MARS WRIGLEY
Confectionery

Scale Designer Guide
April 2020

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MARS WRIGLEY
Confectionery

Introduction

**WELCOME to the scale brands designer guide.**

This fun and informative playbook will give you everything you need to bring the scale look (any layout featuring multiple brands) and feel of Mars Wrigley confections to life. This guide is perfect for both in-store retail and e-commerce executions.

Design System

Design System

How it all comes together

This page serves as a quick reference of how our Scale Design System comes to life. The comps below serve as relevant examples for how elements such as brand colors, typography, and patterns come together to build visual consistency. The following pages will further break down the design principles behind each of these elements.
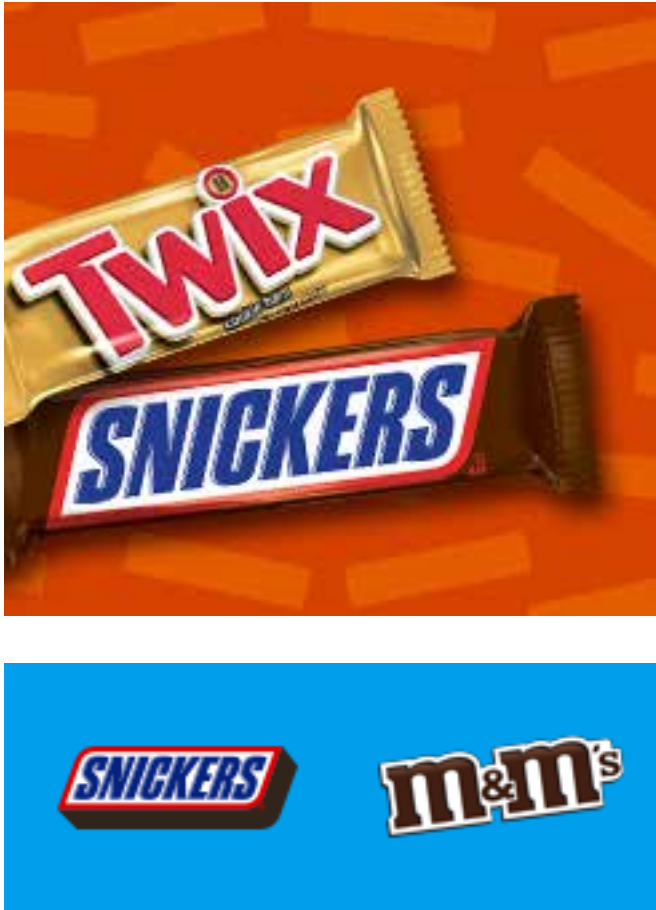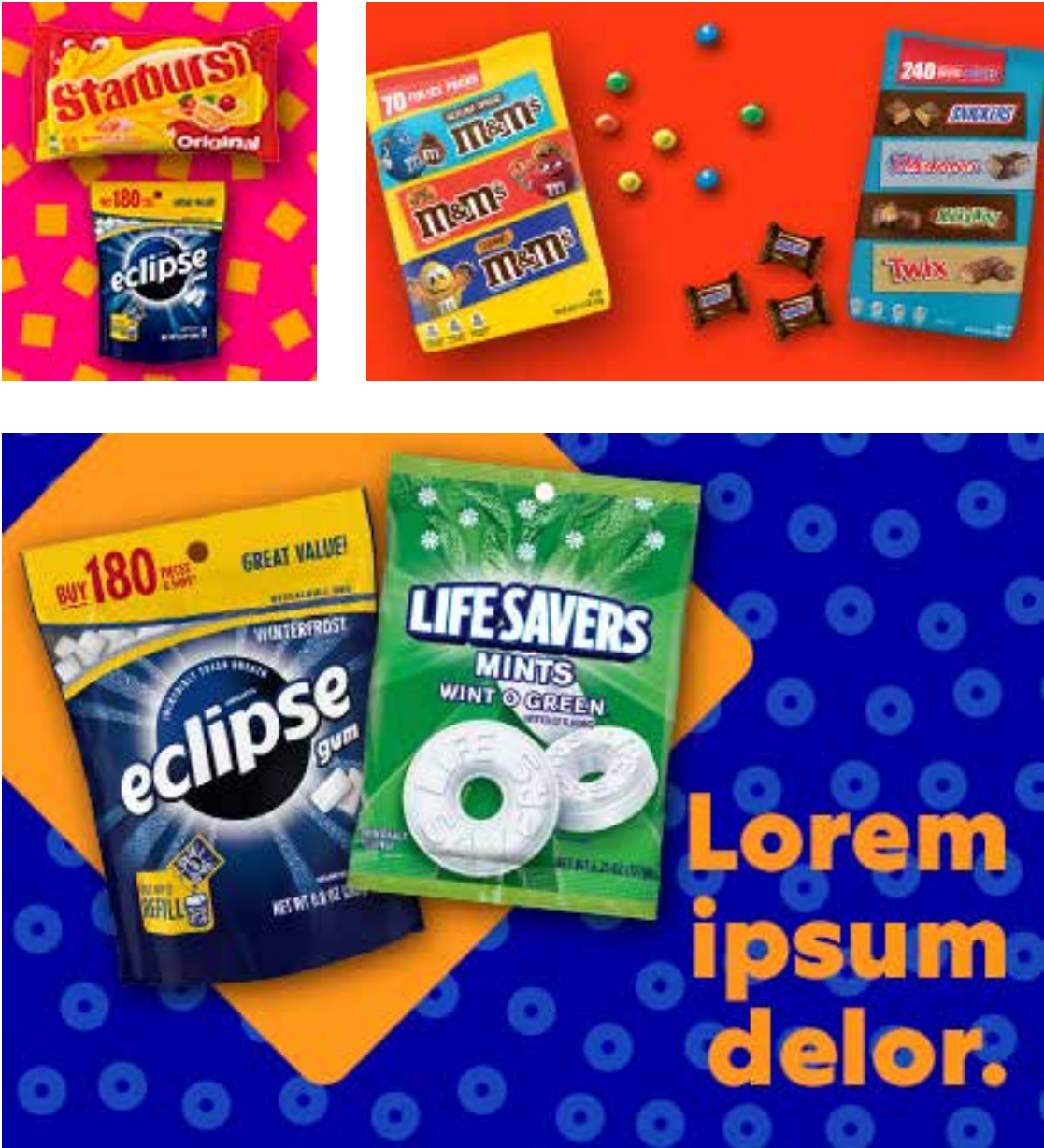
Color

Color
Palette

Color is an integral part of our brand. We want to convey our playful energy in everything we do in a positive and optimistic way. In addition to the primary colors, Mars Gold and Mars Blue, we also have complimentary accent colors to balance and enhance our Mars Wrigley Confectionery Scale Designs.

MARS GOLD
RGB: 230/160/0
CMYK: 0/30/100/10
Pantone 124C
#E6A000

MARS BLUE
RGB: 0/0/160
CMYK: 100/90/0/0
Pantone 286C
#0000A0

MAGENTA
RGB: 227/0/115
CMYK: 0/100/24/4
Pantone 214C
#E20072

BRIGHT BLUE
RGB: 0/158/235
CMYK: 90/20/0/0
Pantone 2192C
#009EEA

ORANGE
RGB: 214/66/0
CMYK: 0/78/100/5
Pantone 2192C
#D64200

WHITE
RGB: 255/255/255
CMYK: 0/0/0/0
#FFFFFF

MARS DARK GREY
RGB: 60/60/60
CMYK: 0/0/0/80
#3C3C3C

Brand marks & Packaging

Brand Marks

Treatment

The Mars Wrigley Confectionery family includes a wide variety of brands that span chocolates to fruity candies to gums. When featuring multiple brands in our scale look, please use discretion to make sure all brands work together visually.

Guideline for Brand Marks:
- When featuring multiple logos, keep the logos in relative sizes to one another.
- Do not apply effects like glows or drop shadows to the brand marks. Keep them in their original form as provided by each specific brand.

✓ Ensure logos are relative in size to one another and that they pop against any color of background.

✗ Do not apply drop shadows, glows, or any effects to our brand marks.

Packaging

Treatment

Guidelines for Packaging:
- To maximize taste appeal, we can feature out-of-pack lentils and candies, just be sure to keep them close to the original packaging.
- When choosing product imagery, prioritize images that are shot top-down to use in our designs.

Drop Shadow rule of thumb:
In the spirit of keeping visual consistency, we've created a simple guideline on how to treat drop shadows to give dimensionality to our heroes. The X below represents the vertical and horizontal width of the drop shadow with an opacity of 50% with a directional angle of 135°.

X = 1/9 of the width of the horizontal side

X
X
X

Add **drop shadows** to to packaging heroes to give them dimensionality.

Typography

Typography

Primary

Matching the overarching brand's simple, bold and straightforward character, our primary font family is **Mars Centra**. It enhances our communication through its clear, almost geometric shapes and its humanist character.

Guidelines:
- **Mars Centra Extrabold** is used for headlines and titles.
- **Mars Centra Book** is used for body copy and other purposes.
- Headlines should be treated with **title case**. Avoid all caps.
- Keep tracking for headline treatment at 10.

Mars Centra Extrabold

Mars Centra Book

Typography
Secondary

While **Mars Centra** is our core brand font family. We are also open to using a secondary font to help accentuate the Scale Design and give it more personality.

Guidelines:

- Font should compliment and work with the Mars Centra family. For example, do not use another Sans Serif or similar looking font since Mars Centra is already a sans serif.
- Script or illustrative fonts compliment Mars Centra well. For example, a script font helps create emphasis on key words, or an illustrative, Halloween font helps call attention to the holiday.

✓ Using a secondary font (in this case a script style) to help bring some personality to the messaging.

Chocolate *at your* **Doorstep**

✓ Using a secondary font to put emphasis on a certain key word(s).

Ghoulish Candy

✗ Do not use a secondary font that looks similar to the Mars Centra family.

**Ghoulish Candy**

MARS WRIGLEY
Confectionery

Patterns

Patterns
Primary Patterns

Inspired by the distinctive shapes, quirks and character of some of our most popular products, these playful patterns bring a fun, energetic feel to our communications. Using these patterns in our designs will help build visual consistency and recognizability for our Scale Design System.

Note: These patterns will be provided as vector assets to be used in your designs.

Reference Example:
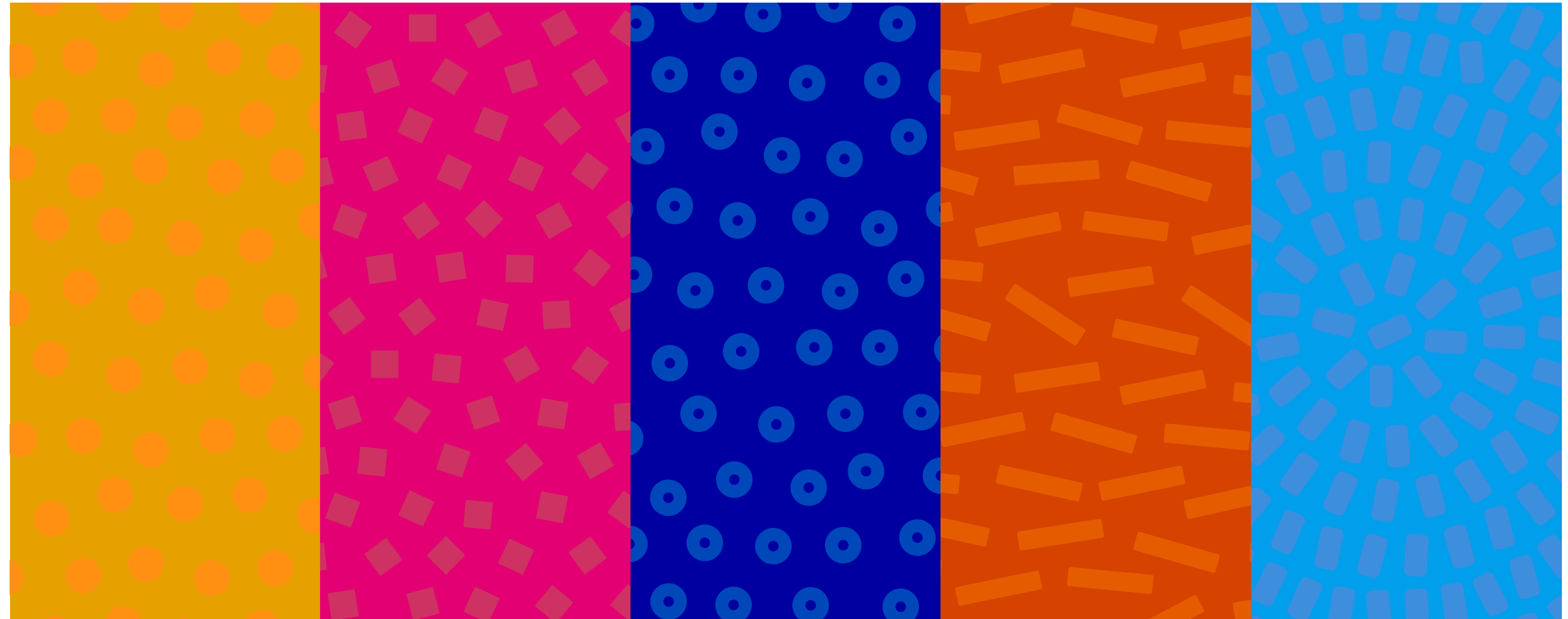
Dots

This is our general purpose texture. It can be used across all brands within the **Mars Wrigley family.**

Squares

Inspired by the shape of the individual **Starburst** candies, this pattern can be used only if Starburst is one of the featured brands

Holes

The distinctive shapes of our **Lifesavers** candy, can serve as a whimsical backdrop for our Gum and Mint scale designs.

Bars

This pattern, inspired by our various chocolate bars (**Snickers, Twix and Milky Way**), should be used when featuring bars.
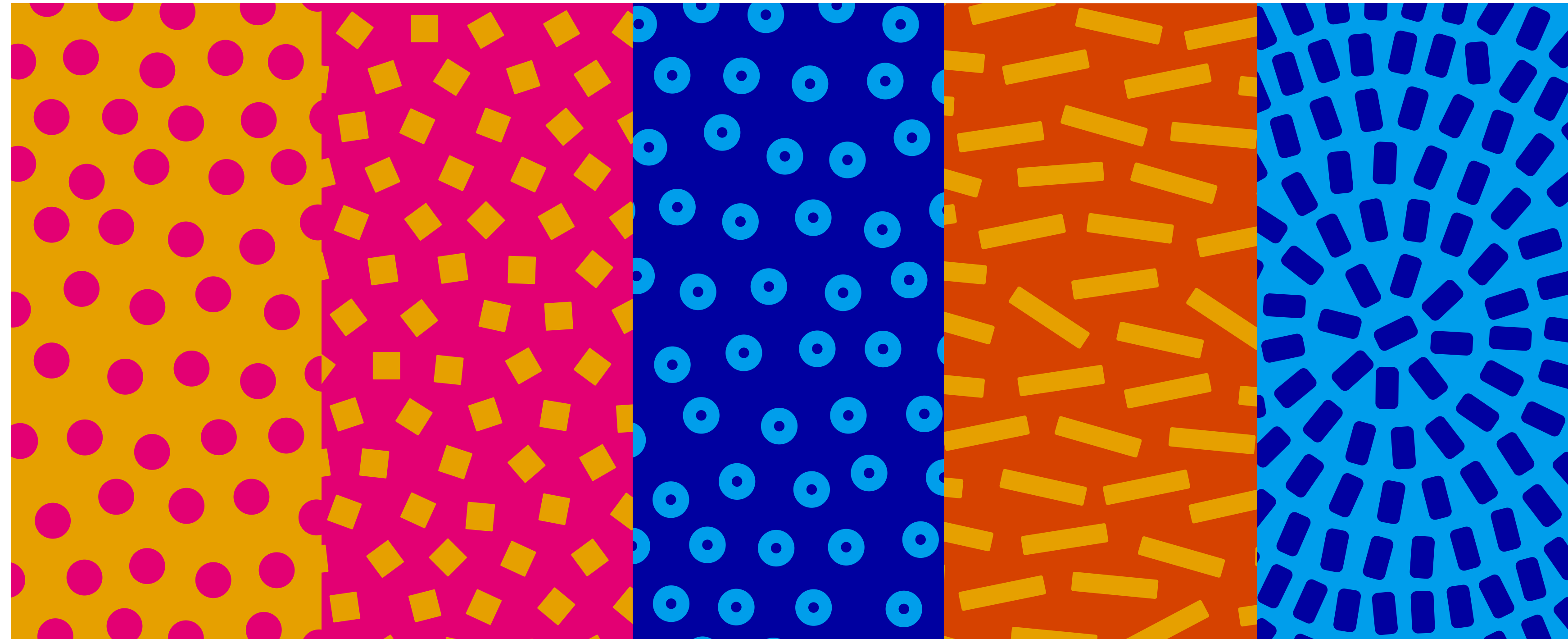
Tablet

Use this texture when we have **Eclipse Gum** as our lead brand in our scale design.

Patterns

Accent Patterns

There may be instances where we want to accent our designs and bring some contrast to the primary patterns. These Accent Patterns are provided as assets for that purpose. Please use sparingly.

Reference Example:

Containers

We can also zoom in on each of the patterns to create containers for our designs. These shapes can function as graphical dividers to highlight our products or messaging.

Reference Example:

Tone of Voice

Our Tone of Voice

If it feels natural saying it with a grin on your face, it's probably a perfect fit for our fun and colorful brands. Our overarching tone of voice for our merry band of brands is positive, upbeat, and above all else, FUN! After all, it should always be about using our confections to create better moments that make the whole world smile.

Thank You