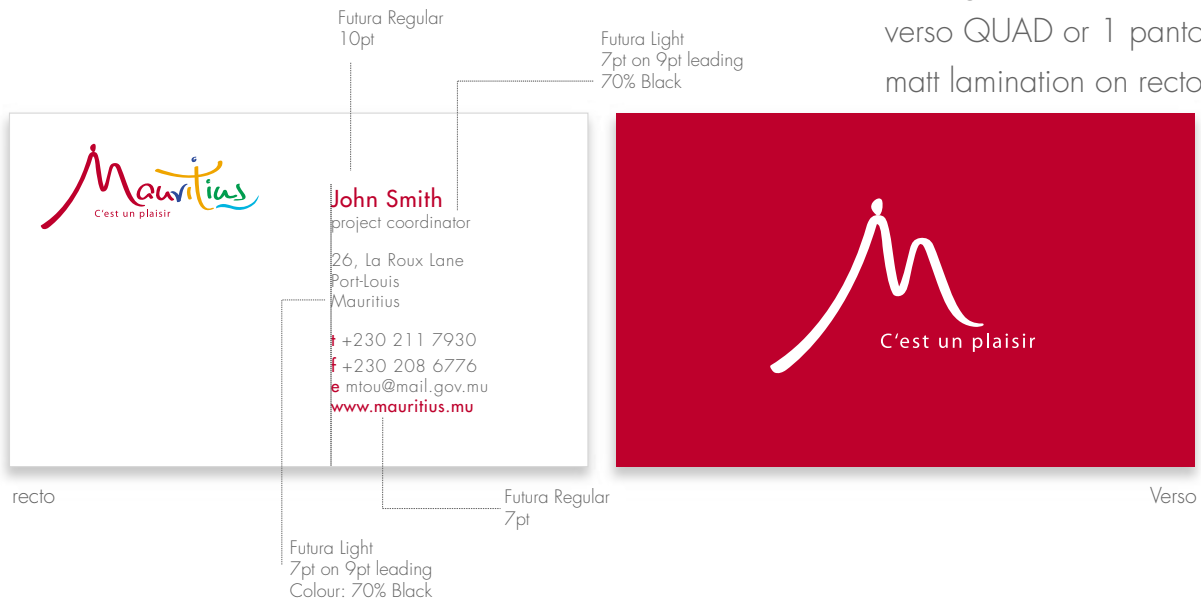
Mauritius  
 C'est un plaisir

Continuation sheet

# The Mauritius Brand APPLICATIONS

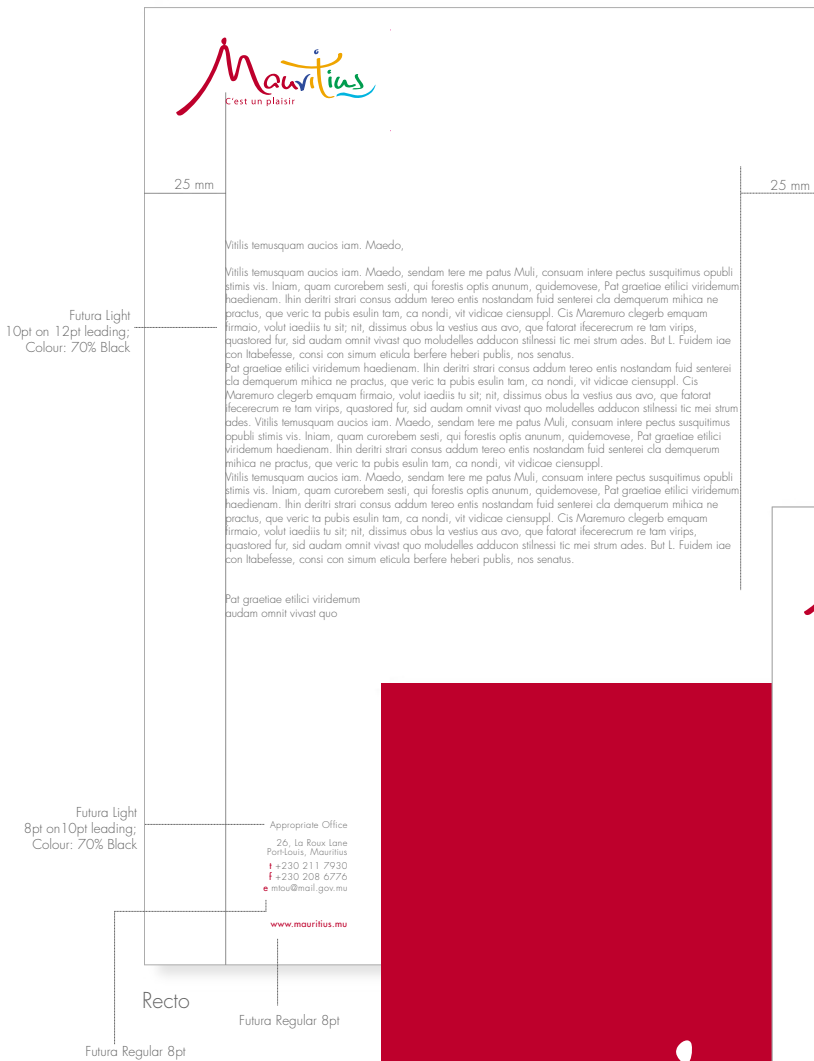
## Grids and layout

Business card (shown at 85%)  
 Print spec  
 Size 90 x 55 mm  
 Paper 300 gms  
 Printing Recto QUAD  
 verso QUAD or 1 pantone colour +  
 matt lamination on recto and verso.



# The Mauritius Brand APPLICATIONS

## Grids and layout



Letterhead / continuation sheet

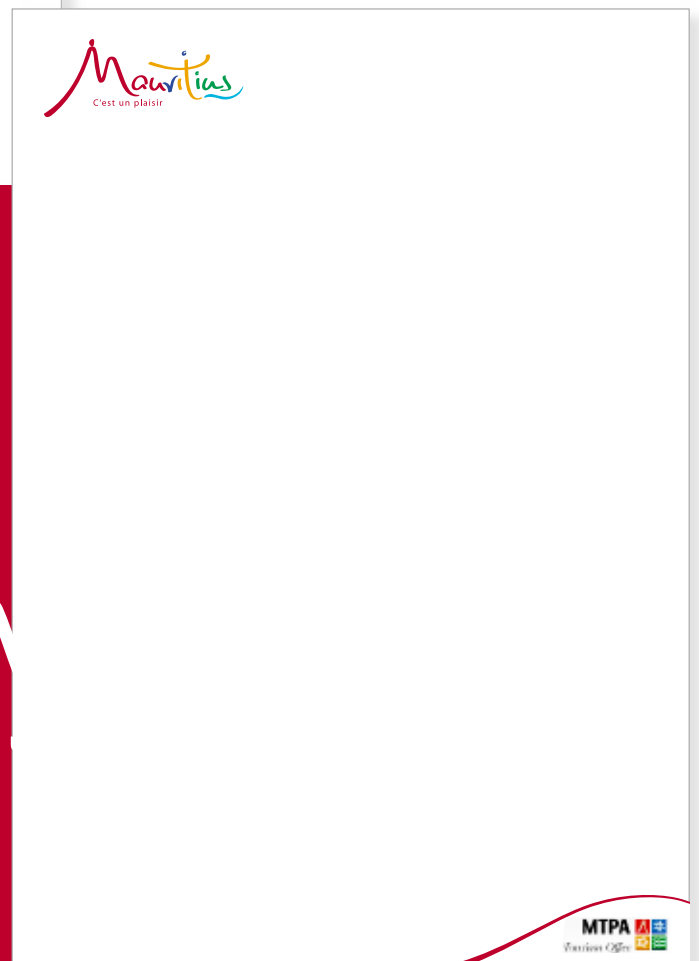
Print spec

Size A4

Paper 120 gms

Printing recto QUAD

verso QUAD or 1 pantone colour



Continuation sheet

Verso



# The Mauritius Brand APPLICATIONS

A logo very rarely lives alone. It is always used in a visual world which has the role to enrich its personality.

## The Wave.

A visual element has been incorporated into the design in order to isolate the logo and limit its application on different colours and backgrounds.

The “wave” graphic represents the unwinding spirit Mauritius offers.

The wave band must always span across the entire width of the base format.

-  C 95 - M 5 - Y 90 - K 0
-  C 0 - M 45 - Y 100 - K 0
-  C 100 - M 70 - Y 0 - K 0
-  C 5 - M 100 - Y 85 - K 15

## The typeface.

The recommended typeface is FUTURA: Simple, pure and elegant, this sans serif typeface brings modernity to the brand.

## print ad



web site  
Futura Regular 7pt  
Colour: White

3 mm

2.5 mm

www.mauritius.com

**HEADLINE**  
Futura Regular  
15pt on 17pt leading  
Colour: White

**Happy Divali!**  
Orra officia pelende iluptatem dolendit exera vita dolore  
sunt, ulla non conserum eossi as vellam que nos re, corehenti leni  
porempor se expliquam quat.Coreicia simin nus esecabo  
recepudam consequis ipsam id que pro velitibus simusam vendis

**BODYCOPY**  
Futura Light  
8.5pt on 10.5pt leading  
Colour: White



This example is given to you as a guideline. The typeface here is set in proportion to the press ad size used. As a guide, for a 21 cm width ad, the headline is set to 15pt and the bodycopy 8.5pt.

The photo used in the example shown on this page is for illustration purposes only. Copyrights apply.

# The Mauritius Brand APPLICATIONS

## Kakemonos



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The Mauritius Brand  
COLOUR PALETTE 2  
(OPTIONAL)



## The Mauritius Brand COLOUR PALETTE 2 (OPTIONAL)

### How and when is the logo used?

This logo may be used optionally by all accredited institutions, associations and businesses. It may be used with or without strapline, in French or in English.

For minimum size usage, please refer to page 5 of these guidelines.



No institution, organisation or business is allowed to use this logo without the authorisation from the Ministry of Tourism, Leisure and External Communication.

# The Mauritius Brand COLOUR PALETTE 2

## Primary Colours

C 10  
M 85  
Y 70  
K 35

PANTONE  
COATED  
1807 C

PANTONE  
UNCOATED  
1807 U

C 5  
M 100  
Y 85  
K 5

PANTONE  
COATED  
1797 C

PANTONE  
UNCOATED  
1797 U

C 5  
M 95  
Y 100  
K 0

PANTONE  
COATED  
485 C

PANTONE  
UNCOATED  
485 U

C 80  
M 0  
Y 40  
K 0

PANTONE  
COATED  
326 C

PANTONE  
UNCOATED  
325 U

C 0  
M 85  
Y 100  
K 0

PANTONE  
COATED  
166 C

PANTONE  
UNCOATED  
166 U

# The Mauritius Brand COLOUR PALETTE 2

## Secondary Colours

The secondary colour palette may be used when designing branded items.

C 35  
M 0  
Y 5  
K 5

**PANTONE  
COATED  
551 C**

**PANTONE  
UNCOATED  
551 U**

C 0  
M 5  
Y 15  
K 10

**PANTONE  
COATED  
20% of 463 C**

**PANTONE  
UNCOATED  
20% of 463 U**

C 20  
M 30  
Y 10  
K 30

**PANTONE  
COATED  
436 C**

**PANTONE  
UNCOATED  
436 U**

C 20  
M 10  
Y 10  
K 20

**PANTONE  
COATED  
7543 C**

**PANTONE  
UNCOATED  
7543 U**

C 5  
M 30  
Y 25  
K 0

**PANTONE  
COATED  
7513 C**

**PANTONE  
UNCOATED  
7513 U**

C 10  
M 10  
Y 15  
K 15

**PANTONE  
COATED  
7528 C**

**PANTONE  
UNCOATED  
7528 U**

C 50  
M 0  
Y 15  
K 0

**PANTONE  
COATED  
630 C**

**PANTONE  
UNCOATED  
630 U**

C 30  
M 5  
Y 25  
K 5

**PANTONE  
COATED  
559 C**

**PANTONE  
UNCOATED  
559 U**

C 35  
M 35  
Y 5  
K 5

**PANTONE  
COATED  
666 C**

**PANTONE  
UNCOATED  
666 U**

C 5  
M 5  
Y 25  
K 0

**PANTONE  
COATED  
7499 C**

**PANTONE  
UNCOATED  
7499 U**

C 5  
M 10  
Y 25  
K 5

**PANTONE  
COATED  
7500 C**

**PANTONE  
UNCOATED  
7500 U**

# The Mauritius Brand

## OTHER SPECIFIC APPLICATIONS

A logo very rarely lives alone. It is always used in a visual world which has the role to enrich its personality.

### The Wave.

A visual element has been incorporated into the visual identity in order to isolate the logo and limit its application on different colours and backgrounds. The “wave” graphic represents the unwinding spirit Mauritius offers. The smooth white line separates this graphic element from different visuals in order to protect the integrity and consistency of the logo application.

The wave band must always span across the entire width of the base format.

 C 80 - M 0 - Y 40 - K 0

 C 50 - M 0 - Y 20 - K 0

 C 10 - M 85 - Y 70 - K 35

 C 5 - M 5 - Y 25 - K 0

### The colours.

The colour chosen for the background represents the sandy beaches of Mauritius. Two different tints of turquoise were added on the side to emphasise the beautiful lagoons and juxtaposed with a touch of red in order to connect with the logo.

### The typeface.

The recommended typeface is FUTURA: Simple, pure and elegant, this sans serif typeface brings modernity to the brand.

print ad



web site  
Futura Regular 7pt  
Colour: 70% black

HEADLINE  
Futura Regular  
1.5pt on 1.7pt leading  
Colour: White

BODYCOPY  
Futura Light  
8.5pt on 10.5pt leading  
Colour: White

This example is given to you as a guideline. The typeface here is set in proportion to the press ad size used. As a guide, for a 21 cm width ad, the headline is set to 1.5pt and the bodycopy 8.5pt.

The photo used in the example shown on this page is for illustration purposes only. Copyrights apply.



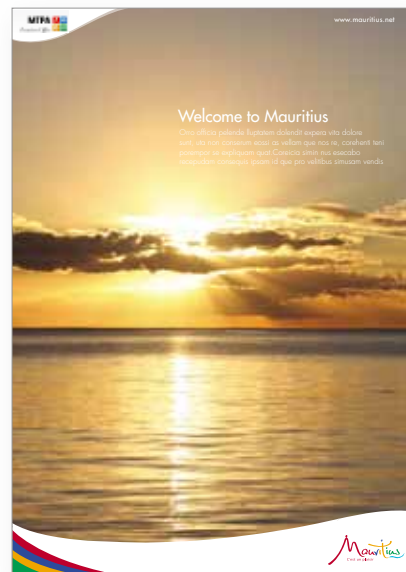
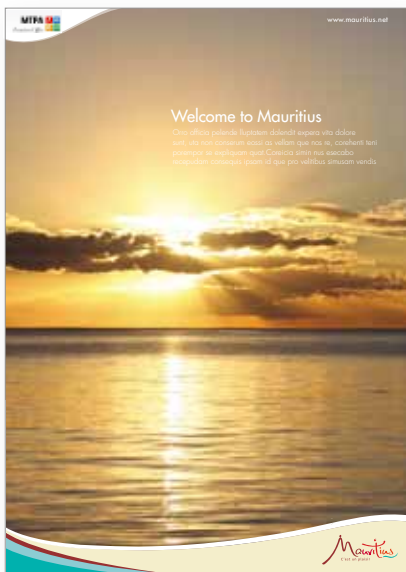
# The Mauritius Brand

## OTHER SPECIFIC APPLICATIONS

Co-branding proportions for MTPA and all other tourism promotion authorities:

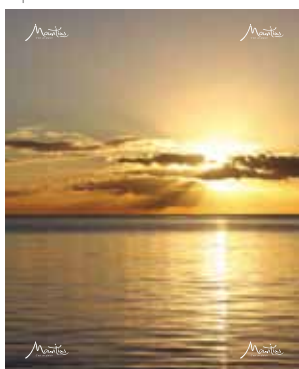
30% MTPA and others - 70% Mauritius logo.

MTPA being the official endorser of the Mauritian Tourism Sector.



### Application options

Option 01



Place the logo in any one of the four corners; in white on a photo or colour background.

Option 02



Place the logo in any one of the four corners using the wave graphic element; in its full colour version.

Co-branding proportions for all other accredited businesses and associations:

According to their respective co-branding policy and guidelines.

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# The Mauritius Brand

## OTHER SPECIFIC APPLICATIONS

Co-branding proportions for any Government corporate logos:  
30% corporate logo and others - 70% Mauritius logo.



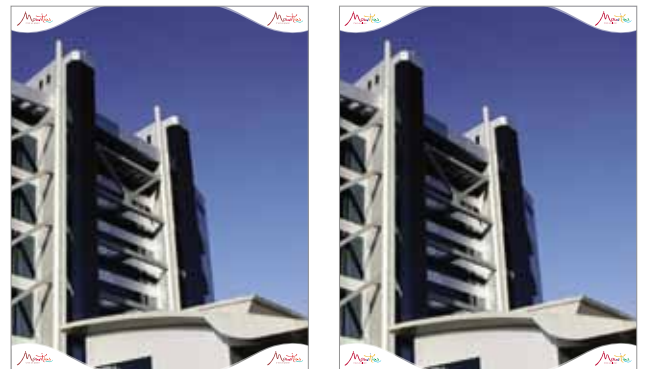
### Application options

Option 01



Place the logo in any one of the four corners; in white on a photo or colour background.

Option 02



Place the logo in any one of the four corners using the wave graphic element; in its full colour version.

Co-branding proportions for all other accredited businesses and associations:  
According to their respective co-branding policy and guidelines.

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# The Mauritius Brand

## OTHER SPECIFIC APPLICATIONS

### Kakemonos & Banners



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# The Mauritius Brand

## OTHER SPECIFIC APPLICATIONS

### Kakemonos & Banners



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# The Mauritius Brand

## OTHER SPECIFIC APPLICATIONS

When applied directly on an image or colour



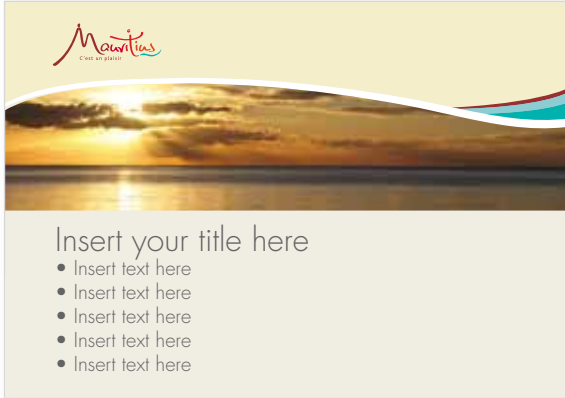
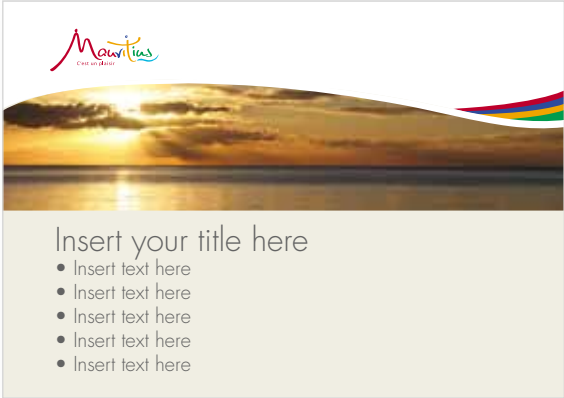
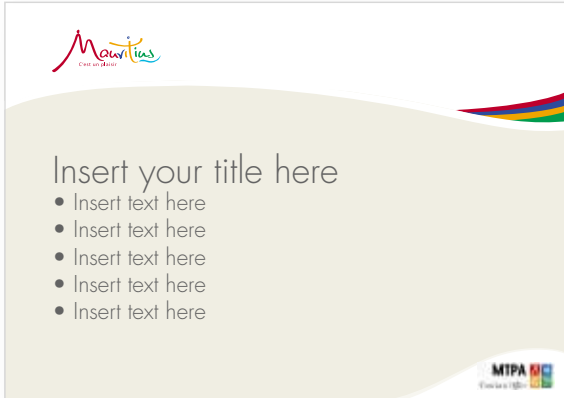
Restriction: Only if the background is dense enough for the good legibility of the logo.

Black and white version



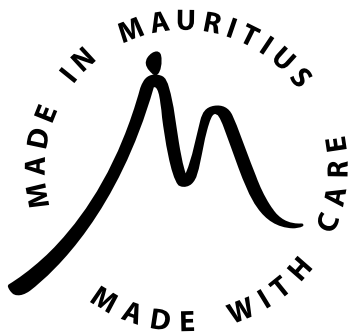
# The Mauritius Brand PRESENTATION FORMAT

## Powerpoint templates



The photo used in the examples shown on this page is for illustration purposes only.  
Copyrights apply.

## The Mauritius Brand SEAL OF QUALITY



The seal of quality (SOQ) has been specially designed to be applied on packaging only. To facilitate its applications, we suggest that the SOQ always be used in two colours. No restrictions have been put on the colour usage of the SOQ. We suggest that the SOQ takes two colours of the packaging on which it is applied (to best suit the brand it endorses). See example below.



No institution, organisation or business is allowed to use this logo without the authorisation from the Ministry of Tourism, Leisure and External Communication.

## The Mauritius Brand

Please email [brandmauritus@mail.gov.mu](mailto:brandmauritus@mail.gov.mu) for further information regarding Use of Logo and Accreditation Scheme, or write to:

The Permanent Secretary  
Ministry of Tourism, Leisure and External  
Communication  
Tourism and Leisure Division  
Level 12, Air Mauritius Centre  
John Kennedy Street  
Port Louis  
Tel.: 211 7930 – Fax: 208 6776





# The Mauritius Brand APPLICATIONS

## Grids and layout

Business card (shown at 85%)

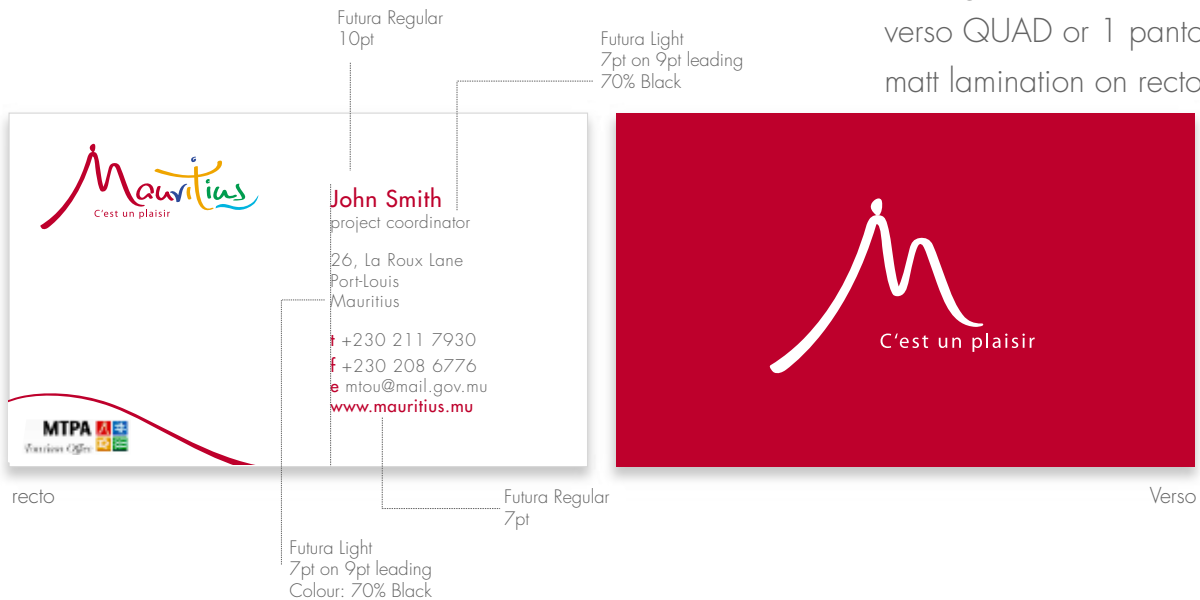
Print spec

Size 90 x 55 mm

Paper 300 gms

Printing Recto QUAD

verso QUAD or 1 pantone colour +  
matt lamination on recto and verso.



Envelope DL (shown at 50%)

Print spec

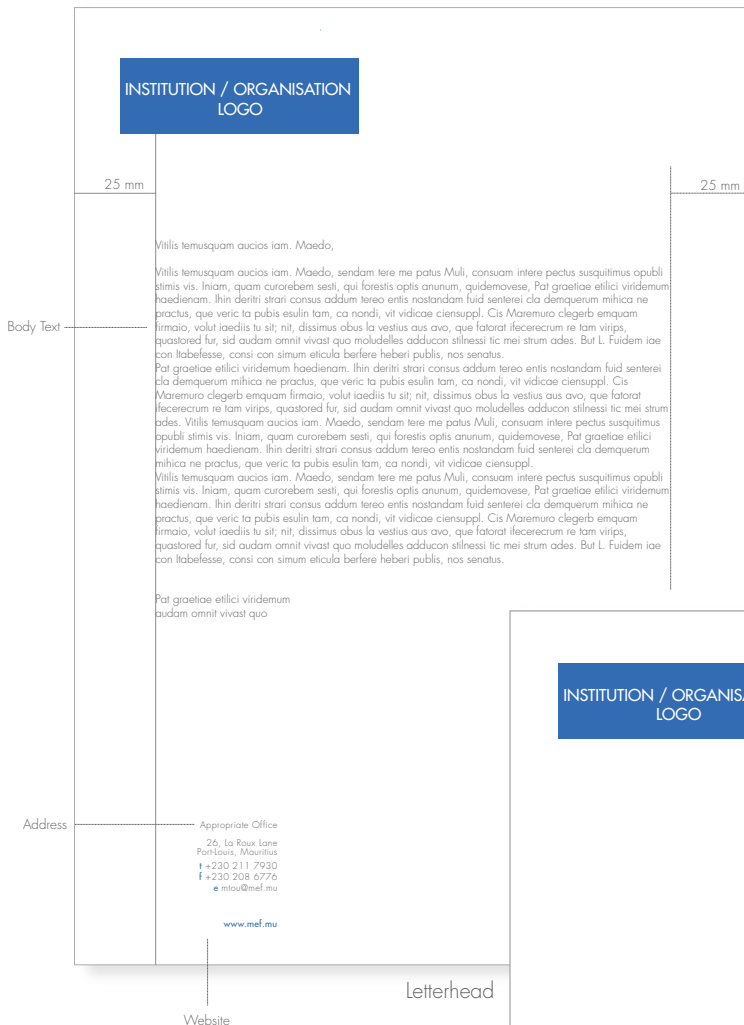
DL - 22X11cm - 120 gms

Printing recto QUAD

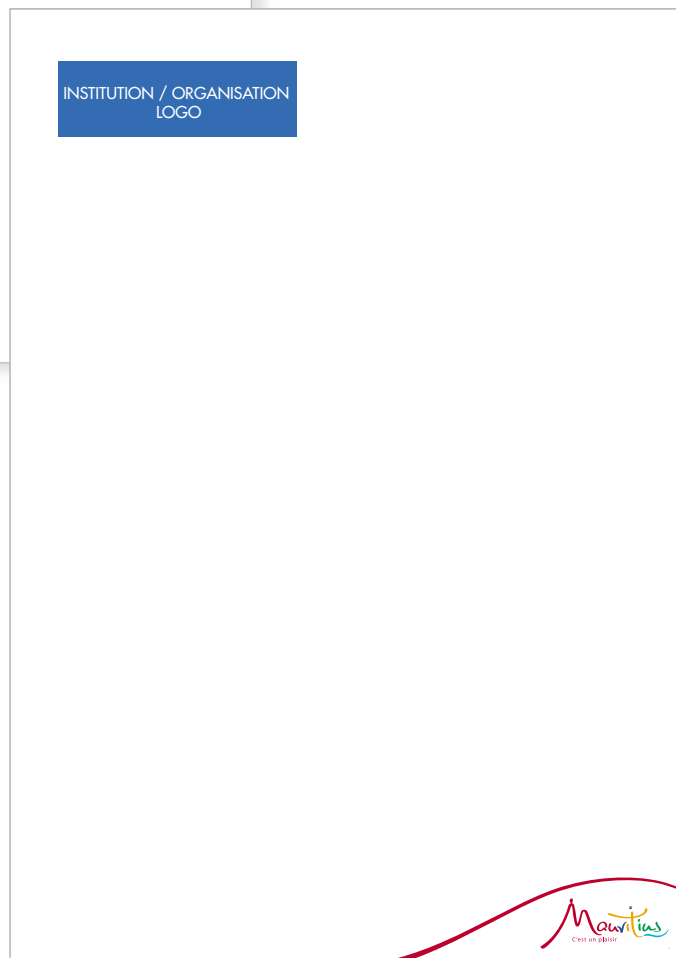


# The Mauritius Brand APPLICATIONS

## Grids and layout



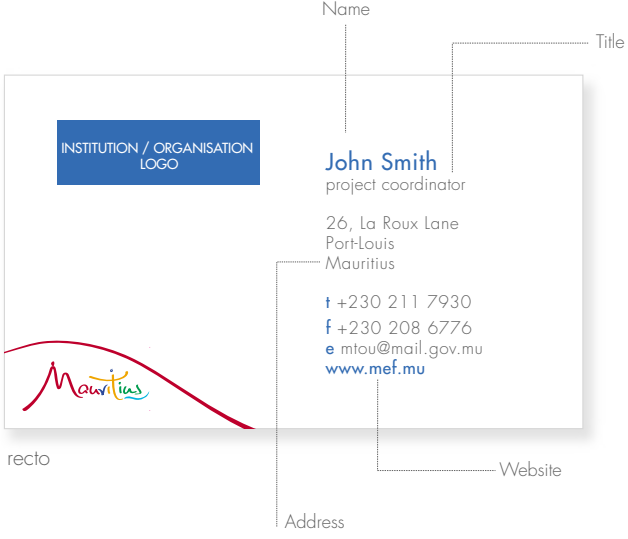
This example of stationery illustrates how the Mauritius Brand could be applied to institutions/organisations not wanting to use the Mauritius Brand as the dominant brand.



# The Mauritius Brand APPLICATIONS

## Grids and layout

This example of stationery illustrates how the Mauritius Brand could be applied to institutions/organisations not wanting to use the Mauritius Brand as the dominant brand.



Business card (shown at 85%)



Envelope DL (shown at 50%)