

# THE BRAND MARK

AN OVERVIEW

M&S

EST. 1884

WE HAVE A CLEAR, COHERENT AND INSPIRING SYSTEM  
FOR EXPRESSING OUR BRAND IDENTITY.  
AT THE HEART OF THIS IS OUR BRAND MARK.

THIS GUIDE HAS BEEN PREPARED TO HELP YOU  
WITH CREATIVE WORK WHERE YOU NEED TO APPLY  
OUR BRAND MARK.

# MORE THAN JUST A LOGO

WE ARE ONE BRAND WITH ONE BRAND MARK.  
THIS IS OUR SIGNATURE ACROSS ALL OF OUR ASSETS AND HAS BEEN  
DESIGNED TO CAPTURE THE PURE ESSENCE OF ALL THAT WE ARE.

WE 'ENHANCE LIFE, EVERY DAY' WITH INNOVATIVE, EXCEPTIONAL QUALITY PRODUCTS AND SERVICES THAT INSPIRE,  
SURPRISE AND DELIGHT OUR CUSTOMERS. OUR BRITISHNESS PERVADES EVERY ASPECT OF OUR WORK,  
MAKING US A REFLECTION OF THE BEST OF CONTEMPORARY BRITAIN: ORIGINAL, WARM, LIGHT HEARTED AND CREATIVE.



HISTORICALLY, WE HAVE OFTEN USED THE SHORTHAND OF 'M&S'



# M&S

## EST. 1884

THE M HAS BEEN MADE TO LOOK SOFTER AND THE AMPERSAND SYMBOL IS DRAWN TO BE MORE RIBBON LIKE, TERMINATING IN A KISS. THE S HAS BEEN MADE MORE CURVACEOUS AND LESS SQUARE. THESE CHANGES ALLOW NEGATIVE SPACE TO FLOW MORE EASILY AND EVENLY AROUND THE LETTERS.

THE RESULT IS MORE COHERENT WITH A GENTLER MORE ELEGANT CHARACTER. BY ADDING 'EST. 1884' TO THE M&S WE ARE REMINDING CUSTOMERS OF OUR ACKNOWLEDGED PEDIGREE OF WHICH WE ARE JUSTLY PROUD.



AS WELL AS BEING THE SIGNATURE FOR ALL OUR COMMUNICATIONS, THE BRAND MARK IS ALSO OUR MAKER'S MARK FOR BRANDING DIRECTLY ON TO OUR PRODUCT AND PACKAGING. IT IS VISIBLE EVIDENCE OF THE INTEGRITY IN ANY ONE OF OUR PRODUCTS ACTING AS A 'HALLMARK' (OF QUALITY).







WHEN REVERSING OUT OF DIFFICULT BACKGROUNDS THE MARK IS CARRIED REVERSED OUT OF A SOLID BLACK SQUARE AS SHOWN HERE. THIS CREATES A BRAND PLAQUE. THE DIMENSIONS OF THIS PLAQUE ARE SET TO BEST COMPLEMENT THE BRAND MARK WITH ITS NEGATIVE SPACES AND SHOULD THEREFORE NOT BE ALTERED IN ANY WAY.

M&S

EST. 1884

M&S

EST. 1884



IT IS IMPORTANT THAT OUR BRAND MARK IS ALWAYS WELL POSITIONED WITH CONSIDERATION GIVEN TO ITS STAND OUT. IT IS MORE THAN JUST A CORPORATE SIGN OFF. THE MARK SHOULD THEREFORE ALWAYS BE PLACED WITHIN A SURROUND OF CLEAR SPACE. IT SHOULD ALWAYS SIT APART FROM OTHER GRAPHIC ELEMENTS. BY GIVING THE MARK AIR TO BREATHE WE ARE EXPRESSING RESPECT AND SPECIALNESS TO THE MARK. FOR OUR CUSTOMERS THIS DEMONSTRATES IT TO BE A MARK OF QUALITY.

For use larger than 15mm

M&S

EST. 1884

For use no larger than 15mm  
and no smaller than 10mm

M&S  
EST. 1884

WE HAVE CREATED TWO WEIGHTS OF OUR BRAND MARK FOR REPRODUCTION AT DIFFERENT SIZES. ADDITIONAL WEIGHTS HAVE ALSO BEEN CREATED FOR VERY LARGE REPRODUCTION SIZES LIKE SIGNAGE AND FOR WHEN THE BRAND MARK IS MADE IN 3D. THE FILES FOR THESE ARE HELD BY M&S STORE DESIGN.

M&S  
EST. 1884

X Do not adjust spacing between  
the elements

M&S  
EST. 1884

X Do not stretch the logotype

M&S  
EST. 1884

X Do not re-colour the logotype

M&S  
EST. 1884

X Do not re-create the logotype in  
a different typeface

PLEASE AT NO TIME ATTEMPT TO RECREATE OR AMEND OUR BRAND MARK.  
IT IS SPECIAL AND WE CARE ABOUT IT.

M&S  
EST. 1884

100% black on white



White on 100% black



white on Hero Green (Pantone 3305)



black on light image



white on dark image

OUR BRAND VISUAL IDENTITY HAS BEEN DESIGNED TO BE AS SIMPLE AS POSSIBLE. WHILST WE STILL HAVE A CORPORATE COLOUR PALETTE INCLUDING A HERO GREEN, OUR BRAND MARK SHOULD REPRODUCE IN JUST TWO COLOUR WAYS:

POSITIVE - 100% BLACK, OUT OF BACKGROUNDS (INCLUDING FLAT COLOURS)

NEGATIVE - 100% WHITE, OUT OF BACKGROUNDS (INCLUDING FLAT COLOURS)

IF THE BACKGROUNDS ARE COMPLICATED OR DIFFICULT  
PLEASE USE THE BRAND PLAQUE VERSION OF OUR BRAND MARK.

# VERSION OF BRAND MARK FOR INTERNATIONAL USE ONLY

THERE ARE A FEW PERMITTED ADAPTATIONS OF OUR  
BRAND MARK. THESE HAVE BEEN CREATED AS PRACTICAL  
SOLUTIONS TO SPECIFIC ISSUES.

PLEASE DO NOT DEFAULT TO USING THESE VERSIONS  
WITHOUT FIRST CONSULTING THEIR RIGHTFUL OWNERS  
WITHIN M&S MARKETING.

For use larger than 15mm

M&S

LONDON

For use no larger than 15mm  
and no smaller than 10mm

M&S  
LONDON

THE FIRST ADAPTATION IS KNOWN AS THE INTERNATIONAL BRAND MARK AND IS FOR USE ONLY BY M&S INTERNATIONAL MARKETING WITH ITS PARTNERS AND FRANCHISES. IN THIS VERSION THE 'EST 1884' HAS BEEN REPLACED WITH THE WORD 'LONDON'. THIS HELPS CUSTOMERS IN OUR INTERNATIONAL MARKETS BETTER UNDERSTAND AND RECOGNISE WHO WE ARE, WHERE WE COME FROM AND WHAT OUR OFFER IS GOING TO BE LIKE. IT DOES NOT ALTER OUR BRAND STRATEGY AND WHAT WE STAND FOR IN ANY WAY. THE USE OF THE CAPITAL CITY WORDS – PARIS LONDON NEW YORK – IS A WELL-PRACTICED CONVENTION PARTICULARLY FOR FASHION BRANDS OPENING IN EMERGING MARKETS.



# VERSION OF THE BRAND MARK FOR USE AS THE CAMPAIGN SIGN OFF

AS PART OF OUR STRATEGY FOR CAMPAIGN COMMUNICATIONS WE WANT TO REMIND OUR CUSTOMERS OF A KEY DIFFERENTIATOR TO OUR COMPETITORS. WHAT MAKES US SPECIAL, IS THAT WE CREATE, MAKE AND SELL **ONLY** OUR OWN PRODUCTS AND SERVICES. THE WAY WE EXPRESS THIS IS THROUGH THE SIGN OFF TO CAMPAIGN MATERIAL - 'ONLY M&S'.

For use larger than 15mm

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ONLY  
M&S

For use no larger than 15mm  
and no smaller than 10mm

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ONLY  
M&S

THE CAMPAIGN BRAND MARK IS FOR USE ONLY ON CAMPAIGN MATERIAL (ABOVE AND BELOW THE LINE) ORIGINATING FROM M&S MARKETING AND ITS APPROVED AGENCIES. IT SHOULD NOT BE USED AS A CORPORATE MARK.  
THE CAMPAIGN BRAND MARK IS FOR USE ON CAMPAIGNS BOTH IN THE UK AND INTERNATIONALLY.  
ADDITIONAL WORDS SHOULD NEVER BE BOLTED ON TO THIS MARK.

# OUR NAME BELONGS ABOVE THE DOOR

OUR BRAND MARK M&S EST. 1884 WILL BE THE SIGNATURE ON NEARLY ALL OUR ASSETS. HOWEVER THERE IS A NEED FOR A NON-ABBREVIATED LOGOTYPE FOR USE ON STORE SIGNAGE ONLY.

THE LETTERING FOR MARKS & SPENCER HAS BEEN DRAWN UP SPECIALLY TO MATCH THE SAME CHARACTERISTICS OF M&S. IT IS UNIQUE AND AUTHENTIC WHICH MEANS YOU SHOULD NEVER TRY TO RECREATE IT OR SUBSTITUTE ANY OTHER FONT.

For use  
larger than  
40mm —●

# MARKS & SPENCER

For use no larger than 40mm  
and no smaller than 20mm

● MARKS & SPENCER

WE USE OUR FULL NAME - MARKS & SPENCER - ABOVE STORE ENTRANCES. BY USING THE NAMES OF OUR FOUNDERS, MICHAEL MARKS AND TOM SPENCER, WE RECALL THE BRAND'S HERITAGE AND ORIGINAL VALUES. IT REMINDS CUSTOMERS THAT REAL PEOPLE LIE BEHIND OUR BRAND AND THAT WE REMAIN A UNIQUE RETAIL BRAND, A TRUE PURVEYOR SELLING ONLY WHAT WE DESIGN, CREATE AND MAKE.

MARKS & SPENCER

LONDON

MARKS & SPENCER LONDON WILL FEATURE ON THE FACIAS OF OUR INTERNATIONAL STORES

# MARKS & SPENCER

LONDON

MARKS & SPENCER LONDON WILL FEATURE ON THE FACIAS OF OUR INTERNATIONAL STORES