

Logo integration and overall branding worksheet v1

With the addition of CONNECT and WEBCONNECT there is a need to have a logotype that compliments the current branding style. The following examples show how this might be achieved. Using Interstate as the base font and current PMS colors that help drive the naming conventions we can start to create a follow through for all future offerings. Future MindManager product offerings can then become all caps to mimic CONNECT. This is to make "Mindjet" stand out among the product naming. Currently it doesnt offer as much distinction from the company name. In addition we could add an icon to MindManager to help distinguish it from CONNECT.

Mindjet  **CONNECT 2**

Mindjet  **WEBCONNECT**

Mindjet **MindManager[®] 7 MAC**

Mindjet **MindManager[®] PRO 7**

Mindjet **MindManager[®] LITE 7**

Mindjet **MINDMANAGER[®] LITE 7**

Mindjet corporate logo update: Replacing the current font from the mark with the new font, Interstate helps continue the overall brand. Perhaps this will lead to removing the words altogether in the future as shown in the mark to the right. Once Mindjet has created a strong identity we can begin to take the same path much like Apple has transitioned over the years with their removal of the word and only using the "apple" mark.

