



brand identity **guidelines**



**here's how to make the
most of these guidelines:**

- Each section's summary page is full of tips & tricks on how to make our brands pop.
- Make use of the assets that are available to download (e.g. photography)
- Always get approval when creating new assets not featured in this guide.



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brand foundations

0.1

strategic direction



where we are today

M&M'S® has delighted consumers for 80+ years. What started off as a smart solution to provide US soldiers with their portion of chocolate without melting, has evolved into a \$3.5 billion, globally beloved chocolate brand with a special place in pop culture and consumers' hearts.

In our 80 years, we've been the first candy in space, the official candy of the US White House, the most referenced candy in song lyrics, and the subject of Kim Kardashian's culinary hacks. Our M&M'S® characters are more recognized globally than Santa Claus, and our logo is the most noticeable of any on the chocolate shelf.

Today, we are a worldwide ecosystem of touch points that spans flagship stores, the biggest personalization business in CPG, airport stores and a huge amount of content online which complements our global presence in supermarkets in more than 60 countries.

That means everyone working on this amazing brand has a huge responsibility: to deeply understand the M&M'S® brand personality, point of view, and distinctive assets so we can protect them and thoughtfully evolve them to keep in tune with the culture we've always been a part of.

so how did we get here?

So much about M&M'S® has changed over time, but in our 80 years we've stayed true to one special thing: fun.

Fun will always be at the heart of the M&M'S® experience, but the world around us is always changing, and we will need to evolve the role that fun plays in people's lives to keep up with it.





illustrative purpose only

where are we going?

The power of fun.

In a world riddled with divisions & differences, fun can help us see past our differences, so more of us can feel that we belong.

“A woman who brought her ‘very grumpy’ dad to a gig told Stephen K Amos [a very famous British comic] that his set had made her father rethink his views on gay people.”

–BBC, How Comedy Makes Us Better People, 2019

“Getting a joke creates a sense of belonging to a larger group.”

– Scientific American

“Just the act of laughing together makes us feel closer to one another.”

– Greater Good Mag, UC Berkeley

“The UN uses the fun of sport to help youth on either side of conflict discover that they aren’t so different from one another.”

– UN Sport and Peace Report

**we believe in
the power of**

fun!



We believe fun is the most powerful way to help us see past our differences and acknowledge each other's humanity, because we all have fun in common. When we talk about fun, we mean any interaction where one person makes another person feel entertained. That in-the-moment, guard-down state.

Fun can be humor, fun can be a TV show, a TikTok, the ice cream truck. Fun can be so many things. The point is, no matter what form it takes, fun has the power to help us see each other in a new light. We can't resist the pull of someone who makes us laugh or smile no matter who they are or where they come from. Because the truth is, no matter how different we are, we all have fun inside us, and we can all appreciate others who like fun, too.

0.2

compass & archetype

M&M'S® brand compass

how we show
up distinctively

purpose
(our value to the world)

use the power of fun to include everyone,
creating a world where everyone feels they belong

archetypal brand story

the jester uses colorful wit
and humor to breakdown
barriers

tone of voice

- witty, adult humor
 - relatable
- self-aware, not worthy

brand experience

- bold and magnetic
- suprising and fun filled
- dynamic and connecting



our distinctive proposition

colorful candy fun that helps us embrace others and ourselves

universal need

belonging: we all want to feel seen, connected, confident to be ourselves and supported, but divisions in our culture often mean our differences make us feel out of place

product truth

colorful bite-size chocolates with a variety of
shapes, sizes and flavors for everyone; perfect
for moments of connection & fun

the power of personality

brand archetypes

When it comes to storytelling, humans still follow the same basic narrative structures and use the same characters that people have used for thousands of years. We have learned to decode certain characters and behaviors instantly when we read about them or see them on screen.

You can think of a brand archetype as a time-tested template for our brand's behavior that we can color in with whatever nuance we like.

Archetypes are brand personas that help a brand connect to an audience by speaking to that audience's universal human needs—the need to connect with others, for example. The same way you might choose the company of different people for different occasions, each archetype fulfills a universal human need in its own unique way, with its own unique magic. So, what's our unique magic?



our brand archetype

m&m's
is the
jester

Forget everything you think you know about jesters—to M&M'S®, the jester isn't some silly guy with bells on his hat.

Way back in the day, the court jester performed one of the most important jobs in the land: using humor to remind the king how much he had in common with his subjects, and vice versa. With jokes all could laugh at (and sometimes at the expense of the king), he put everyone on a level playing-field. For a brief, raucous moment, he dissolved barriers between people, creating a sense of belonging.

That's right, in a time of strict social hierarchy and division, the jester was a state-sanctioned unifier, and humor was his superpower!

The role of the jester in society is alive and well today —think of all the comedians, creators, artists and entertainers whose work lowers our guard and allows us to see past our differences or see things from another's perspective, however briefly.

“

The jester saw himself as an ethical force for good in a potentially evil world. He never intentionally offended—to do so could risk death, and hence he was careful not to overdo ridicule to cause shame or humiliation. His barbs and comic wit were used to educate and heal with laughter, a tradition that persists to this day among the best minds of the world.”

—Beatrice K Otto, “Fools Are Everywhere: The Court Jester Around the World,” University of Chicago Press



executing
the jester
for M&M’S®

This will help you
determine whether
your work is the right
kind of fun:

- The jester is
- The jester isn’t
- Maybe
- What?

fun	witty	mischievous	entertaining	uplifting	accessible
simple	clever	adult targeted	real	sociable	spontaneous
silly	mundane	boring	slapstick	childish	hurtful
predictable	hedonistic	reclusive	snobby	physical humor	jumping jacks

0.3

**how we
act(ivate)**

our purpose

we want to create a world where everyone feels they belong

our role

by using the power of fun to include everyone

How we'll do it: connected

Help us see past our differences and rally around what we have in common

How we'll do it: seen

Enable more of us to see ourselves represented in culture

How we'll do it: confident

Help those who feel misunderstood feel confident to be themselves

How we'll do it: supported

Overcome barriers that prevent some of us from being part of our communities

putting it all together

how we create brand moments that deliver purpose

**place, space or
moment where
people don't always
feel they belong**

What is a place, space or moment in culture (universal or local) where people feel they don't belong? Is the fun of the M&M'S® brand a potential solution?



**the way we will
use the power
of fun to include
everyone**

Which of the four ways M&M'S® will use fun to include everyone is most relevant to your partnership, experience or content?



**how M&M'S®
makes people
feel they belong**

What is the fun experience or content that M&M'S® will create that makes people feel they belong?

delivering purpose

brand platform

For All Funkind is the brand platform that will bring our purpose and role to life for people, putting the magic of the M&M’S® brand to work in the service of making better moments that make the world smile.

This is our “Feed the Good”.



brand platform

for all funkind

A movement to remind people everywhere that, despite our differences, we all belong to a community of humans that share one simple and powerful thing in common: fun.

content

That reminds us we all belong to funkind by using jester humor to help us relate to each other and laugh about our shared experiences.

product & packaging

That create moments of connection over fun, or help more of funkind feel seen.

experiences

That connect us with the different perspectives of our fellow funkind by bringing us together around a fun, shared activity, IRL or virtual.

commitments & partnerships

With organizations and initiatives that invite the world to move the needle on inclusion, especially in the entertainment space.

4 rules on how to deliver purpose

rule #1

“include” is our brand verb

It's what we do. By creating fun that includes everyone, we help people experience a sense of belonging. For example, comedy that includes LGBTQ and BIPOC voices, allowing more of us to see ourselves in popular entertainment culture.

rule #2

belonging is the outcome we create for our audience

We include people so they experience a sense of belonging. But there are many ways to experience a sense of belonging, so we've narrowed our focus to 4:

- feeling supported
- feeling confident to be myself
- feeling connected
- feeling seen

rule #3

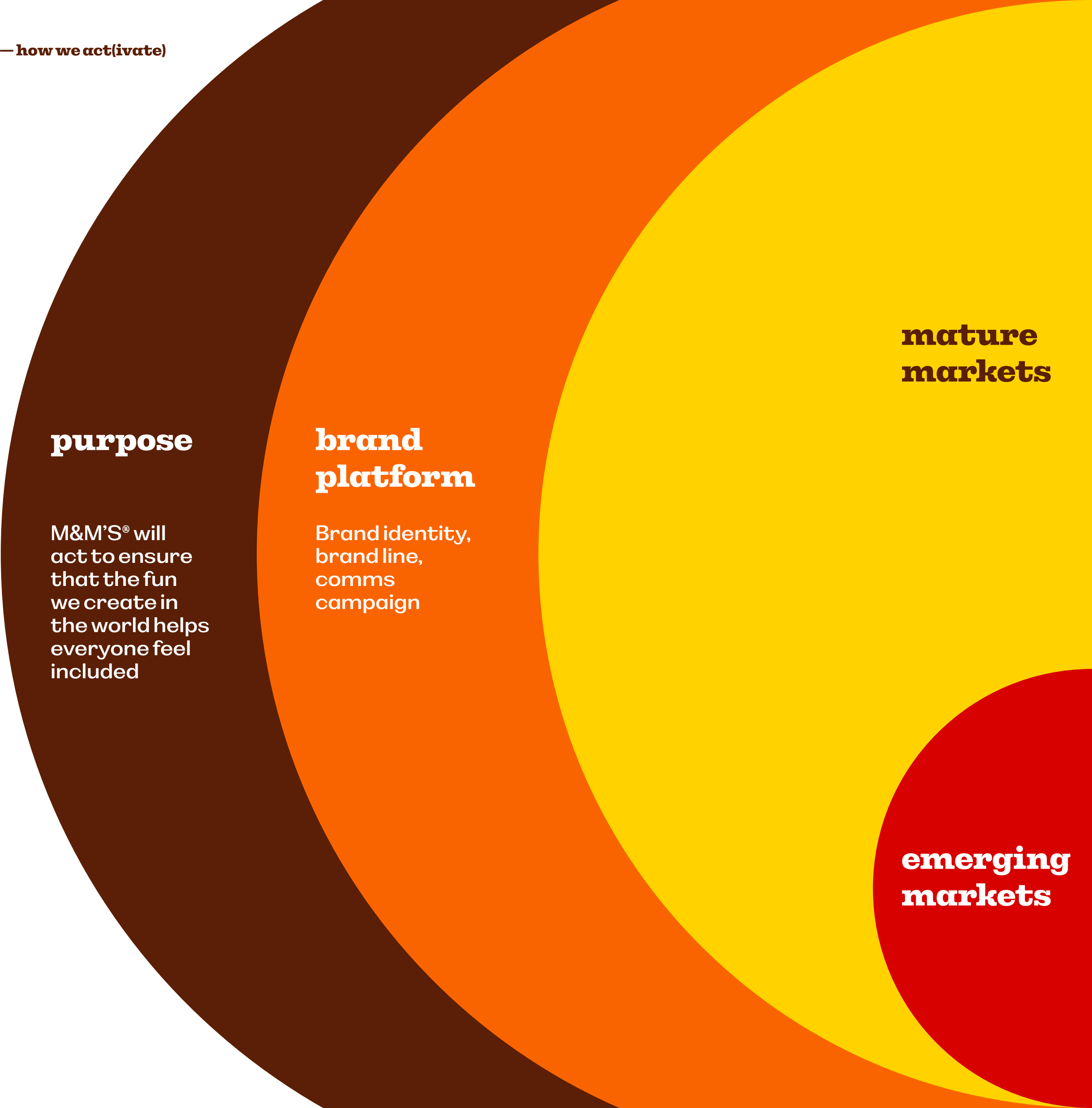
creating solutions, not pointing out problems

We won't get to a world where everyone feels they belong by pointing out barriers to belonging. That makes us sound preachy and can lead us into conversations that are too serious for a chocolate brand. Instead, we seek to take a positive approach: how can our brand activity be the antidote to what's wrong? For example, if female music artists aren't celebrated enough, we create a program celebrating female artists, not only a PSA calling attention to the issue without offering solutions.

rule #4

always the jester: fun foot forward when framing up our brand activity

We're a jester brand, and everything we do should feel fun, even if it's meaningful. If our proposition to our audience is too serious, then it won't feel authentic coming from a colorful candy. A video titled "see diverse German comedians" feels like a brand trying to be woke. But a video titled "jokes you've never heard before" where the talent that's featured happens to be from diverse backgrounds—now that feels M&M'S®. That's why we focus on what's fun and interesting about the people we include instead of on what makes them different, or what makes our action purposeful.



how we live our purpose in all markets

use our global platforms to drive change

Leverage all of our consumer touchpoints to create meaningful 360-degree programming dedicated to futhering our purpose.

partner more purposefully

Partner with events, organizations and IP that support or represent more diverse entertainment.

give back

Offer proceeds from product or brand activity towards furthering diversity and inclusion.

make a statement

Leverage our brand and characters to celebrate and challenge cultural moments aligning with our purpose.

be inclusive in everyday touchpoints

Diverse representation in our signage, content and productions – both in front and behind the camera.

purposeful product

Drive brand activity that highlights our purpose and new look through retail.

live our purpose

Every team member takes the responsibility of stewarding this brand and making decisions on purpose.

how our purpose & role will

inform the decisions we make

Key platform for action:
Creating and fostering entertainment that breaks down barriers to more people being seen & included

media platforms & partnerships

Champion different or diverse perspectives, behind or in front of the camera

talent & influencer partners

Represent or champion diversity; breaking down barriers for industry

sponsorship & activation opportunities

Brands, organizations and events that champion diversity

licensing

Like-minded partners driven by their purpose

non-profit partners

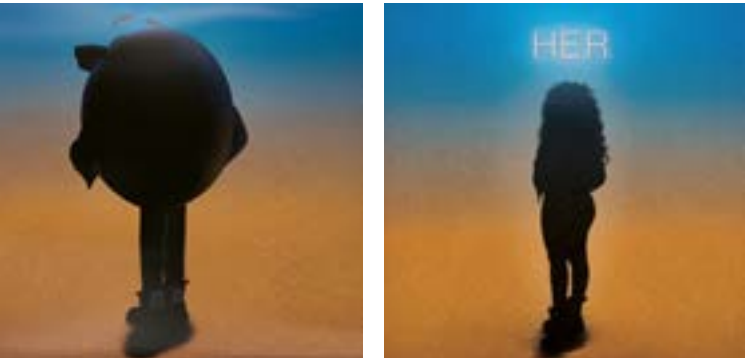
Breaking down barriers and / or offering opportunities

activation ideas:

Screen time activation with partners like Prime & Netflix



US music activation with diverse artists



Like minded KOLs



Berlin store featuring a diverse artist's work

the cultural conversations **we'll engage in**

**conversations
celebrating inclusion
in entertainment,
equality and
representation**

We should have a point of view and participate in these conversations

**conversations
challenging inclusion
in entertainment,
equality or
representation**

Choose which conversations we want to enter but ensure authentic tone (Global guidance from Corporate Affairs)

**any other issue or
political statement**

Not in line with M&M'S® purpose (political stance or different focus)

identity foundations

0.4

creative principles

Our three creative principles provide an overarching structure that shape how our brand looks, feels and behaves across all platforms and communications.

When you're working with M&M'S[®], you can use our principles to evaluate whether an idea or communication is right for our brand. This way, we achieve consistency wherever we show up.

principle #1

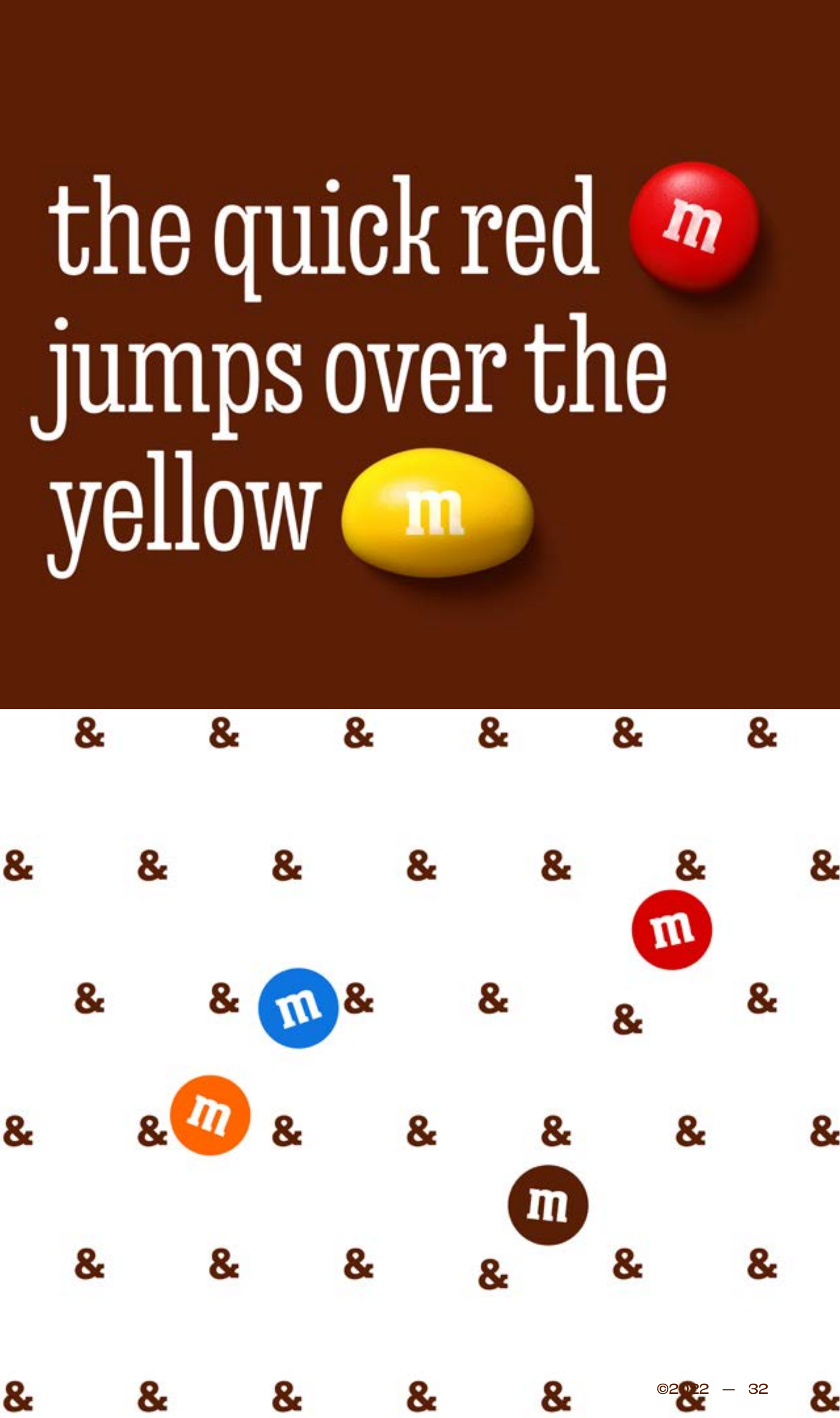
surprising & fun-filled

We see things from a different perspective and help the world do the same.

With keen eyes and razor-sharp observational wit, we reveal little bites of unexpected fun all around us. We keep people on their toes, helping them break free from their shells to get the most out of life.

Motion Principles
Smart. Inventive. A little bit unexpected. This is surprising and fun-filled after all. We like to keep people on their toes because that's when we're at our best.

Embrace the unpredictable. And, when the time is right, defy the laws of physics and more.



principle #2

dynamic & connecting

We're forever in motion and alway connecting the dots.

We move ahead with forward-thinking, showing up in new and interesting ways. We engage with pop culture and create spaces where anyone can be - and express - their true selves.

Motion Principles
We're better together. That's why every element, every movement, and every bite-sized detail work together effortlessly. We're fluid, interactive, collaborative, and ever-evolving.



illustrative purpose only

principle #3

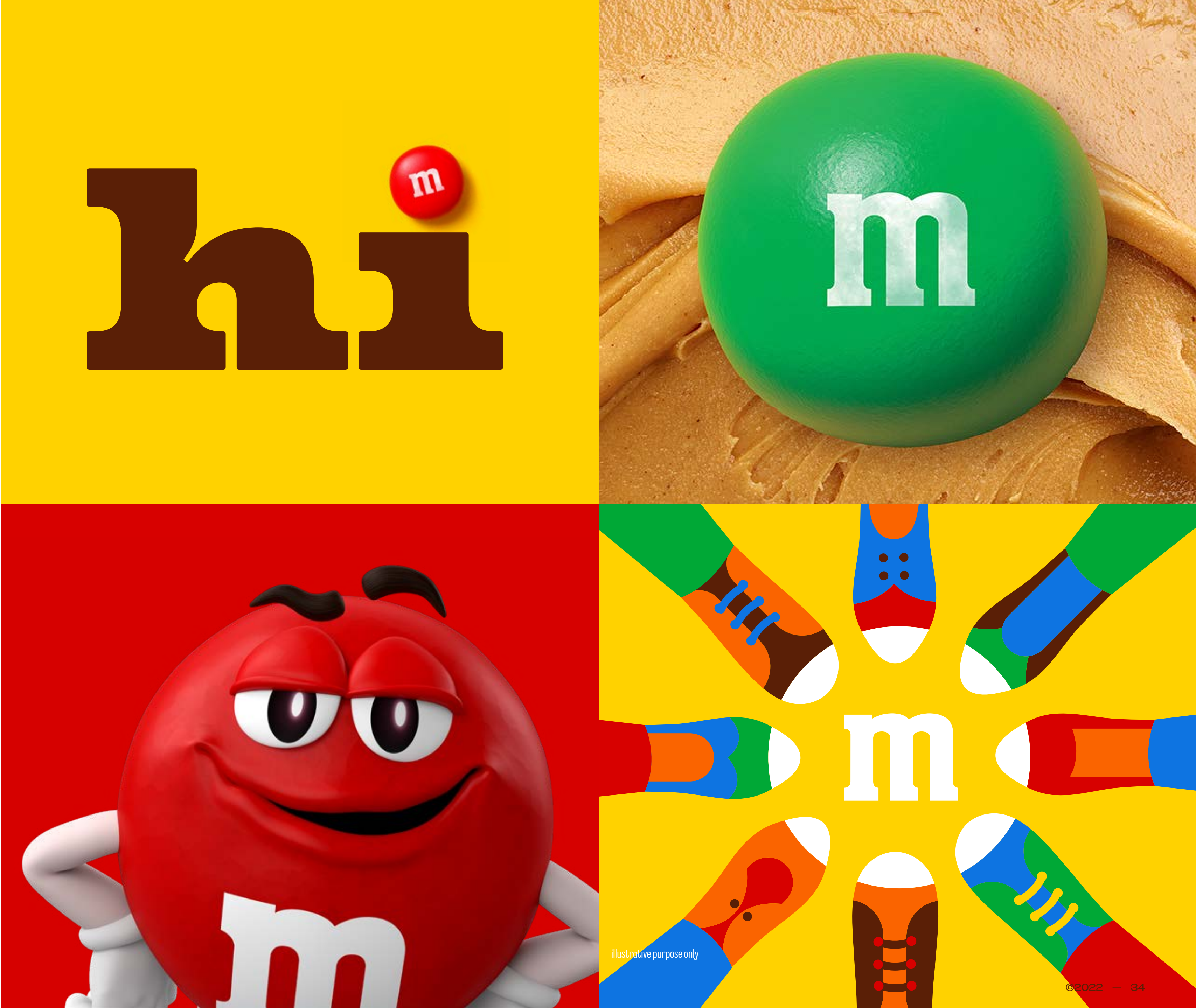
**bold &
magnetic**

M&M’S® brand is an icon,
and this is how icons behave.
We captivate with color.
We’re striking but distinctive,
remaining recognizable whilst
setting ourselves apart.

We rally people together, leading
the way to a brighter, fresher
world where everyone’s included.

Motion Principles
Like with our chocolate, we only make
things that excite and delight. That’s why
our animation is always eye-catching and
designed to grab attention. It’s purposeful and
captivating; never flashy or “just because”.

In short, if you’re gonna make it move, you’ve
gotta make it count.



0.5

tone of voice

Download the full tone of voice guidance from Lighthouse

four principles for

speaking with our brand voice

How we tell our stories is just as important as the stories themselves. These four principles are the guardrails for writing for our brand, and should guide you anywhere the brand (not the characters) needs to speak.

principle #1

use your jester wit

principle #2

less is more

principle #3

bring it to life

principle #4

play it cool

#1

use your jester wit

Our wit is not about endlessly
cracking jokes.

It's about using our wits.

Think of inventive, observational
ways to subvert expectations.

do:

**it's what's inside
that counts.**

**spoiler:
it's peanuts.**

don't:

I'm nutty and I know it

#2

**less is
more**

We're chocolate,
not rocket scientists.

So keep it simple—make a big impact
with a little statement.

do:

**oh, you really
should have**

don't:

your sweetheart will be left speechless by
this original way of letting them know how
much you care!

#3

**bring it
to life**

Whether it’s belonging, fun, or flavor, don’t just explain it; let people experience it.

Instead of just writing “connections,” try capturing moments of shared fun.

And when you’re working with imagery, sometimes the best copy is no copy at all.

do:

**the icing on
the icing on
the cake**

don’t:

M&M’S® make cupcakes even more fun

#4

**play
it cool**

M&M'S®. Everyone knows 'm.

In fact, they're so iconic there's no need to shout about it.

At our best, we've been keeping it classic since 1941: effortless, knowing, and understated.

do:

**we'll just
leave this
here**



don't:
our M&M'S® are irresistible

tone and grammar

Certain rules of grammar and mechanic help us keep our writing clear and consistent.

A little watch-out
Whenever we type out M&M’S®, everything must be capitalized. No exceptions.

Capitalization
We’re loud and proud, but we don’t need to shout about it. That’s why our headlines are always lower case—yes, even the proper nouns. The only exception is if local market grammar requires capitalization for understanding (see the headline page for full guidance). Body copy uses sentence case, only capitalizing the first letter of the first word. We also capitalize our character’s names (eg. Red, Yellow) to avoid confusion with the colors.

Contractions
They’re great, aren’t they? An easy way of writing an informal, friendly tone that matches our personality.

Dashes and hyphens
They are different, we promise. We like to use a hyphen (-) with spaces on either side to link words into single phrase, or to indicate a span or range. e.g. Monday - Friday And we use a true em dash (—) with spaces on either side to offset an aside, not hyphens (- or --), e.g. Red thought Yellow was the donut thief, but he was wrong — it was Blue.

Pronouns
We’re all about inclusivity and togetherness, so pronouns are important. If your subject’s gender is unknown or irrelevant, use “they,” “them,” and “their” as a singular pronoun. Use “he/ him/his” and “she/her/hers” pronouns as appropriate. However, don’t use “one” as a pronoun.

Write positively
Nobody likes a party pooper. To stay fun, we use positive language instead of negative. Keep an eye out for the classic negative words, like “can’t,” “don’t,” etc.

e.g:
Yes: To make your M&M’S® mix, stand in line.

No: You can’t make your M&M’S® mix if you don’t stand in line because if you do, it needs to use the logo and not be typeset

headlines

All of the lines are available for use in social posts. The BRAND LINES can also be used on touchpoints in the candy/ chocolate context, such as POS.

The character lines can’t be used on touchpoints beyond social (e.g., licensing, QSR) without explicit approval. Please reach out to G&G for application of the CHARACTER LINES beyond social media. Please reach out to G&G for application of the BRAND LINES beyond candy/chocolate.

lines

brand

PRIMARY
for all funkind

SECONDARY
one for all & all for fun

TERTIARY
fun in every color/colour, even better mixed together
all kinds of colorful/colourful
all together more fun
all welcome here
pass (M lentil) around

lines

character

Red
I instinctively know I have great instincts.

Yellow
My favorite thing about today is everything.

Green
I’m too busy shining to throw shade.

Brown
Not bossy. Just the boss.

Orange
I find your lack of concern extremely concerning.

Blue
I woke up like this.

0.6 **identity overview**

before

Ready for our before and after moment? Here's us in our younger years. Our assets were bold, bright, and instantly identifiable. But we didn't have much flexibility to mix and match them in meaningful ways.

brandmark



colors



micon



motion

N / A

typography

DIN 1451 ENG SCHRIFT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

tone of voice

HEY

lentils



seasonal



characters



more

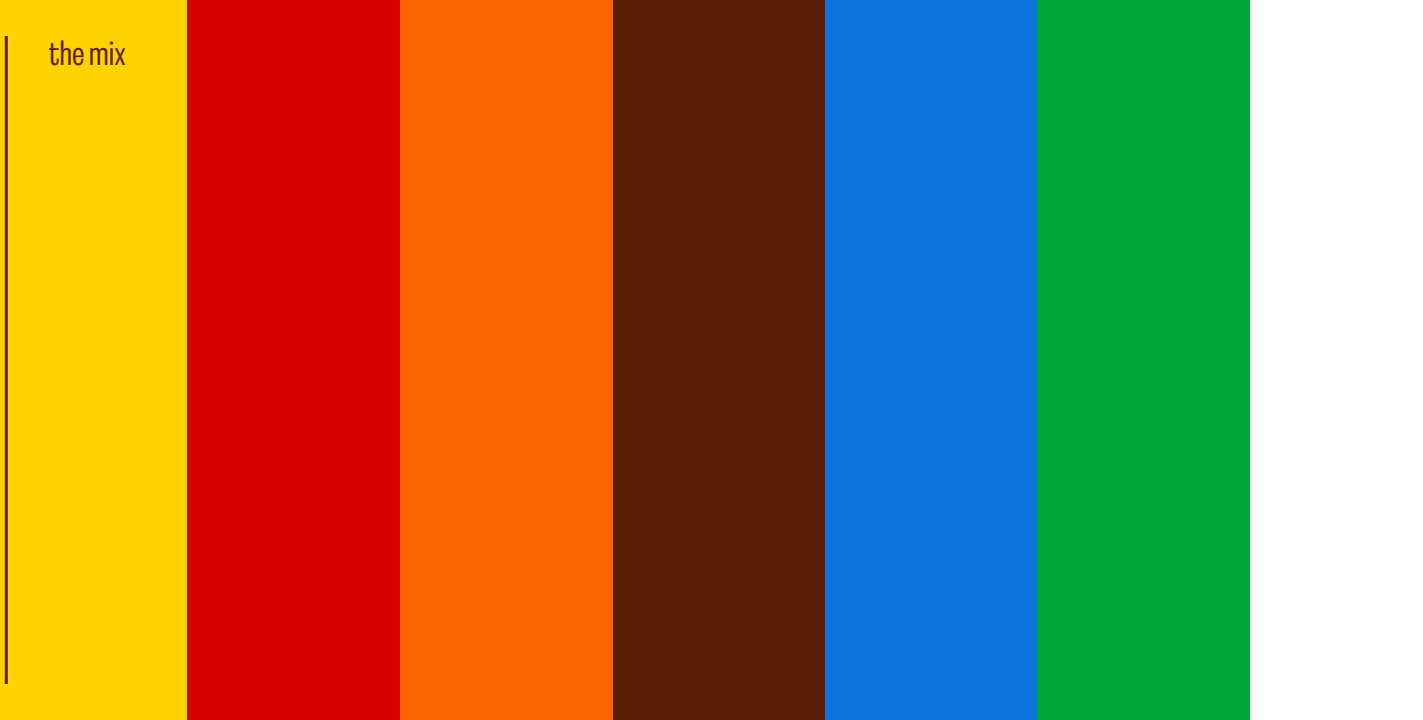
A world of carefully considered and crafted elements that are deliciously distinctive (so don't go changing any of our assets). Better yet, it's optimized for use across platforms (take a look at guidance) and designed to reinforce our new brand purpose.

The same old M&M'S®. Now more relevant.

brandmark



the mix



M icon



connected M icon



typography



headline & tov



illustrations



photography*



lentil family



characters



pattern



core lentils





dms

(primary assets)

We’re an iconic brand.
These are our iconic assets.

Distinctive Memory Structures (or DMS) are the core, primary brand assets. If they seem familiar, then that’s because they are the most established and globally recognized.

The following pages will help you determine when and where to use them.

DMS is a powerful tool. But remember, it’s possible to have too much of a good thing. We’re recognizable in the right way. We don’t like clutter, and we don’t need to shout our name ten times in a row.

1.



brandmark

- what**

Everyone’s favorite iconic signifier—and our lead brand asset.
- why**

It’s a trusted mark that drives instant recognition.
- where & how**

This is our lead asset across the entire M&M’S® ecosystem. A sign that this is the real deal, ‘The Definitive Article’ on pack and in the world. When you see it, you know you’re in for a treat. Always use the brandmark straight.

2.



lentils

- what**

So good you could eat them! A visualized representation of all types of M&M’S®.
- why**

They celebrate colorful abundance, inclusivity and taste.
- where & how**

These can be arranged in infinite clever ways across the entire ecosystem, pairing with type & graphics, to tell stories and show diversity.

3.



Micon

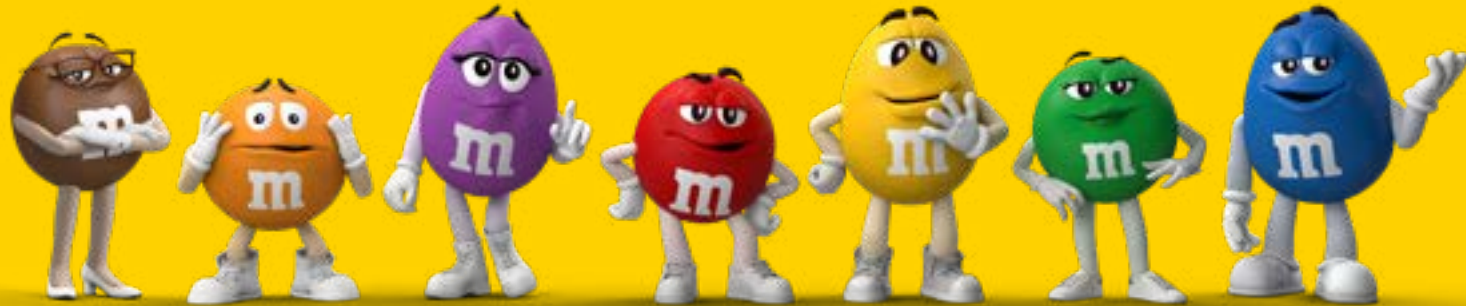
- what**

Our lead brand short-hand is a visually bold, graphic representation of our product.
- why**

As an icon, it’s iconic. A singular symbol embodying all the brand stands for—product, purpose and fun.
- where & how**

This is a responsive little icon. You can use it in restricted spaces (as an avatar), or in busy environments like M&M’S® stores. It can be used in illustrations that demonstrate diversity and inclusion, or on merch as a vehicle for self-expression.

4.



characters

- what**

Our world-famous cast of spokescandies.
- why**

Six distinctive personalities that we can all see ourselves in—because there’s a bit of you in ‘m and a bit of ‘m in everyone.
- where & how**

Characters can be used to dial up personality and storytelling. But use them purposefully—don’t oversaturate. And be aware that their use is regulated in certain markets. That’s why we’ve elevated the distinctiveness of the rest of our brand assets: to create a flexible design system that works across different markets and ecosystems.

secondary assets

M&M’S® has got a whole bag of tricks.

This set of tools is bursting with fun and color. They’re perfect for adding depth, texture and flexibility to the stories and designs we create around the brand.

They should always be used alongside DMS, never in place of it—unless it’s in owned channels.



connected M icon

- what**
The graphic brand device that sums up our brand purpose perfectly.

why
It’s a distinctive symbol that represents our inclusivity.
- where & how**
Use it for purpose campaigns or comms across the ecosystem. It should also be used as a substitute for our characters or lentils in markets with advertising restrictions.



campaign line

- what**
This is our lead campaign line.

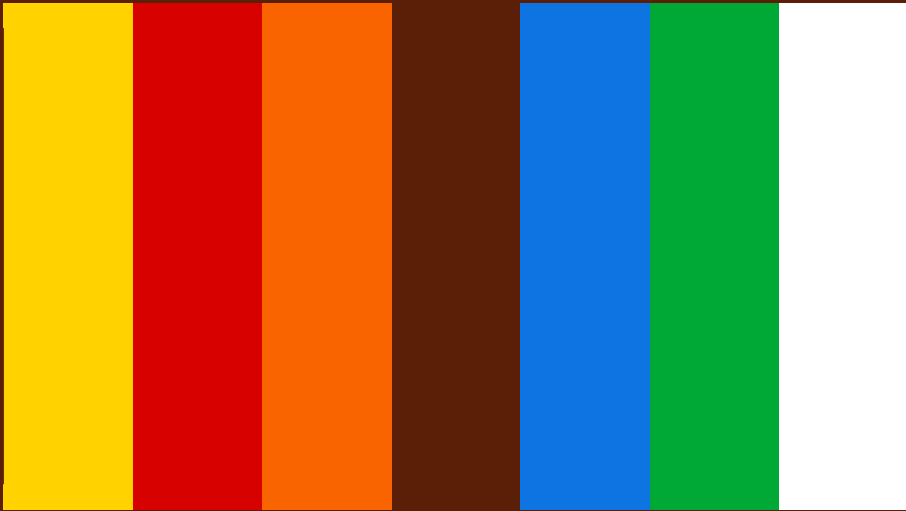
why
It’s witty, it’s meaningful, it’s ownable. The perfect articulation of our new brand positioning.
- where & how**
Use it as a campaign sign off (in digital, TVC or online). But don’t use on permanent assets such as pack, merch etc that cannot easily be replaced.



typography

- what**
All Together—our bespoke font family.

why
Our unique typefaces infuse all our communications with a taste of our winning personality.
- where & how**
Across the entire ecosystem.



color

- what**
This collection of brilliant colors is a distinctive core brand asset.

why
Our full palette – The Mix – celebrates inclusivity. Individually, or paired up, they’re a vehicle for self-expression... because everyone has a favorite color!
- where & how**
Our iconic yellow leads in public channels, whilst ‘The Mix’ is heavily leveraged in our owned channels.



illustration

- what**
Bright and bold: our new supporting asset.

why
This allows us to tell stories of self-expression, diversity and connection. Portraits put a face to the brand and dramatize the celebration of inclusion, and spot illustrations can be used to highlight special occasions.
- where & how**
We use these widely across our owned channels to drive our purpose, reference occasions and allow for personalization. There’s also scope for their use on limited edition packs and merch.



photography

- what**
A new asset celebrating people being their true selves and finding belonging – bringing our purpose to life and giving the brand a human face.

why
Photographs are incredibly powerful, and they play a huge role in shaping how we see the world and the people around us; we can use them to show community, diversity and celebration.
- where & how**
Mainly used in our owned channels where brand stand-out is less important, in order to bring depth and humanity to the brand, creating connections and showing the product-in-action. Photography and illustration should always be used with the brandmark in the same field of vision (eg. MMS website masthead)

more secondary assets

Refer to the guidelines for how to use each of these assets.



ampersand



sharing bowl



continuum



Micon repeat



abundance shot



radiating Micon

prioritizing assets to **convert or engage**

job to be done



touchpoints

core pack
public channel
conversion



core display
public channel
conversion



d-comm
public channel
conversion



mms.com
owned channel
mix of engagement & conversion



M&M'S® stores
facade: public; interior: owned channel
mix of engagement & conversion



social
owned channel
mix of engagement & conversion



assets

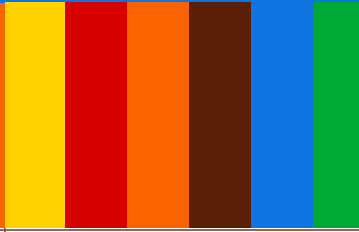
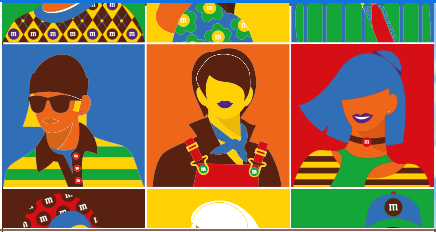
dms

DMS is a powerful tool for establishing brand recognition and authenticity. This is why out in the world—especially on packs and in-store—we need to lead with our most recognizable assets.

secondary assets

These are perfect for increasing brand engagement and expanding the world of M&M'S® in environments where we're not immediately focused on selling. Use them to share diverse stories, reinforce our brand purpose—and always mix in plenty of fun!

design system at a glance

		assets										
												
		brandmark	lentils	M icon	characters	connected M icon	campaign line	type	color	illustration	photography	
touchpoints		core pack	Lead with the brandmark for authenticity and recognition	Always shown—for taste appeal & color mix	Do not use	Hero where allowed, for brand recognition and personality	Do not use	Do not use	To infuse personality into all our communications Lead with serif for flavor names	Lead with flavour color Support with The Mix (product visuals)	Do not use	Do not use
		core display	Use as sign-off for authenticity	Use bowl visual on FC	See connected M icon When the panel is too small for the connected M Icon, red M Icon is allowed	Lead with character for brand recognition and personality	Use POS-specific colorway as core design system for equity displays. This champions our purpose and infuses our color mix into the brand.	Do not use	To infuse personality into all our communications Lead with serif for CTAs	Lead with yellow beacon Support with The Mix to hero diversity & brand recognition (through MMMMMM Icon)	Do not use	Do not use
		d-comm	Use for authenticity and recognition	For taste appeal and selling product Also featured in suggesting usage occasions	Do not use	Scarcely used Above the Fold, when allowed by retailers Can be featured Below the Fold	Can leverage as core design system, as retail-specific connected asset much like POS	Can be used in content Below the Fold	For creatively restricted 3rd Party platforms, use our custom type for assets supplied as images Use Helvetica for HTML and hard-coding	Use yellow beacon as “storefront” Lead with flavor color for merchandising Support withThe Mix (while making sure not to confuse flavor cues)	Do not use	Lifestyle and still life images used to suggest usage occasions
		mms.com	Use in navigation and footer for authenticity	For taste appeal and selling product, becomes contextual in the configurator	Use within illustration	Use sparingly, but in key moments such as mission-based components and in the character vignettes that guide the user through some of the key ux flows	Use as a secondary asset to hero diversity	Use where relevant to champion our purpose	To infuse personality into all our communications Lead with serif for large headlines Use sans serif for body copy	Embrace the mix across to hero diversity and brand recognition Use yellow as a key call to action color (e.g. buttons) Follow web accessibility contrast rules	Use illustrations to bring our purpose and diversity to life across the website. They can also allow us to connect to a theme or occasion without relying on photography.	To humanize the brand, create connection and show the product in action To elevate people in the moment or product detail in situ
		M&M'S® stores	Use for recognition	For taste appeal and selling product Pair photographic lentils with type on signage In experiential motion content	Use for interior graphics, signage and experiential motion content	Use characters as 3D objects and only in graphics sparingly, where they add significant value for interior Can use 2D for visual merchandise Can use characters in digital content	Use as a secondary asset to hero diversity	Only for digital screens and non-permanent signage	To infuse personality into all our communications Lead with serif for signage and graphics	Use yellow as a key call to action color (e.g., fixtures) Wider 22 color palette in our chocolate wall feature	Use to bring our purpose and diversity to life across the user experience. They can also allow us to connect to a theme or occasion without relying on photography.	As content on digital screens and as print in- store display set ups, particularly to showcase wearability and lifestyle aspiration
		social	Rarely used on its own	For taste appeal and in motion content	As a favicon/avatar for digitally-responsive logos	Use to drive brand personality and added recognition	Use as a secondary asset to champion our purpose and bring color mix into social	Use where relevant to champion our purpose and sign-off content	To infuse personality into all our communications	Use all colors and vary across the feed	Use across social to bring our purpose and diversity to life. They also allow us to connect to a theme or occasion without relying on photography.	To humanize the brand, create connection and show product in action To elevate people in the moment or product detail in situ
©2022 — 51												

how to pick the perfect asset

Sometimes, it’s tricky to pick which asset to use. No sweat, we’ve made this guide to help you make your mind up.



brandmark

It’s a classic.

This is our lead signifier—and we’re proud of what it represents. We use it to reinforce the recognition of our brand and products, across packaging, DCom... everywhere really.



M icon

This M can flex.

This little M is ideal for more restrictive spaces, such as digital avatars. Its bold simplicity cuts through even at small scales, or in busy environments.



connected M icon

All together now.

This colorful mark is a secondary asset, so doesn’t replace the brandmark or M icon. It does however perfectly encapsulate our purpose, so it’s used to drive this message at POS and in owned channels. It should also be used as a substitute for our characters or lentils in markets with advertising restrictions.

how to pick the perfect asset

Sometimes, it's tricky to pick which asset to use. No sweat, we've made this guide to help you make your mind up.

dms (primary assets)



vs.



Lentil

Almost as good as the real thing.

Lentils hero taste appeal and pop from the page in glorious 3D. That's why we use them when we want to share and sell product. We also pair them with typography to create contrast.

Micon

The incredible 2D M.

The M Icon is ideal for small, restrictive spaces and when printing options are limited. We use it with illustrations as a brand signifier, because of its complementary flat styling. We don't however, use it with typography as, combined together, it leaves things feeling a little too flat.

secondary assets



vs.



portrait illustration

Making inclusion into an art form

Our portrait illustrations are conceptual, expressive and highly branded —an editorial, dramatized way to bring our purpose to life and support our messaging. Designed for longevity, they date less quickly than photography. Use in M&M'S® stores and places where we don't anticipate updating assets often. When we animate our portraits, they become an engaging digital asset for use in comms and online. Lastly, because they are fun and 2D graphics, they lend themselves for use on merch and limited edition packs.

photography

Snap!

Where our illustrations dramatize community, diversity and connection, photography makes it real. They allow people from all over the world to see themselves reflected in our brand. Use it to bring humanity, promote merch and show our product in action.

our
assets



this bit's
important!

**All of the elements
within the primary
assets section are
fixed assets.**

That means all you have to do is
download the right file and place it!
It's that easy.

brand iconography

the little letter that
brings us
together

This is how icons behave.

We're universally recognizable (well, on planet Earth at least). It's all thanks to our distinctive brand iconography: the brandmarks, icons, and patterns that are undeniably M&M'S®, from Buenos Aires to Beijing.



11

brandmark



say hello to our
brandmark

**It’s bold, fun, and distinctive
—just like us.**

The two Ms represent our two founders — Mars and Murrie. There’s been a few versions since 1941, but every single one has brought people together. It’s a brandmark grounded in history that everyone recognizes and trusts.

We have two versions of our brandmark, TM and R. The version with the R-symbol is used for any chocolate or candy-related marketing. The version with the TM symbol is for branding on licensed products and on non-food merchandise like clothing or keychains.

Make sure you’re using the correct version of the logo for your market and application. Please use our brandmark consistently across every touchpoint. That way, people won’t have to look twice to know it’s us.



asset guidance

Give our brandmark the space it needs to stand out.

Clear space
To make sure our brandmark remains iconic and legible, please leave clear space around it. Clear space refers to the area that separates our brandmark from other elements, such as text and the outside edges or borders of printed materials.

The minimum amount allowed is equal to the height of the ‘S’ from our brandmark. (Don’t worry; we’ve already included clear space in the supplied assets.)

Minimum size
Our brandmark is loud and proud. Resist the temptation to display it any smaller than 80px. We’ve tucked an example into the bottom corner for you.





brandmark
with campaign line

Purpose is part of us.

Our key campaign line celebrates the inclusive fun at the heart of our brand. When we’re signing off a campaign, or in need of an end frame, we can lock it up with our brandmark for a powerful effect. But this should be reserved for big, bold applications. If you’re tight for space, just go with the brandmark. And remember—as it’s a campaign line it should not be used on any physical assets.



asset
guidance

Same rules apply.

Clear space
To make sure our lockup remains iconic and legible, please leave clear space around it.

The minimum amount allowed is equal to the height of the ‘S’ from our brandmark. (Don’t worry; we’ve already included clear space in the supplied assets.)



don'ts

No really, just don't go there.

Now you've heard what to do, it's time for some brandmark no-nos.

Do not rotate the brandmark



Don't remove the keyline



White version ONLY ALLOWED in extreme circumstances



Don't use drop shadows



Don't lock up with the Micon



Don't lock up with the connected Micon



Don't alter the colors



1.2

campaign line

it's about time for our
**campaign
line**

**Say it loud. Say it proud.
Say it with purpose.**

Our campaign line is our new expression of purpose in the world. It's a flexible asset that can stand alone or be locked to our brand's iconic assets. But be aware—we only use it in channels that aren't physical or permanent, such as TV, social or digital.

It can appear across one line or two (as shown here). We've provided these as vector files, so there's no need to create new versions.

Remember: less is more. The campaign line should only appear once per application.

for all
funkind

asset
guidance

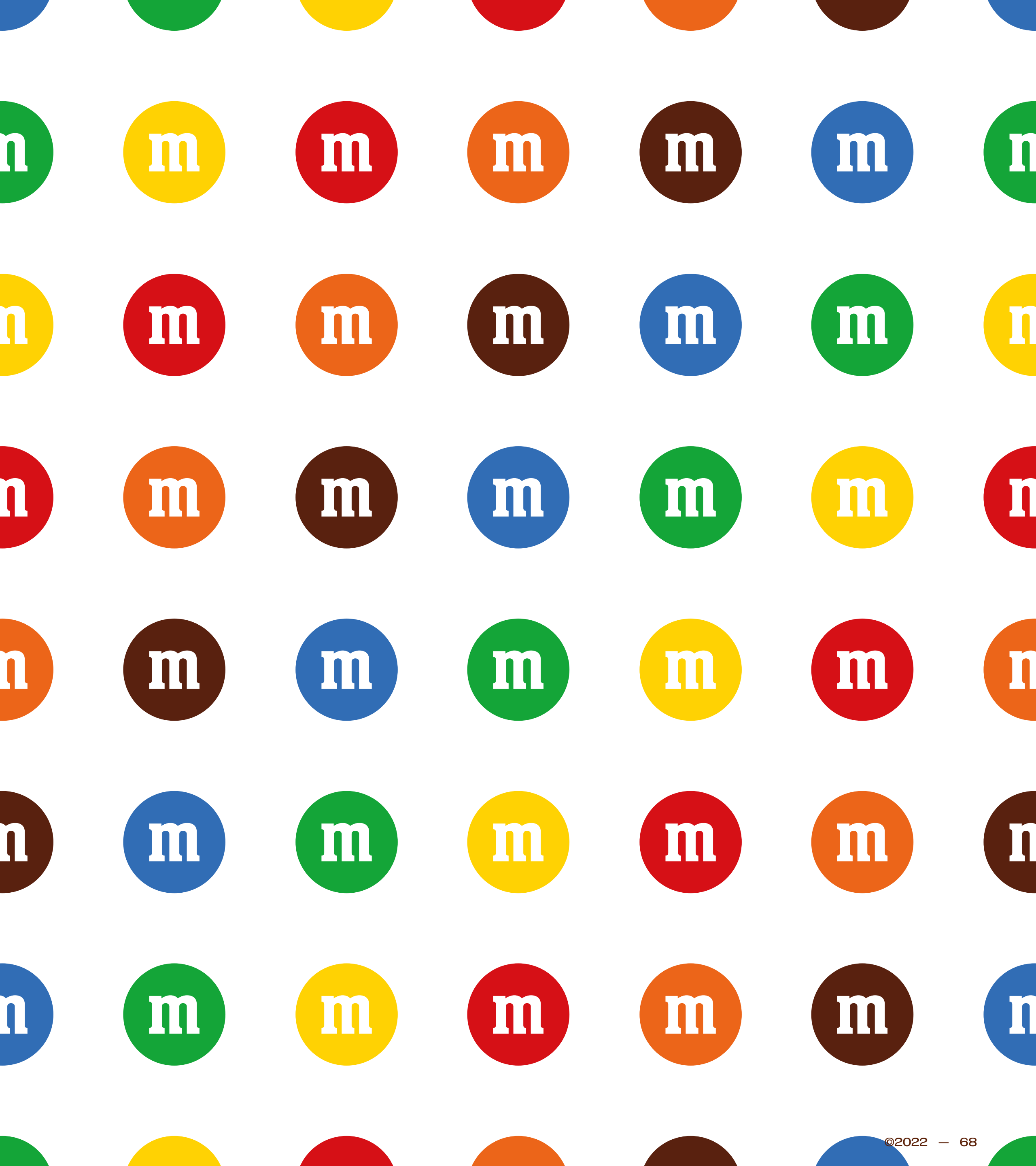
Crowd control required.

We have two versions of the campaign line: a single line and a stacked option. Neither likes to be crowded in, so give them plenty of clear space. This should be equal to the height of the letter ‘n’. However, all the assets supplied have clear space included.



1.3

Icon & pattern





α-z of the Micon



They say never meet your icons. But when they look this good...

Our Micon is a flat, graphic representation of our iconic product. When people see it, they instantly think ‘M&M’S®’ (even if they’re standing really far away).

It plays a number of important roles across our brand ecosystem: red as a brand beacon and shorthand brandmark; multi-color as a tool for storytelling and self-expression.

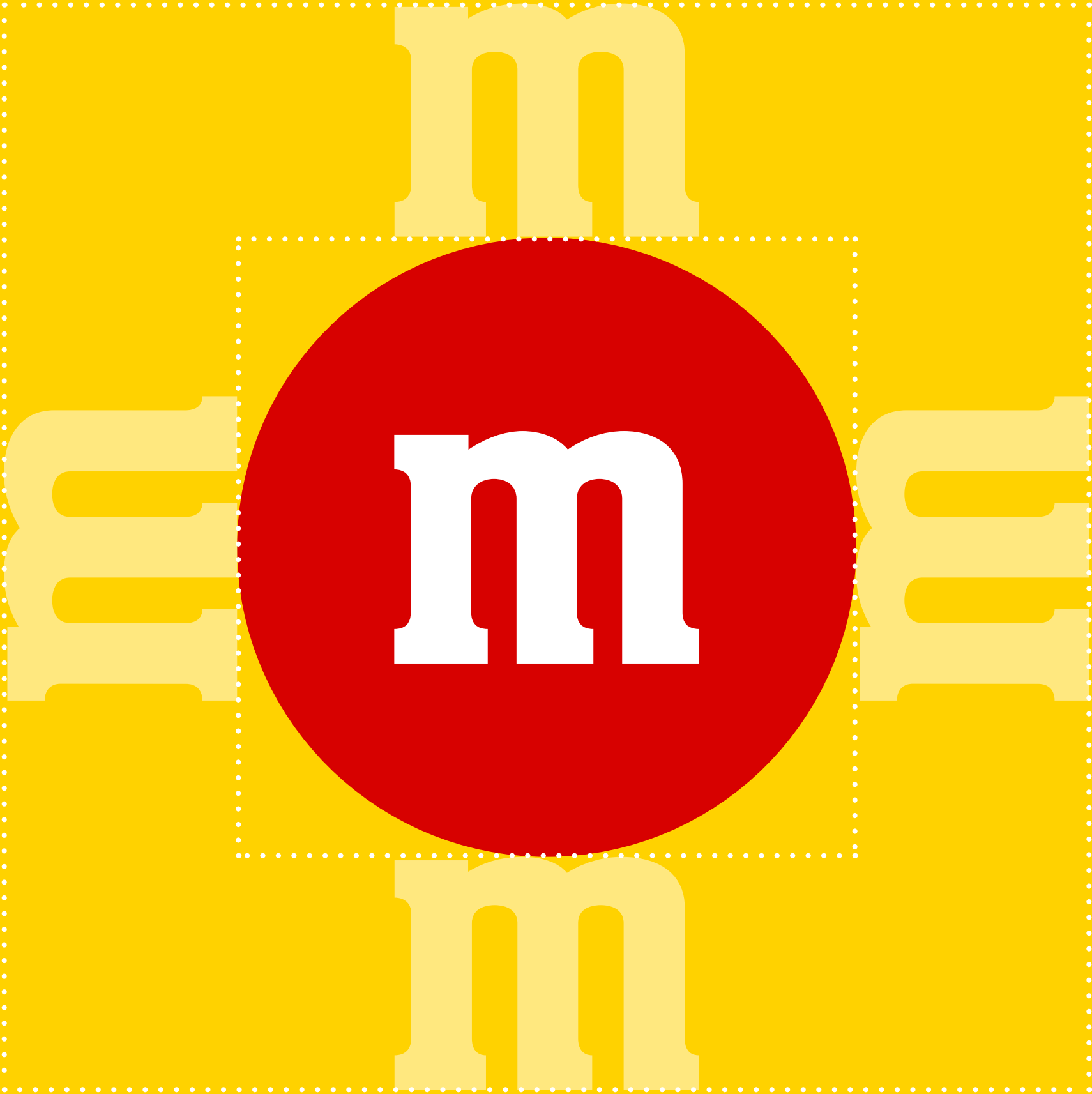
asset guidance

Just like our brandmark, our Micon needs its personal space!

Clear space
The clear space around the ‘M’ should be equal to the height of the ‘M’ itself; all of the supplied assets will have clear space included.

Rotation
The Micon can be rotated clockwise or counterclockwise, up to a maximum of 15 degrees.

Minimum space
Feel free to shrink the icon to 25px for digital application and 5mm for print (no smaller though, or no one will be able to see it).



Micon angles



25px



Micon

color options



We're all about choice.

When it comes to our preferred choice for the Micon, we looove the color red. But we're all about personal expression. So, our consumers can choose one of the brand's six colors: yellow, red, orange, brown, blue and green. Just remember, the "m" is always set to white.

Micon

motion principles



Gravity is optional.

We can bring even more life to the Micon by showing it in motion. You can play with speed, style, and even break the laws of physics to achieve fun-filled content. But remember, the movement should always feel choreographed and effortlessly fluid.

that's one iconic
brand beacon

It's busy out there. So to make sure we stand out, we use red as our M icon color.

Red
It can act as a brand beacon in crowded environments and is ideal when we appear in a restricted space (e.g., as a digital avatar).

Multi-colored
Within an illustration or graphic, the M icon should be used to help signify diversity and inclusion.

We can also use it to encourage self-expression, by offering consumers the choice of our six brand colors on merchandise.



illustrative purpose only



don'ts

Don't rotate the Micon beyond 15°



Don't add keylines.
White version ONLY ALLOWED
in extreme circumstances



Don't alter the shape or M



Don't use any color apart from
red for the brand beacon



Don't crop the Micon



Don't alter the shape or M



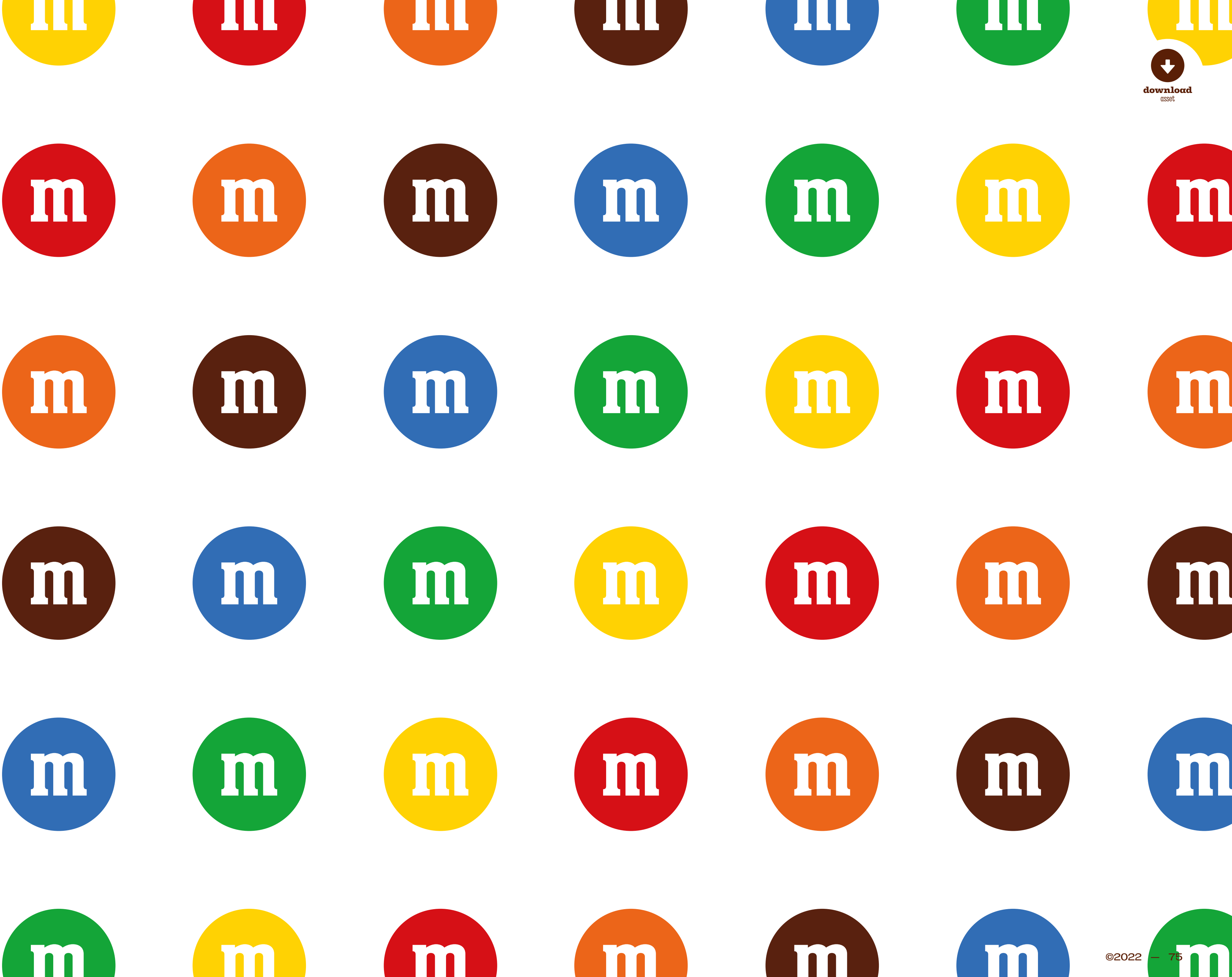
The Micon is iconic.
Let's keep it that way.

Micon repeat

Repetition is memorable.

Repetition is memorable. See what we did there? Our Micon repeat is simple, but eye-catching. The colorful, repeated Micons are one of the many ways we celebrate diversity.

The Micon repeat features every one of our primary colors in a fixed order (no swapping them around, please). It should always sit on a white background.



in use
inspiration

There’s plenty to go around.

Let’s raise a cup to our Micon repeat. We use it as a supporting asset, to create moments of fun in store or through merchandise. It should always appear within the context of our brand, in owned channels only.

illustrative purpose only

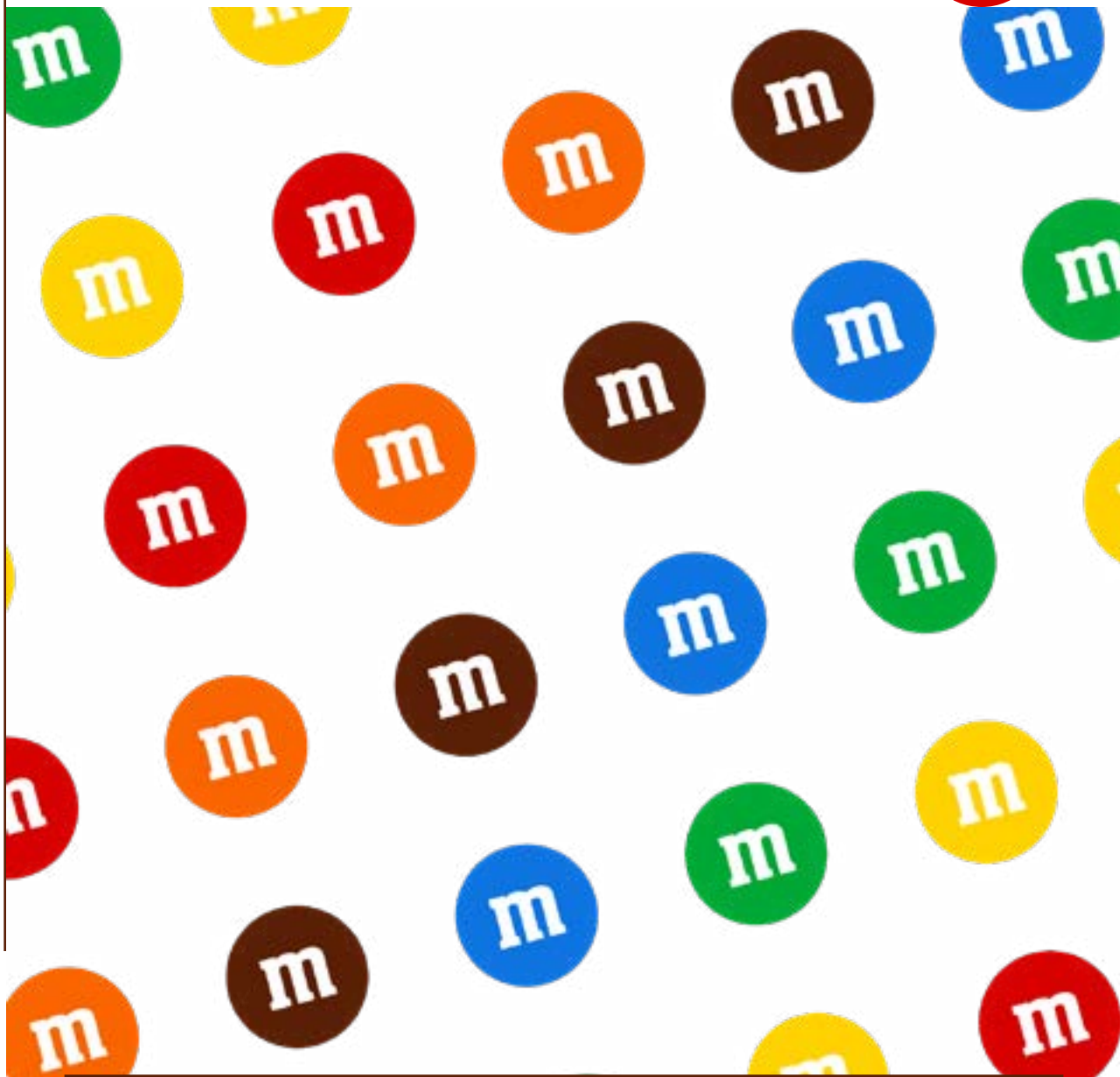


illustrative purpose only



don'ts

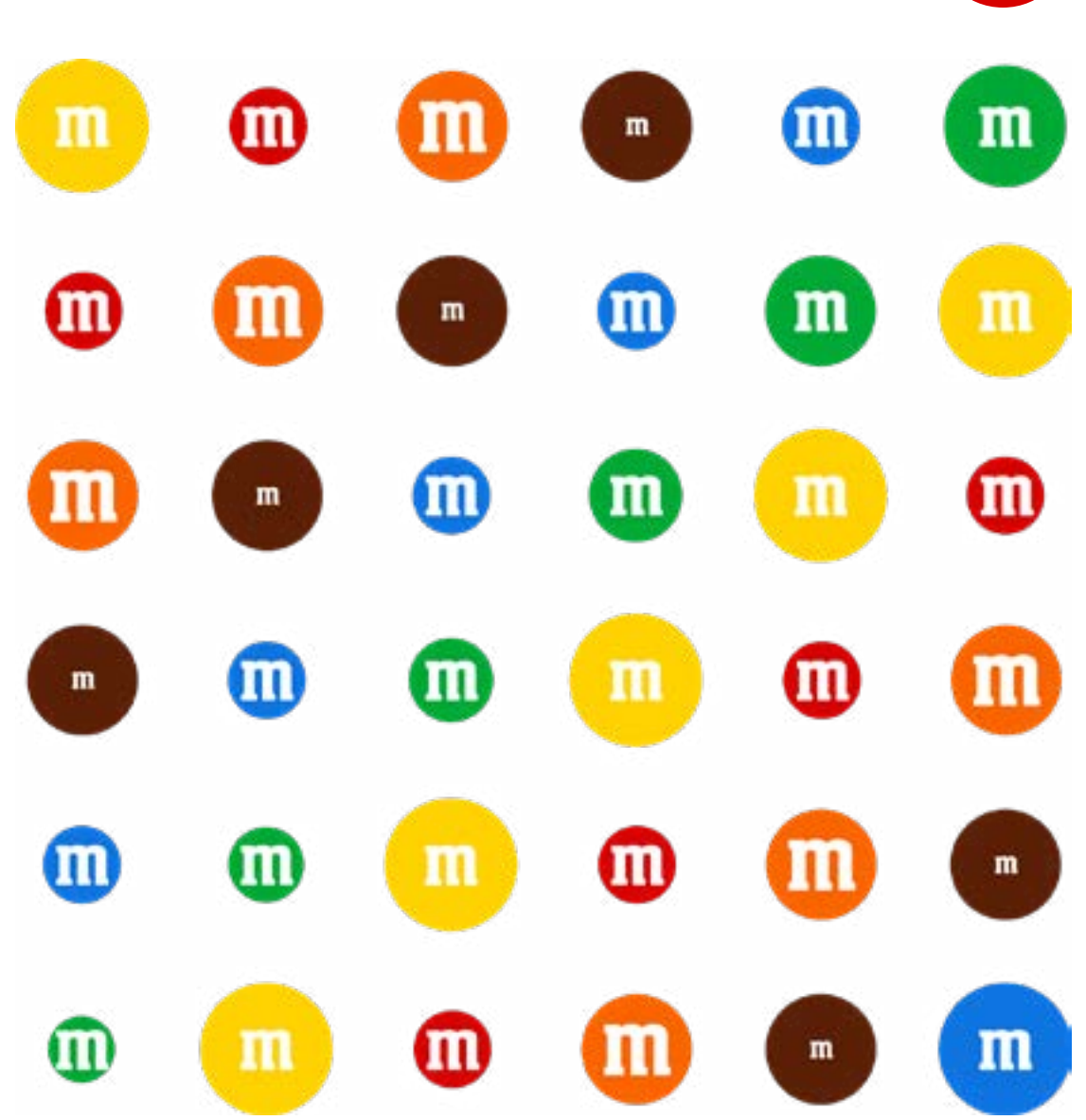
Don't rotate the pattern



Don't add keyline



Don't change the proportions



Don't alter the colors or color order



Don't use color backgrounds



Don't change the distance between icons



This is the bit where we put on our teacher voice and tell you that there are rules to using our Micon repeat. They're in place to protect the fun though.

1.4

connected Micon



say mmmmmm...
connected
M icon



When we connect, fun comes naturally.

Just like us, M&M’S® are better together (there’s a reason you can never stop at one). That’s why our purpose icon exists: the connected M icon. It’s a single, fixed asset that shows our colors and products meeting and nods to people coming together.

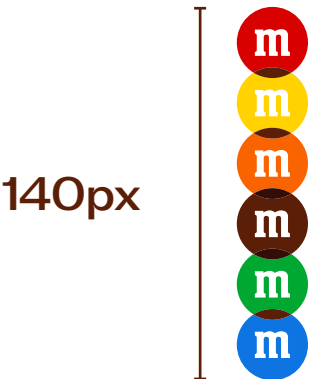
Remember to do a background check. It should be white, because the connected M icon features every one of our primary colors.

asset guidance

Connected M icon coming through.

Clear the way by maintaining a clear space around it, equal to the height of the lowercase 'm'. This applies to both the primary horizontal and supporting vertical versions.

For legibility, do not display the icon below 140px across digital touchpoints or 20mm for printed assets.



connected
M icon
& campaign
line lockup



Signed, sealed, with
purpose delivered.

We couldn't let our connected M icon miss out on the fun of our purpose line. So, we created a lockup of both. The relationship of the icon and leadline is fixed and should not be changed. It has been created for horizontal use only.

Please make sure the leadline is legible. For smaller formats, simply use the standalone connected M icon.

in use
inspiration



illustrative purpose only



illustrative purpose only

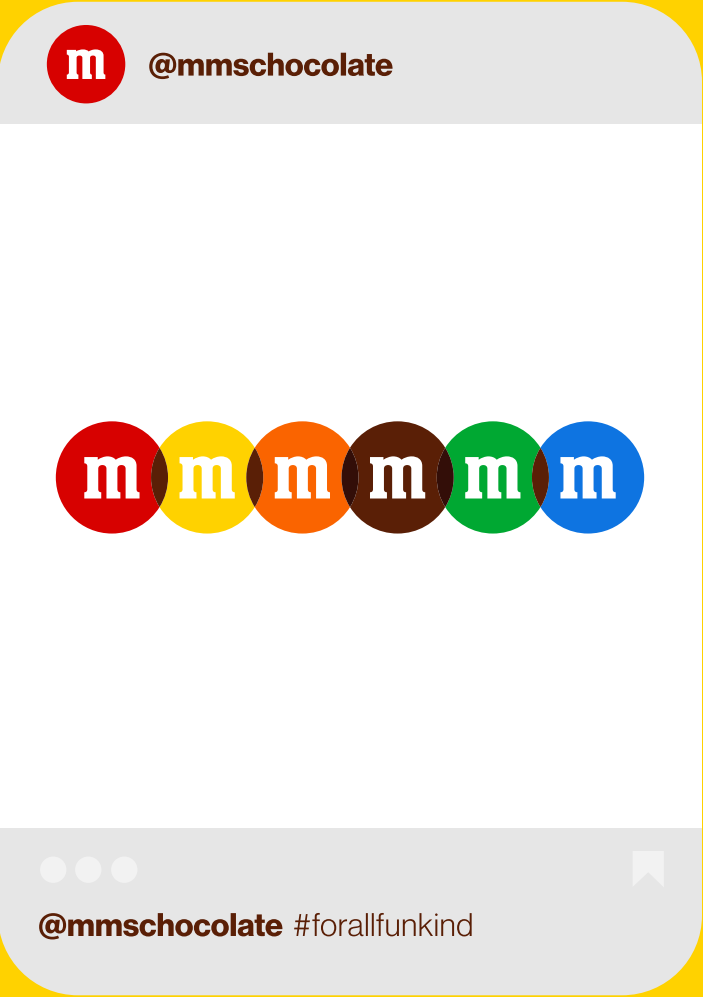
Fun is part of the furniture.

The connected Micon is a fun way to make everyone feel seen, included and confident that they can be themselves. It's the lead branding asset of our purpose communications and campaigns.

Feel free to show it off, but also don't be afraid to tuck it away to create moments of surprise on clothing, merchandise, and more.



illustrative purpose only



don'ts

Don't rotate the connected Micon



Don't add a keyline



Don't distort the connected Micon



Don't change the color order



Don't use the connected Micon on any colored background



Don't alter the shape of the connected Micon



Sometimes it's less MMMMMM and more "mmm, please don't do that." These are those times.

1.5

ampersand

just you, me, and our
ampersand

**It's how we continually
show togetherness.**

We're all about togetherness. It's been at the center of our brand and in the middle of our brandmark since the very beginning. Now, we've unlocked the potential of the ampersand (that's a fancy word for '&') by transforming it into a flexible, primary asset.

It's a bridge to togetherness, a tool for storytelling, a spark for colorful self-expression, and a catalyst for the kind of fun that brings people closer.

one for all & all for fun
one for all & all for fun
one for all & all for fun
one for all & all for fun
one for all & all for fun



asset
guidance



Let’s play
connect-the-chocs.

Our ampersand is used to connect things. Usually it’s words, but here it’s shown bringing together products and characters respectively. Don’t use it in isolation. It’ll get lonely.

For full guidance on how to use it, please see pages 159 and 203.



fixed type
lockups

**Our ampersand is the
sociable type.**

Sometimes it pays to spell out our belief in togetherness explicitly. By combining different font styles and weights we can send just the right message.

These lockups have been created for you as artworks.



ampersand
flexible type

**Messages of togetherness
work wherever you are in
the world.**

We can combine our ampersand with type to tell fuller stories. On these occasions, we use brown type on a white background. Wherever possible, replace the default ampersand of each font with our asset.

To create your own, head to the type section for scaling and spacing guidance. It's on page 133.

When creating your own asset you must obtain approval from Marketing Properties.

me & us & them & all
one & you & me & us &
kinds of everyone & you
them & all kinds of ever
you & me & us & them &

don'ts

Don't use the ampersand in isolation



Don't use a keyline



one for all
& all for fun

Don't use a typeface's default ampersand



you &
me

Don't make the & bigger than our DMS



Don't use multi-colored &s on any background color other than white or brown



e & us & them & al
& you & me & us
s of everyone & yc
m & all kinds of ev
me & us & them

Don't use the ampersand for random combinations



Our ampersand can be used with products & characters & our color palette. It can even be used with typography (for headlines, not body copy). Just don't use it in any of these ways.

1.6

continuum

togetherness as a
continuum

**Building bridges out of
chocolate** (metaphorically speaking)

In this age of continuous connection, fun has the power to help us see past our differences and acknowledge our shared humanity. After all, we all have fun in common.

As you’ve heard, our ampersand is a bridge to togetherness. One way we show this is by isolating the elements of our brandmark and reconnecting them in a continuous chain (aka the continuum).

We have created two colorways for our continuum. Because both feature colorful ampersands, they always sit on a white or brown background.

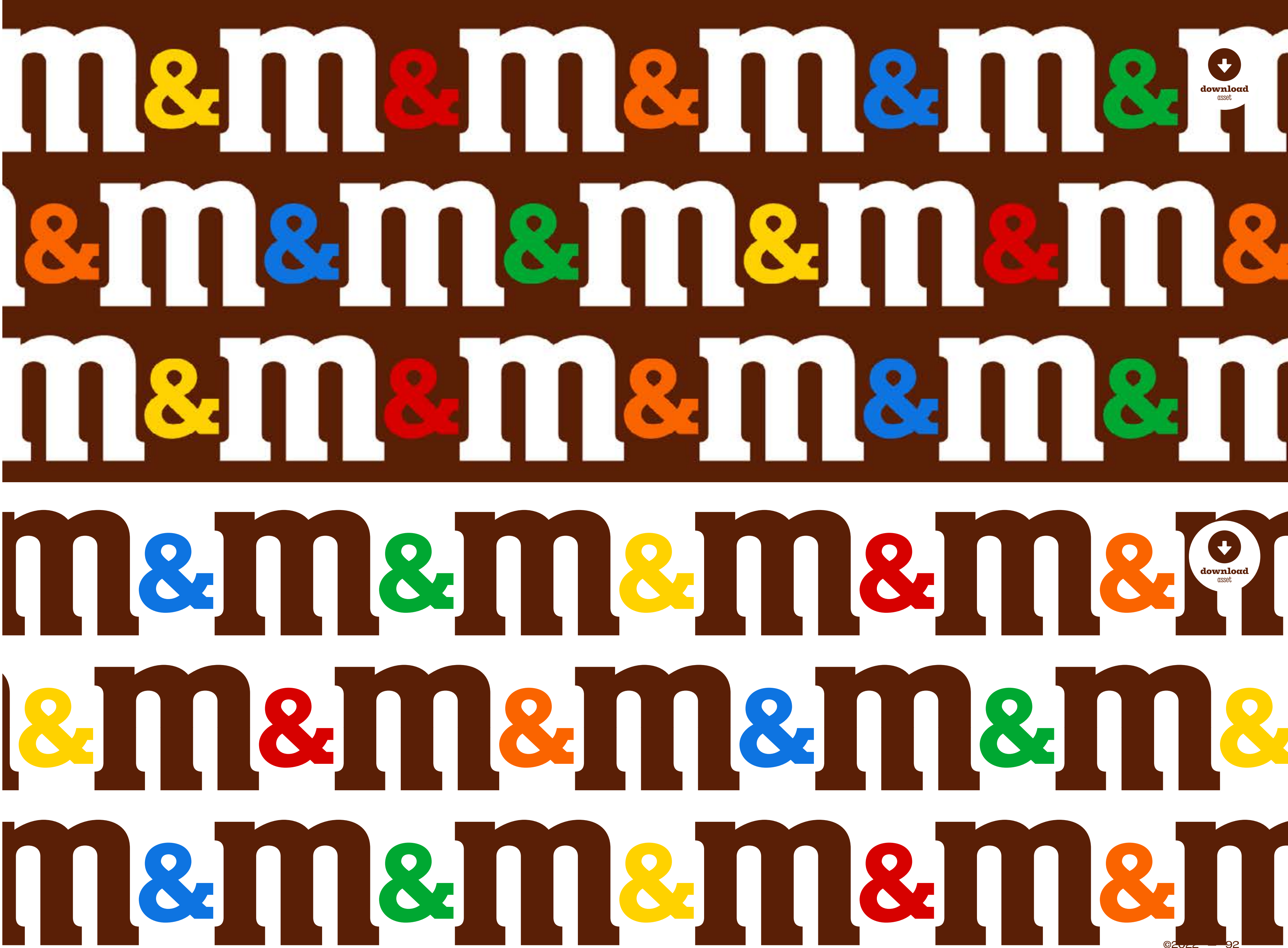


continuum
pattern

Repetition doesn't have to be boring.

If you say the same thing over and over again in conversation, you'll get funny looks. But it's different in design. Repeating things is not only fun, but also makes for memorable patterns.

Our ampersand appears as both a single stripe and as a tiled pattern across our owned media channels, as well as on merchandise. You can repeat the continuum ad infinitum to create backgrounds and brand elements that go on, and on (and on).





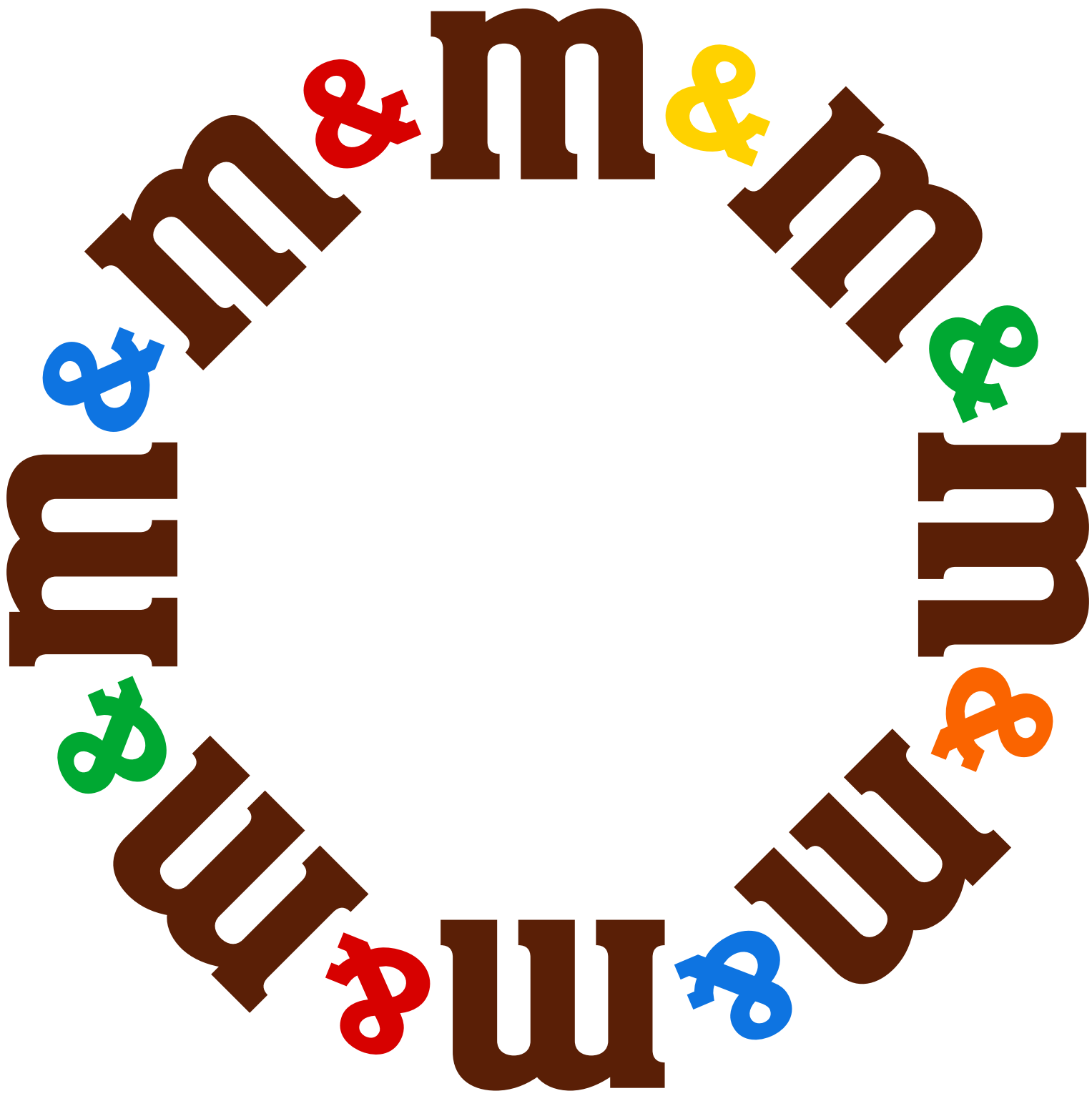
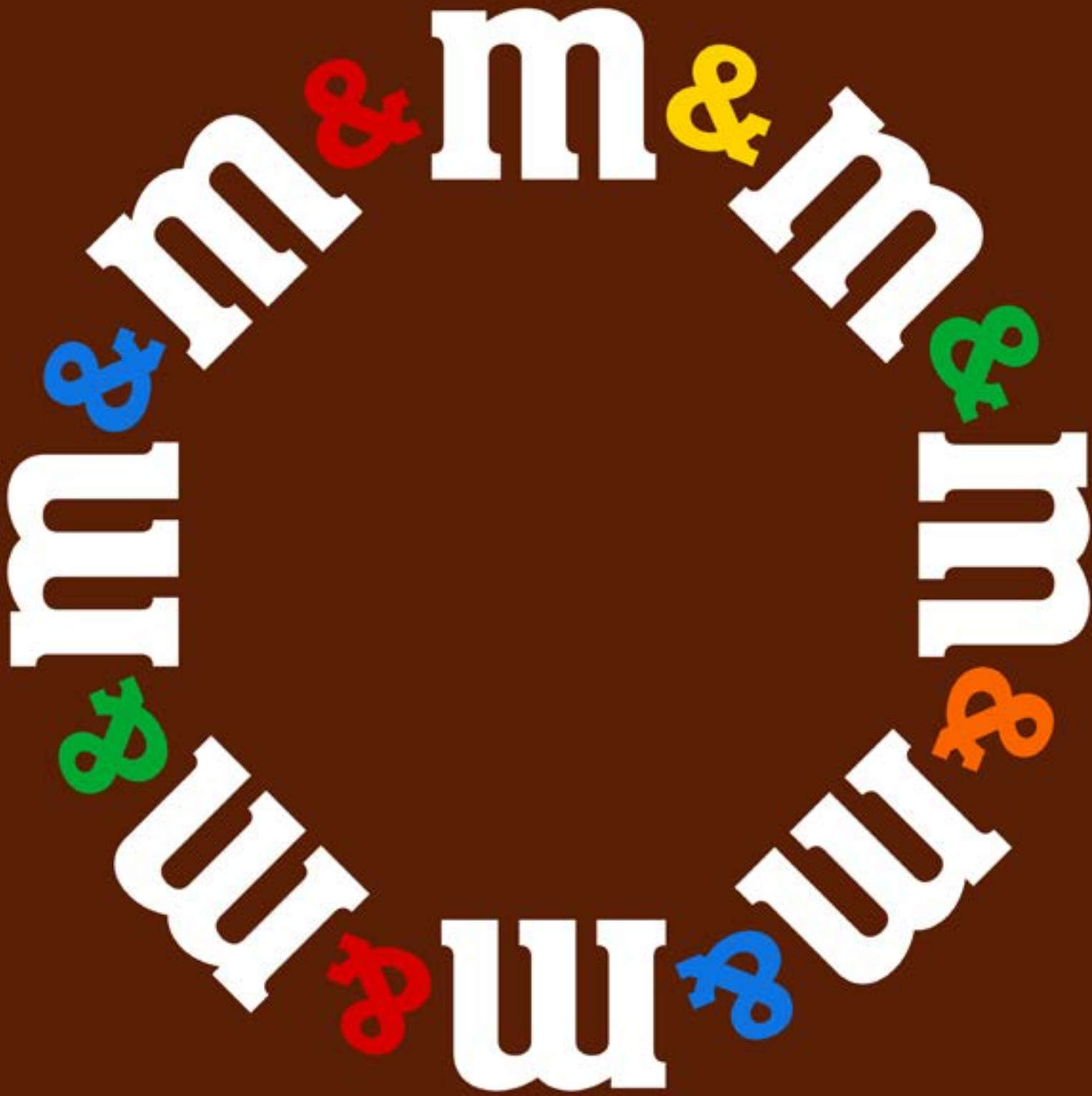
continuum

circle

Circles that make the world go round.

Circles might just be our favorite shape (shocker, we know). They help us convey community, friendship, love, and connection.

We can transform our continuum into a circle to share a message of connection with the world. It can appear as a static asset, but it really shines when in motion.



in use
inspiration

The continuum, continued.

We use our continuum to tell a story of connection that never ends. From hats to homepages, it succeeds in engaging consumers and telling playful stories, all rooted in our brandmark.

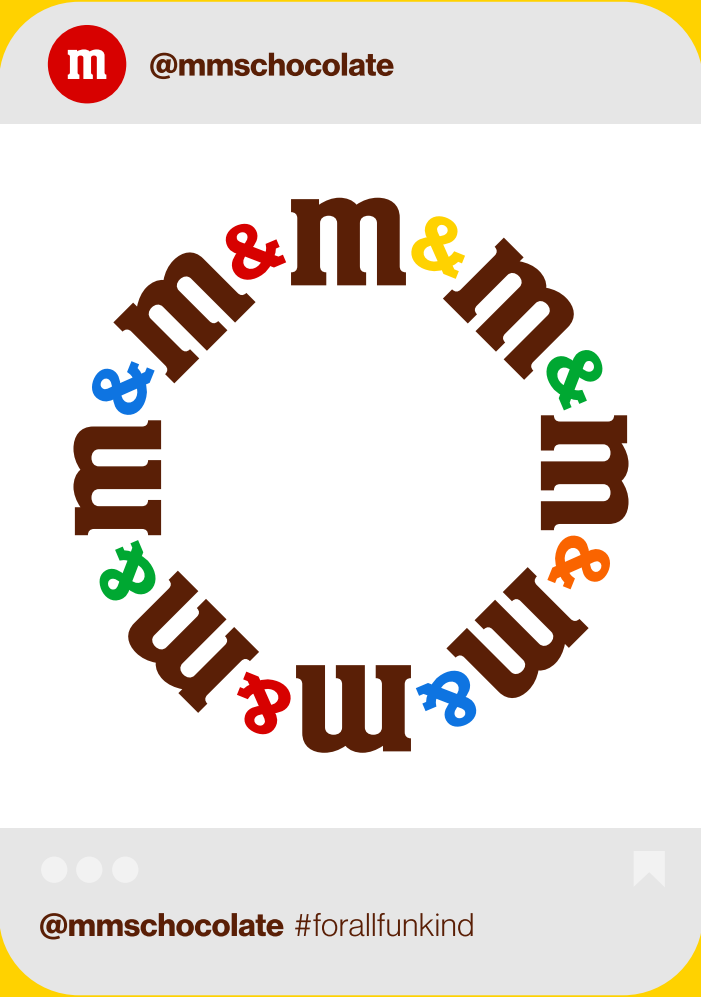
Remember: the continuum never replaces our brandmark. **It should be used in owned channels only as a supporting asset within the larger context of our brand world.**



illustrative purpose only



illustrative purpose only



don'ts

Don't change the proportions of Ms and &s

m&m&m&n&m&m&m&m&m&m&

Don't use keylines

Don't colorize the m's (or alter our color order)

Don't use the continuum on any background color other than white or brown

n&m&m&m

Don't distort or change the continuum

m
&
m
&
m

m&m&m&

Don't lockup the continuum with the trademark

m&m&m&m&m's

We want to keep the good times going, so it's important that we don't stop the fun by doing any of the following.

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2.0

color

it's in the bag

**Read the golden rule
for our color mix.**

Color is in our DNA. And now those colors inside our packs are spilling out into the world. It's as if we're painting with M&M'S®. And when we get it right it makes the whole world feel brighter.



illustrative purpose only

2.1

primary palette

success is in
the mix

We color in and color out.

Pop open a pack of M&M’S® and you’re met with capital C color. We want to share that joyful experience with the world and inspire vibrant self-expression. That’s where our primary palette comes in.

We just call it the mix. It’s made up of yellow, red, orange, brown, blue, green, and white. The seven colors appear behind our logo and across our products, website, and communications.

You’ll notice that yellow always goes first, acting as a visual anchor for consumers looking for M&M’S® in store.

Note: These colors are for our graphic brand ecosystem. They’re not the color standard to match for product or characters.



the mix

color modes

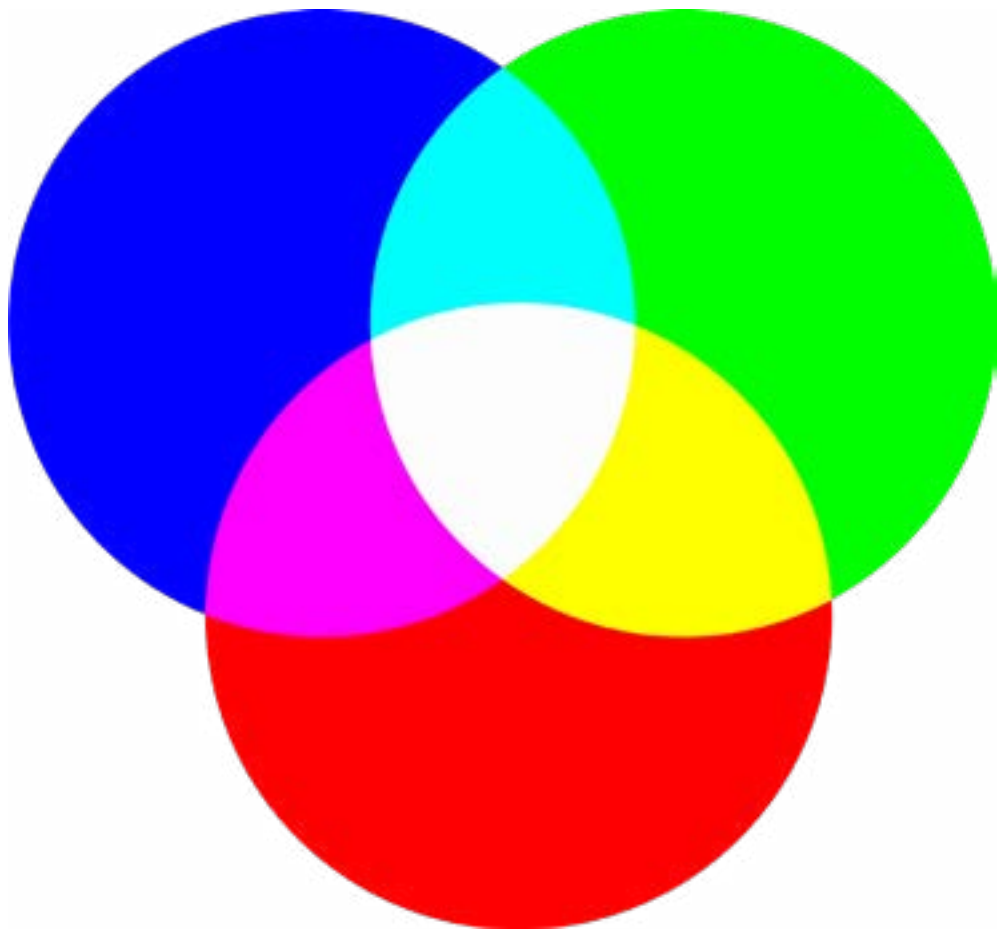
Spot the difference. This one’s important.

We’re a colorful bunch, but how do we choose which color mode to use? The simple answer is RGB for anything digital or on a screen, and CMYK and PMS (spot) are for print.

RGB colors are additive and are created from light. Monitors, LCD displays, and other digital media all display color in the RGB color model.

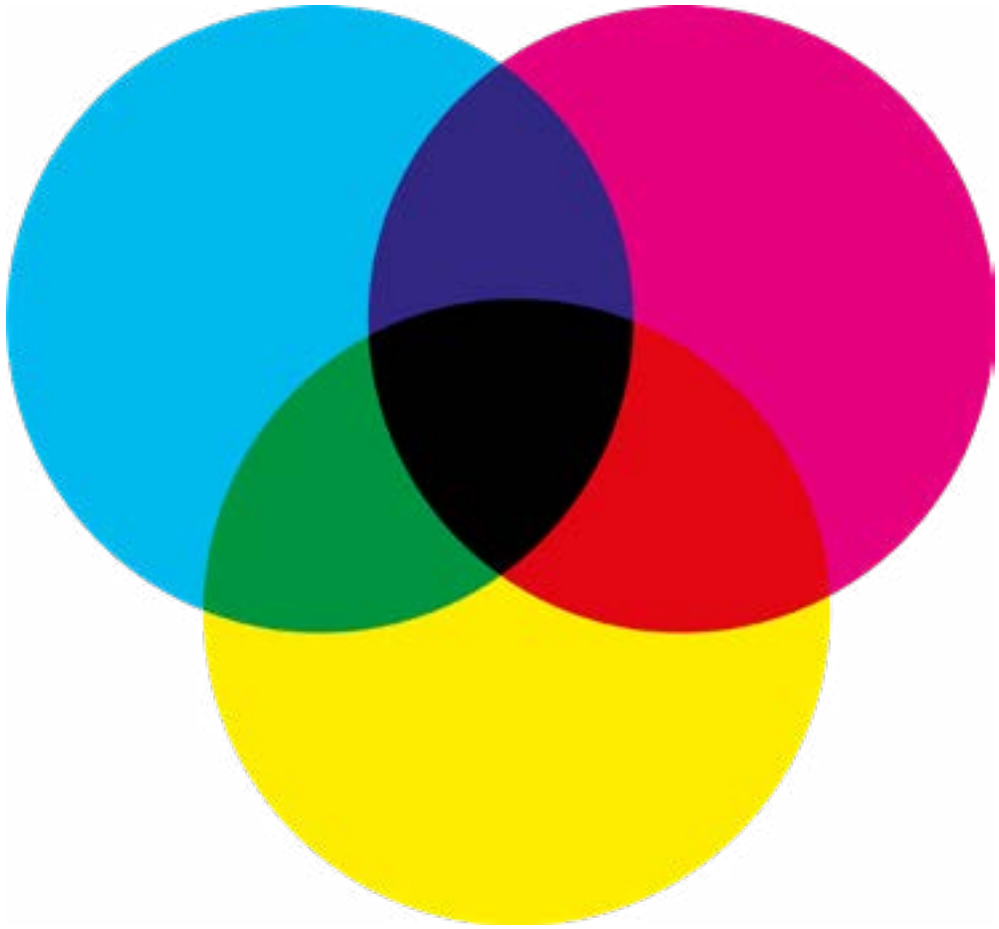
CMYK colors are a subtractive color model, used for print output. The absence of color produces white.

Spot colors or PMS (Pantone Matching System) refer to a color or ink that has been specifically mixed and calibrated to a color matching system, such as Pantone.



RGB

For anything digital



CMYK

For all things print



spot color

Used in offset printing and screen-printing, usually in large runs

the mix

specifications

Bright ingredients, in the right order.

Note—some of our color values have been adjusted (don’t panic!) The specs shown here have been chosen to create the highest consistency in color across the different color modes.

You know how we said that yellow always comes first? Well, there’s a right way to order our mix. It goes like this: yellow, red, orange, brown, blue, green.

For all applications, follow the specifications on this page. FYI, we never use tints; big, bold colors only please!

yellow

C0 M20 Y100 K0
PMS 116
R255 G210 B0
#FFD200

red

C0 M95 Y100 K0
PMS 2347
R215 G1 B0
#D70100

orange

C0 M70 Y100 K0
PMS 1505
R250 G100 B0
#FA6400

brown

C10 M75 Y81 K83
PMS 4625
R90 G31 B6
#5A1F06

blue

C100 M55 Y0 K0
PMS 2175
R14 G116 B225
#0E74E1

green

C95 M0 Y100 K0
PMS 355
R0 G168 B50
#00A832

the mix

the stripes

Celebrating inclusivity, vibrancy, and joy.

We create fun that includes everyone. For example, comedy that includes LGBTQ and BIPOC voices. Our stripes are a reminder that we can all do more to embrace and celebrate our differences.

They show our mix at its best. A bright, joyful nod to diversity that lets everyone know they are welcome here.



in use inspirations

Show your stripes.

What a way to express yourself! The stripes can be used as a supporting asset in both public and owned channels, highlighting our upbeat, inclusive spirit. They are fixed as they appear here and cannot be modified.

Please remember: our first choice of purpose icon is the connected M icon. You can find out all about it on page 80.



illustrative purpose only



illustrative purpose only

emanating
Micon

There’s always one exception to the rule.

We’d like to introduce you to our emanating Micon. This is the one exception to our color order. As the red M icon is our brand beacon, red and yellow are inverted. It’s as simple as that.



the mix
in type

Or more than one...
When creating lists in multi-colored type on a brown or white background, please follow the color orders shown here.

multi
color
type
multi
color
type

multi
color
type
multi
color
type

the mix
**connected
M icon**



**In fact, in this case
there’s three.**

We spent ages swapping the M’s
around in our connected M icon,
trying to find the perfect color
combination. In the end we cracked
it—it’s this one.

There’s no more exceptions now—
we promise.

2.2

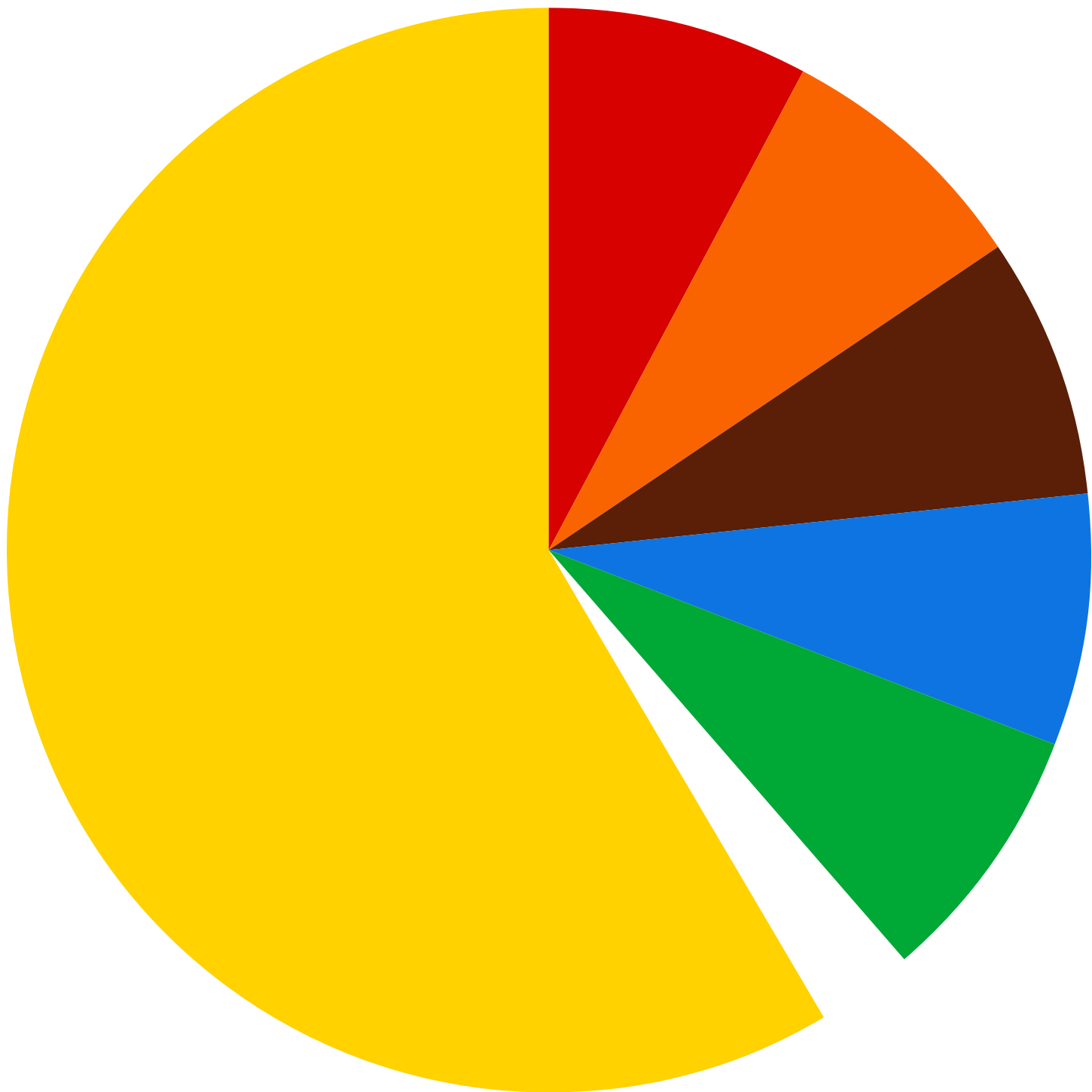
getting the right mix

mixing color across channels

You won't find grey areas here.

We've spent years leading with the color yellow, and to great success. Head to any candy aisle and you'll spot us right away. However, our future is all about the mix. It grabs attention in public channels and in the busy, visually chaotic world of modern retail (in short, wherever our competition appears alongside us).

For owned channels, every color in our mix shares the attention equally.



public channels
Lead with yellow



owned channels
Lean into the mix

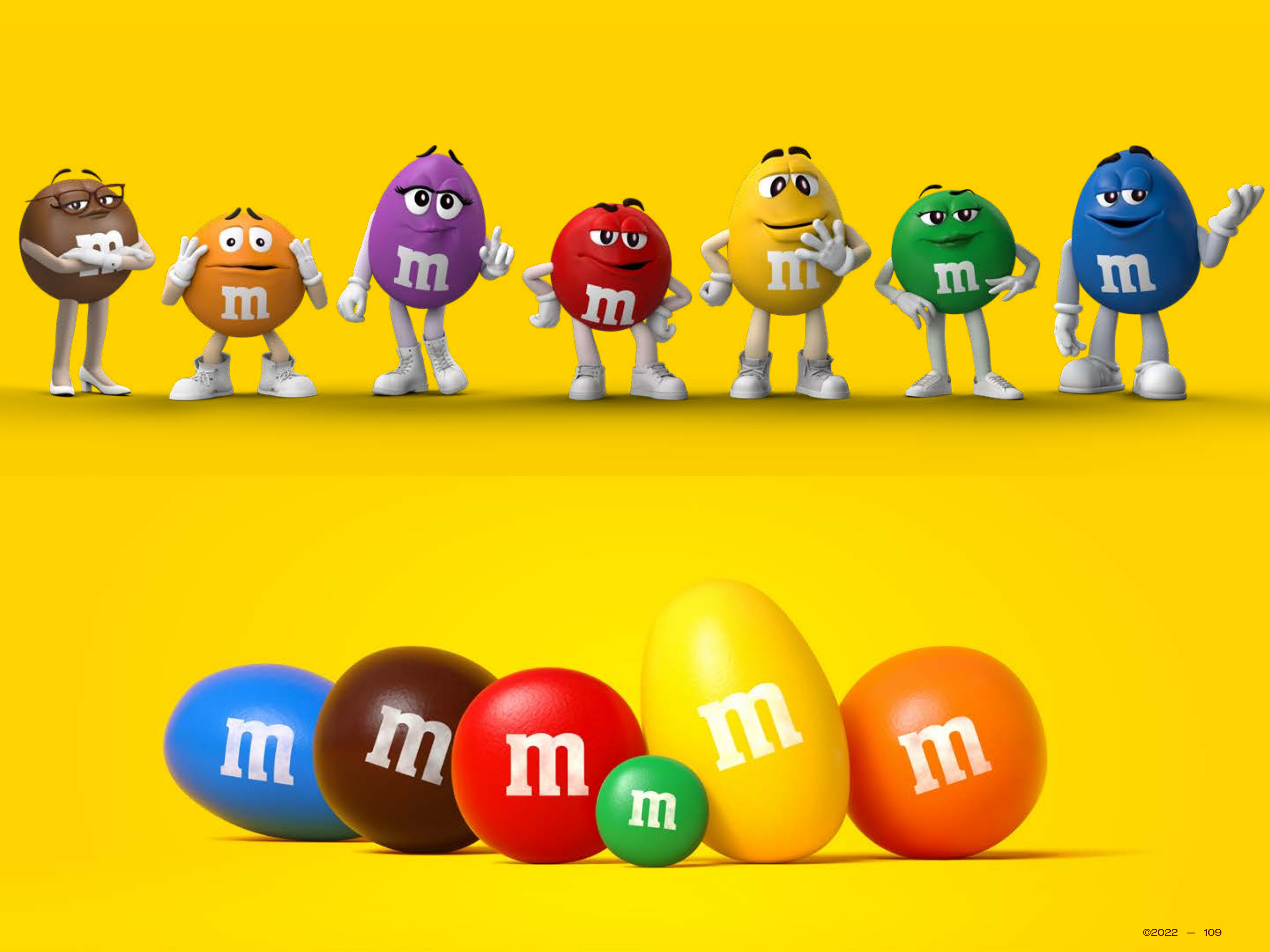
mixing color

role of yellow

We lead with yellow.
It goes with everything.

Van Gogh once said, “How lovely yellow is! It stands for the sun.” Obviously today it stands for M&M’S®, but we won’t hold that against Vincent.

Yellow provides us with a shining brand beacon in busy environments. If we want to show off our full range of lentil colors on a background that isn’t white—well, it’s got to be yellow.



the mix
hero pairings

Some colors just go together.

Anyone who’s tried to plan a party outfit knows that pairing colors is a tricky business. Don’t worry, we’ve done the hard work for you.

Introducing our hero pairings for M icons and lentils. When only two colors will do, use these.



the mix
on white

This is the mix, to the max.

Graphics that feature all six colors should be used on white. White is an important color in our palette as it can create a blank canvas for all our other colors to shine.

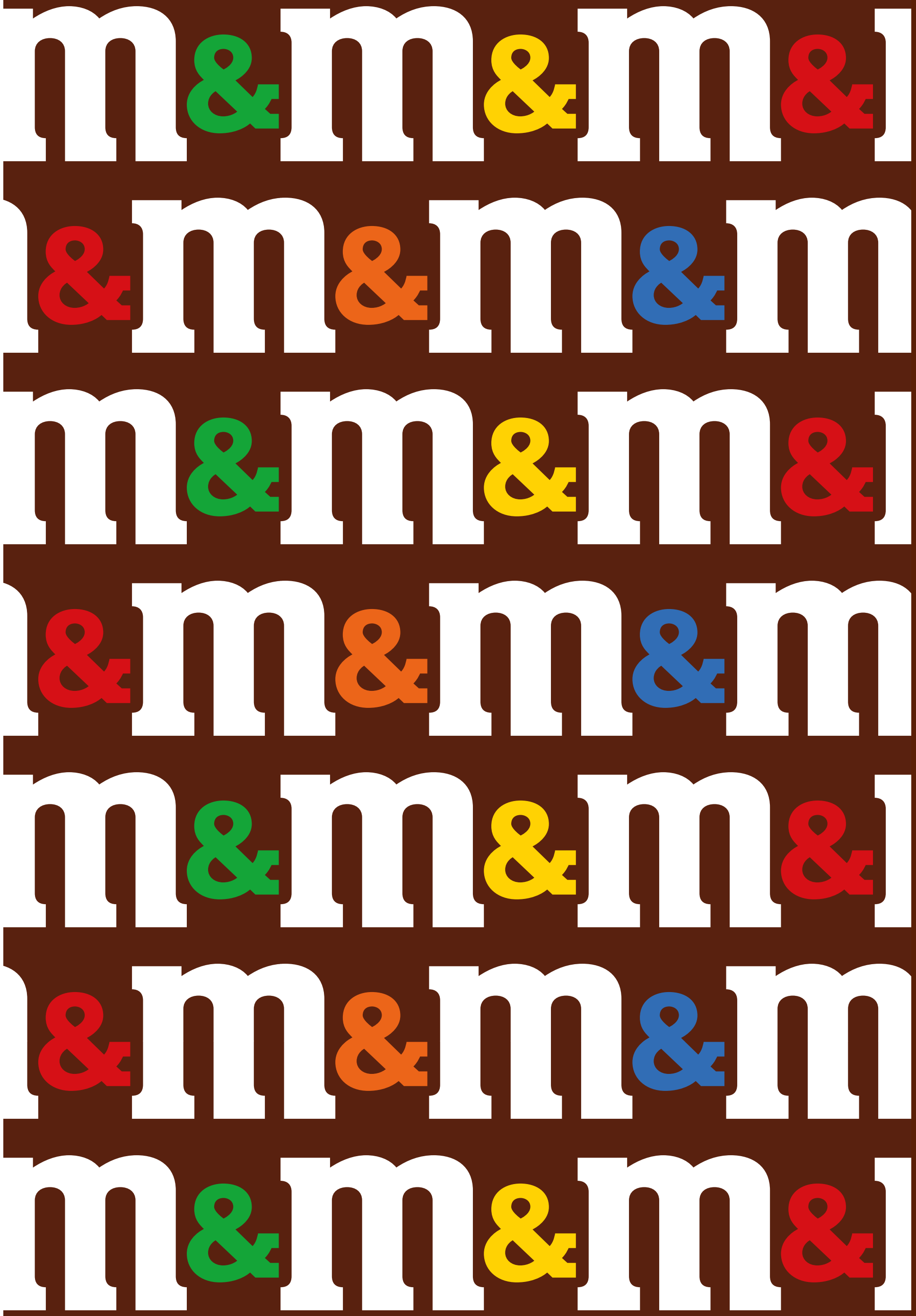
When our full cast of characters appear together, a similar rule applies. They should be shown exclusively on a white or yellow background.



the mix
on brown

**Looks good enough to eat,
right?**

We keep brown, the color of chocolate, in our back pocket. It's tempting on its own, but even more irresistible as a canvas. We can show multi-colored graphics on brown, so long as we leave brown out of the graphic itself.



multi
color
type
multi
color
type

don'ts

Don't use tints



Don't use non approved pairings



Don't change the color order



Don't flip our hero pairings



Here's what you should avoid doing.

2.3

secondary palette

secondary color specs

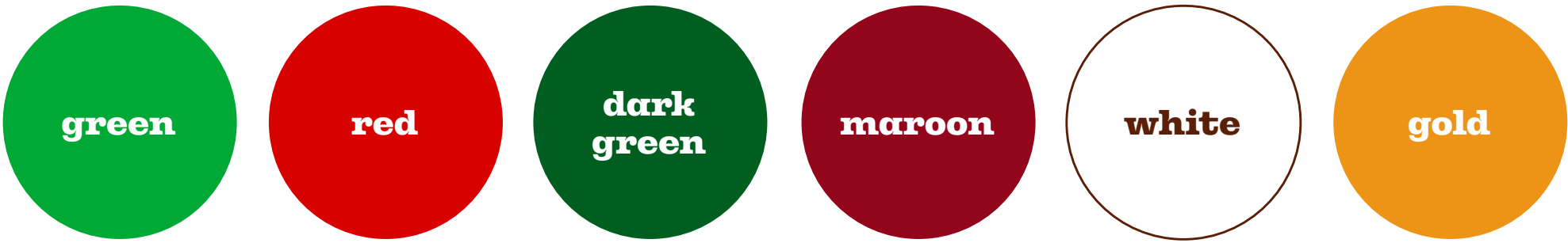
Goodbye yellow brick road.

Hello color highway. These are the specifications for our secondary color palette. When pairing two colors, aim for those that have a high contrast and make sure any text is legible.

For all applications, follow the specifications on this page. FYI, we never use tints; big, bold colors only please!

cream C0 M10 Y20 K0 R247 G211 B183 #F7D3B7 PMS 9220	gold C0 M35 Y91 K5 R237 G148 B24 #ED9418 PMS 2007	pink C0 M40 Y0 K0 R255 G171 B223 #FFABDF PMS Magenta 0521	dark pink C5 M75 Y0 K0 R242 G77 B193 #F24DC1 PMS 238	maroon C0 M100 Y72 K39 R146 G0 B25 #920019 PMS 7427	light purple C30 M45 Y0 K0 R215 G161 B255 #D7A1FF PMS Violet 0631	purple C65 M100 Y0 K0 R138 G26 B155 #8A1A9B PMS 2602	white C0 M0 Y0 K0 R255 G255 B255 #FFFFFF
silver C38 M29 Y30 K5 R157 G157 B157 #9D9D9D PMS Cool Grey 7	black C100 M61 Y32 K100 R4 G6 B7 #040607 PMS Black 6	light blue C40 M3 Y0 K0 R138 G206 B255 #8ACEFF PMS 2905	dark blue C100 M86 Y0 K5 R18 G22 B97 #121661 PMS 2748	electric green C18 M0 Y76 K0 R220 G232 B79 #DCE84F PMS 379	aqua C50 M0 Y25 K0 R83 G212 B192 #53D4C0 PMS 3242	dark green C100 M0 Y100 K40 R0 G94 B32 #005E20 PMS 2259	teal C95 M20 Y45 K60 R0 G64 B62 #00403E PMS 7722

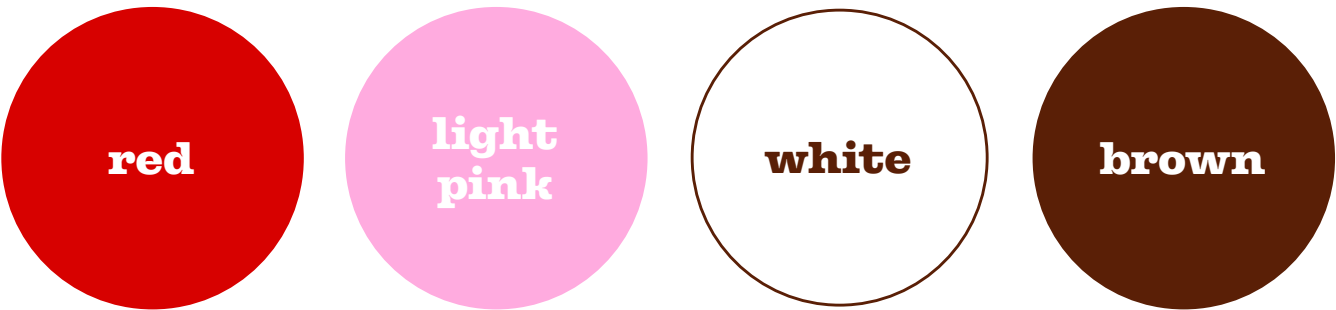
seasonal palette examples



holidays



hanukkah



valentine's day



halloween



easter



kwanzaa

For special occasions only.

We're talking about holidays, birthdays and other special occasions, as well as on our personalization platforms online or in M&M'S® stores.

don'ts

Don't apply secondary colors to DMS assets



Don't create your own secondary palettes



valentine's

Don't apply secondary colors to purpose assets



In seasonal applications, don't use secondary colors that don't relate to the specific holiday



Our secondary colors are seriously fun, but also seriously easy to misuse. Here's what you should avoid doing.

3.0

typography

words done just right

Raise a smile in a sentence.

Our custom typeface is totally distinctive to us. Over time, it will become as recognizable to consumers as our logo, products, and characters are today.



illustrative purpose only

3.1

brand fonts



This is our new, custom typeface. It gives our words a distinctive look on the page and screen and was inspired by the iconic serifs of our logo.

The ball terminals, negative spaces, and punctuation marks hint at our iconic, circular products.

The moments of connection between characters emphasize our brand purpose. And the uplifting ink traps make the letters appear as if smiling (or bitten into by a particularly hungry reader).

An assortment of weights and widths allow us to express ourselves freely across multiple touchpoints.

Mars owns the full license to these fonts.

our very own world of

smiles and circles

a typeface of our own

all together

It takes two to make a thing go riigghhtt...

All Together Serif is our lead font for headlines and display type. It really gets a job done. But, as with people, fonts are better with friends. So, we introduced it to All Together Sans. The two complement each other in every way. They come in four carefully selected weights, ideal for when we want to have fun with type.

all together serif

mmmmmm

all together sans

mmmmmm

creative type

all together

serifs that smile

We love our new custom typeface*
Finally, we have a font family that truly
speaks to who we are as a brand.



overview
all together serif

AaBbCc

AaBbCc

Not just a pretty face.

All Together Serif is expressive and joyful. It's a font with an unusual quirk. The typeface has very wide proportions for bolder weights, whereas at light weights the proportions become more condensed. This has the benefit of offering loads of flexibility when it comes to typography-led design.

Wide Black

abcdefghijklmnopqrstuvwxyz
1234567
!?\$&#@*

Cn Bold

abcdefghijklmnopqrstuvwxyz
1234567
!?\$&#@*

Cn

abcdefghijklmnopqrstuvwxyz
1234567
!?\$&#@*

Cn Light

abcdefghijklmnopqrstuvwxyz
1234567
!?\$&#@*

creative type

all
together
sans

sans with sass

We love our second-born custom typeface almost as much as our first. It completes the family and brings the attitude.



overview
all together sans

AaBbCc

AaBbCc

Wide Black

abcdefgh
ijklmnopqr
stuvwxyz
1234567
:!?\$&#@*

Cn Bold

abcdefghi
jklmnopqr
stuvwxyz
1234567
:!?\$&#@*

Cn

abcdefghi
jklmnopqr
stuvwxyz
1234567
:!?\$&#@*

Cn Light

abcdefghi
jklmnopqr
stuvwxyz
1234567
:!?\$&#@*

They're more fun together.

Aren't we all? All Together Sans and Serif are like siblings with their own in-jokes. Designed with the same intent, except that one drops the decorative strokes that finish off the end of each letters' stem (aka serifs).

functional type

all
together
sans

for text with tact

You guessed it... we love All Together Sans so much we've made a version of it specifically for body copy. It's slightly more serious looking (but only just).



overview
all together sans

AaBbCc
AaBbCc

For when the detail matters.

These cuts of All Together Sans have been intentionally crafted for clean reading. They are ideal for small spaces, longer form copy, and web use. When using All Together Sans for body copy, always choose sentence case rather than all caps. We never have a need to shout.

Bold

abcdefghi
jklmnopqr
stuvwxyz
1234567
:!?\$&#@*

Regular

abcdefghi
jklmnopqr
stuvwxyz
1234567
:!?\$&#@*

Semi Light

abcdefghi
jklmnopqr
stuvwxyz
1234567
:!?\$&#@*

global typography

All Together fonts can be downloaded from Lighthouse

All Together supports the following languages:

Afaan Oromo; Afar; Afrikaans; Albanian; Alsatian; Asturian; Basque; Bikol; Breton; Cape Verdean Creole; Catalan; Cebuano; Chavacano; Cornish; Corsican; Danish; Dawan (Uab Meto); Dholuo; Dutch; English; Faroese; Fijian; Filipino (Tagalog); Finnish; French; Frisian; Friulian; Gaelic (Scottish); Galician; Garo; German; Guadeloupean Creole; Haitian Creole; Hiligaynon; Icelandic; Ilokano; Indonesian; Irish; Italian; Jamaican; Kadazan-Dusun; Kapampangan; Kaqchikel; Kinyarwanda; Kirundi; Ladin; Ligurian; LowerCase; Luba; Luxembourgish; Makhuwa; Malagasy; Malay; Mapuche; Mauritian Creole; Nahuatl; Ndebele; Norwegian (Bokmal+Nynorsk); Occitan; Otomi; Ovambo; Pangasinan; Papiamento; Piedmontese; Portuguese; Q’eqchi’; Quechua; Rhaeto-Romance; Sango; Sardinian; Shona; Sicilian; Somali; Sotho; Spanish; Sranan; Swahili; Swazi; Swedish; Sami Southern; Tok Pisin; Tsonga; Tswana; Tumbuka; Tzotzil; UpperCase; Uyghur (Latin); Venetian; Walloon; Waray-Waray; Welsh; Xhosa; Yucatec Maya; Zulu.

Please use directed typefaces as alternatives if required.

Arabic

Serif: Avenir® Next World Arabic
San Serif: Avenir® Next World Arabic

Cyrillic

Serif: URW Antiqua
San Serif: Avenir Next World

Simplified Chinese

Serif: 方正豆神大语文体
San Serif: 方正悠黑体

Greek

Serif: URW Antiqua
San serif: Avenir Next World

Hebrew

Serif: Really No 2 W2G
San Serif: Avenir Next World

Japanese

Serif: Ryo Display PlusN
San Serif: Tazugane Gothic Variable

Korean

Serif: YD Hope
San Serif: SeolSanse

Thai

Serif: AnuparpThai
San Serif: Avenir® Next World

Vietnamese

Serif: Droid Serif
San Serif: Avenir Next World

Please download fonts from Monotype

Most of our agencies already have access. **As seats are limited, we can only grant one account per local agency and 2-3 accounts per global agency.**

Please email **mars@monotype.com** to request access or if you have any issues with downloading. Once downloaded, you can share font files with others.

If the language you need is not covered by All Together or any of the above, please reach out to the Brand identity Team (see contacts on p. 276).

3.2 type in use

share size bags...
sharing
encouraged

all
welcome
here

fun by the handful
fun by the handful
fun by the handful
fun by the handful
fun by the handful
fun by the handful

crispy
crunchy
chewy
gooey
nutty
melty

you & me & us & them & all kinds
everyone & you & me & us & th
& all kinds of everyone & you &
is & them & all kinds of everyone
ou & me & us & them & all kinds

movie night,
done
right

with chocolate, obviously

You can't spell movies without 'm.
So grab a friend, take your seat,
and open up a bag.

shop now

chocolate chip
cookies

makes 36 in 25mins

1/2 cups all purpose flour
1 teaspoon baking powder
1/2 teaspoon baking soda
1/4 teaspoon salt
1/2 cup unsalted butter
1/2 cup granulated sugar
2 cups brown sugar
large egg
2 teaspoons pure vanilla extract
& 1 cup M&M'S

usage color

The mix—our primary brand colors — can act as back-up dancers for our typography. Each background color has its own specific typography color.

If you’re using a white or yellow background, the type should appear in brown.

If you’re using a red, orange, brown, blue, or green background, the type should appear in white.

white background

**brown
type**

multi
colored
type
multi
colored
type

yellow background

**brown
type**

red background

**white
type**

orange background

**white
type**

brown background

**white
type**

multi
colored
type
multi
colored
type

blue background

**white
type**

green background

**white
type**

creative headlines

Some light reading for you.

We can’t just sound the part – we need to look it too. Creative headlines can be set in All Together Serif Cn Light or, alternatively, in a combination of All Together Serif Cn Light and Cn Bold.

If you go for the combo, the key word or phrase we really want to highlight should be set in Cn Bold. However, please just do this once per headline.

All headlines should be lower case (or sentence case when dictated by the language of the market).

Refer back to our TOV section for extra guidance.

1. Serif Cn Light

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

2. Serif Cn Bold

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

1.

share size bags...
sharing
encouraged

2.

all
welcome
here

multicolor type

Not for everyday use.

We can’t go all out, all the time. But when we want to make a big splash, we use our multi-colored type, placed on a white or brown background. Note the color order shown on the right (and on page 104).

1. Serif Cn Bold

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

2. Serif Cn Light

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

1.

fun by the handful
fun by the handful
fun by the handful
fun by the handful
fun by the handful
fun by the handful

2.

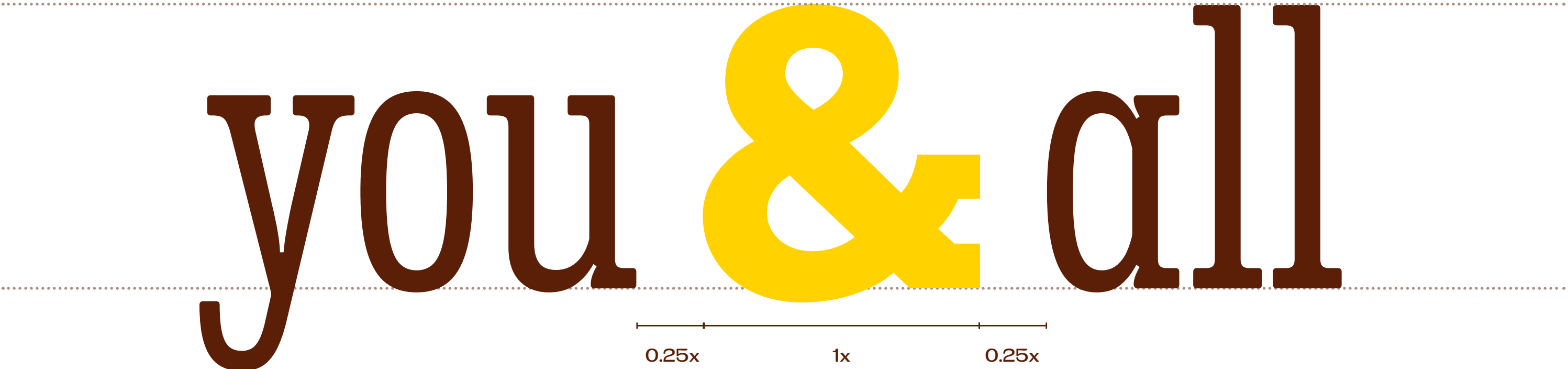
crispy
crunchy
chewy
gooey
nutty
melty

type with ampersand

& another thing...

In headlines, replace the font’s default ampersand with the ampersand from the brandmark wherever possible.

The ampersand should follow the height of the font’s uppercase letters so that it visually matches the point size of the composition. Always set within a phrase. The left and right spacing is one quarter the width of the ‘&’.



1. Serif Cn Light

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

long format headlines

Read all about them.

Just like our creative headlines, longform headlines can be set in All Together Serif Light or, alternatively, in a combination of All Together Serif Light and Bold.

If you go for the combo, the key word or phrase should be set in Bold. Please only do this once per headline.

Headlines and subheads are always lower case (unless local market language dictates otherwise). Body copy is sentence case.

1. Serif Cn Bold

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

2. Serif Cn Light

Size 50% Headline
Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

3. Sans Regular / Bold

Size 50% Subhead
Sentence case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

4. Sans Wide Black

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

1.

two line headline

2.

optional subhead

3.

Body copy should be set in Sans Regular. Highlights and important callouts should be set in **Sans Bold**.

4.

button

don'ts

Meet the sheriff of the serifs.

Ok, so there's no sheriff. But we still live and design by some simple rules.

Don't mix more than two font styles



all
for fun

Don't typeset headlines in uppercase



MOVIE NIGHT
DONE RIGHT

Don't mix colors within words



color

Don't use All Together Sans for headlines



this is a two line
headline

Don't replace a single letter within a word.
You can use the lentil to replace "M&M'S"
in headlines.



watch with m



let's go to the
m movies

Don't typeset M&M'S® in lowercase



pass the m&m's

3.3

headlines with intent

headline #1
one for all & all for fun

Fun is number one.
We create fun as often as we can. And our first locked brand headline celebrates that. Use the supplied artworks shown here (handily set on one or two lines, for your designing pleasure).

one for all & all for fun

one for all
& all for fun



headline #1
one for all & all for fun

Repeat after us.
We can use the following lockup so that each ampersand takes on a color from the mix. This lockup can appear on a white or brown background (in which case, use white text). Do not change the distance between the lines.

one for all & all for fun
one for all & all for fun
one for all & all for fun
one for all & all for fun
one for all & all for fun

headline #2
you & me & us & m

You & Me & Us & M.

A line that everyone can enjoy. Our second locked brand headline is a fixed asset, which makes everyone feel included. Check out how we’ve used a lentil to replace “M&M’S®”. The type shouldn’t be altered in any way, but you can swap the lentil and background colors - assuming you stick to our hero color pairings. See page 109 for a reminder.

you &
me
& us &



typography

motion principles

A feast for the eyes.

This is type with the human touch. By animating our typography, we can add visual interest and create a sense of belonging.

Smart typing, for example, makes our typography feel conversational and energetic. What’s more, the way each word shares space and interacts with each other reinforces the sense of togetherness.

YOU &

you &
me
&

you &
me
&



4.0 lentils

all shapes and sizes

Our differences make us beautiful.

We don't have a favorite product. We have six.
And they look better than ever. More realistic.
More detailed. And even more irresistible... online
and off. Together, they make everyone feel seen.



4.1

core lenticil

leading the way

Melts in your mouth (and your mind).

No, you can't eat it (yes, we also tried).
Our iconic chocolate is now rendered as
high resolution, realistic 3D visuals.

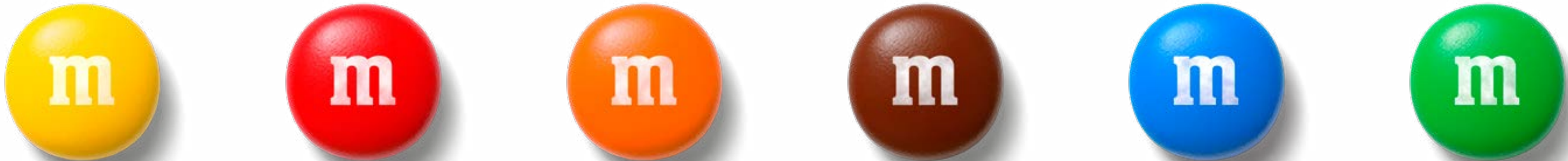
The lentils live in a colorful studio
environment. You'll find instructions
for both options on the next few pages.
Oh, and check out those shadows.

The milk chocolate lentil, with its iconic
circular shape, is our lead lentil. Here you
can see it in its full, overhead glory. Just
sitting there waiting to be picked up and
eaten... mmm. Now, where were we?

If you're ever in doubt about which shape of
lentil to use, use this one.

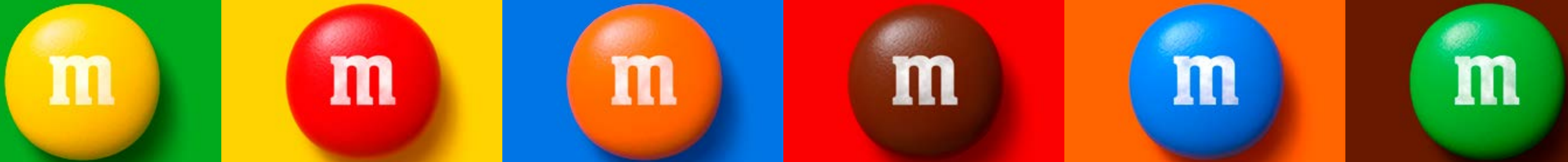


color
options



**You're looking good there,
lentils.**

We've designed our six coloured
lentils so that they can sit on every
color background.





lentils

in a single word

A single photographic chocolate lentil can be used to replace tittles (not a typo, honestly). We swap the dot on 'i' and 'j' and the punctuation mark circles in '?' and '!'. This use is reserved for single words only, set in All Together Serif Wide Black.



Serif Wide Black

Lower case
Tracking: 0
Kerning: Optical

lentils in a phrase

You can use a single, rendered chocolate lentil as a shorthand for our brand in headlines or display copy. In short, anywhere you could otherwise write “them” or “M&M’S®”.

Only one lentil should be used per headline treatment, angled at either 0°, 15°, or -15°.

To emphasize key information, you can set a word or phrase in bold, but this should only happen once per headline.

1. **Serif Cn Bold +
Serif Cn Light**

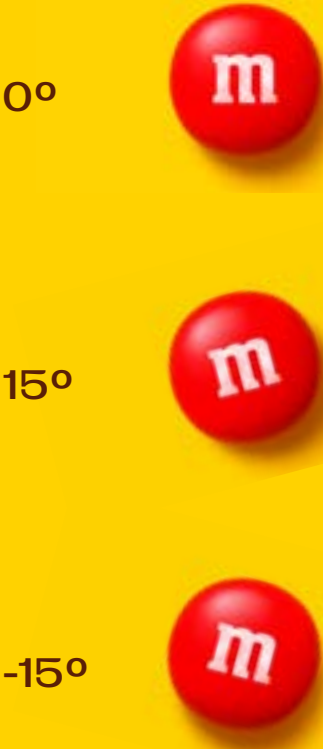
Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%
2. **Serif Cn Light**

Lower case
Left aligned
Tracking: -10
Kerning: Optical
Line Height: 85%

1.

party
with 

LENTIL ANGLES



2.

pass  around



lentils in a bowl

I think you're gonna need a bigger bowl...

Who isn't happy to see a giant yellow bowl of lentils? It's a tasty way to show off the shareability of our products. We always show it from above, but the lentils inside can be swapped out for special ingredients.

A word from our with responsible marketing.
If you're using the bowl to suggest consumption, remember how big it is. It's important to imply that at least 4 people are sharing (for example, by including hands—at least 4 different ones—or props like place settings or drinking glasses, again 4 is the magic number).



core lentils
abundance shot

Just like a ball pit, you'll want to dive straight in.

Sometimes a bowlful just isn't enough! This shot of our iconic milk chocolate lentils has been crafted for occasions when we're inviting the whole neighborhood for snacks.

Like most things in these guidelines, it is a fixed asset. Don't go changing the colors or anything daft like that.



4.2

lentil family



the lentil family



Fun helps us see the world in a new light.

We've got colorful, bite-sized chocolates in shapes, sizes, and flavors for everyone.

Our lentil family portrait (as seen here) shows them all coming together. It should be used primarily on a white or yellow background. This image is a fixed asset and should not be changed or altered in any way.

lentil family overview

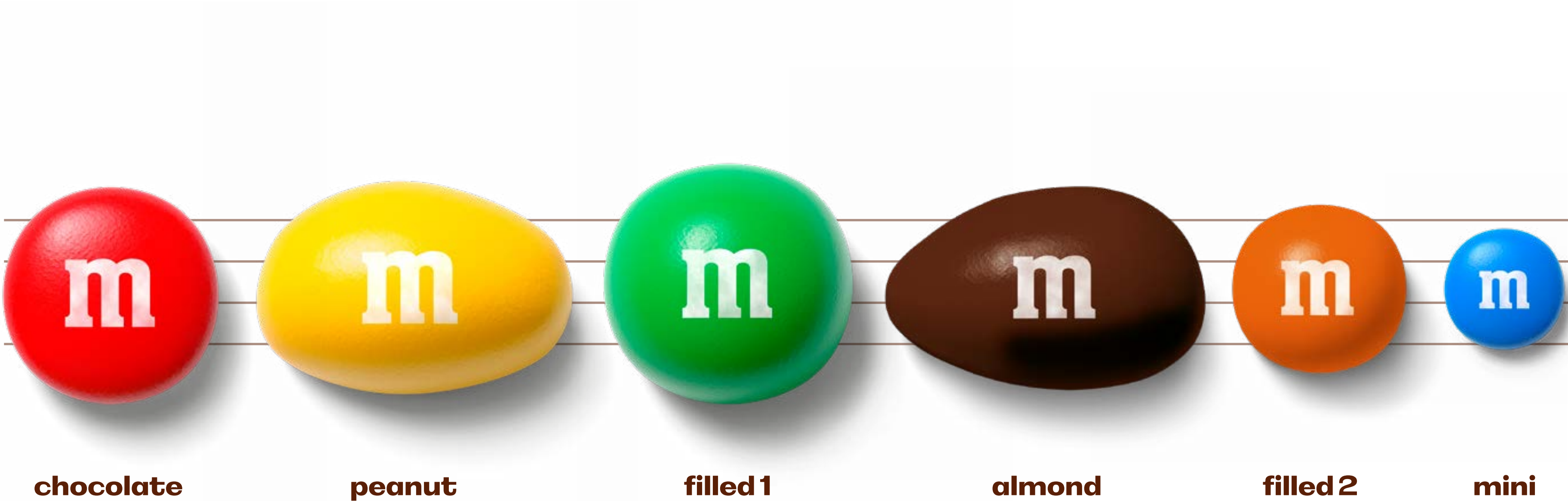
We are family! Chocolate covered lentils of glee!

Our cast of lentils features six main shapes: Chocolate, Peanut, Filled 1, Filled 2, Almond and Mini. When shown together, they should be displayed in the order overleaf.

As they are representations of our products, the size relationship between lentils matters. You can see it clearly here (we know it looks like a police lineup, but we promise they’ve done nothing wrong).

When showing these in proportion, note that the size of the ‘M’ is the same size on all lentils (except our teeny tiny Minis).

To keep it simple, we’ve provided them as fixed assets. Please take extra care when placing them, scale them to the same ratio, and always make sure the ‘M’ graphic lines up.





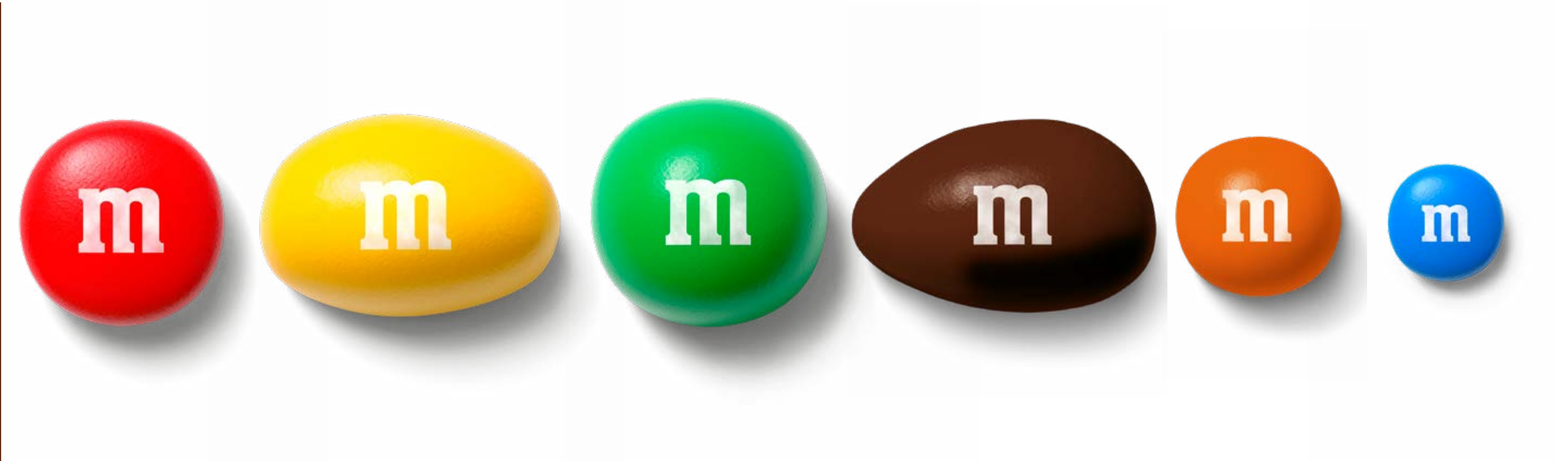
color
options



**You’re looking good there,
every single one of you.**

Just like our core lentils Peanut,
Filled, Almond and Mini can all sit
on white or yellow.

Please use the artworks supplied
with backgrounds. Trust us, the
lentils are unique from file to file.
We’ve taken care to make sure the
lighting and reflections are just right,
based on the color world they live in.

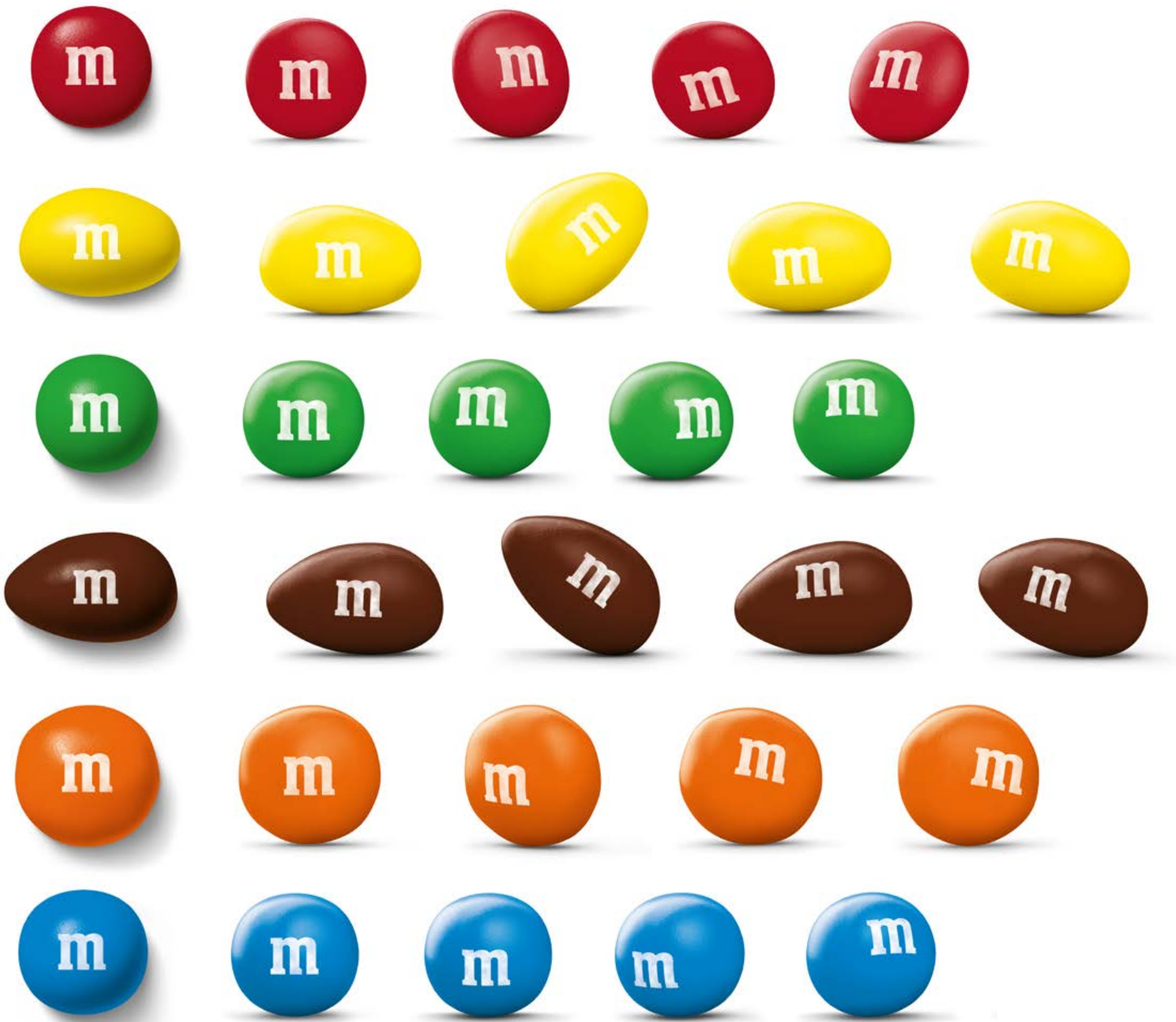


angles
options

**You’re looking good there,
every single one of you.**

Just like our core lentils Peanut,
Filled, Almond and Mini can all sit
on white or yellow.

Please use the artworks supplied
with backgrounds. Trust us, the
lentils are unique from file to file.
We’ve taken care to make sure the
lighting and reflections are just right,
based on the color world they live in.



cross section
flavors



You’re looking good there,
every single one of you.

Just like our core lentils Peanut,
Filled, Almond and Mini can all sit
on white or yellow.

Please use the artworks supplied
with backgrounds. Trust us, the
lentils are unique from file to file.
We’ve taken care to make sure the
lighting and reflections are just right,
based on the color world they live in.

lentil family
flavors

We all know it's what's inside that matters.

It's no coincidence that our cast of lentils includes Chocolate, Peanut, and Filled. Every shell hides an impossibly tasty center, and we want to bring that flavor out.

That's why our full cast of lentils can also be shown individually, using macro ingredients photography to start flavorful conversations.



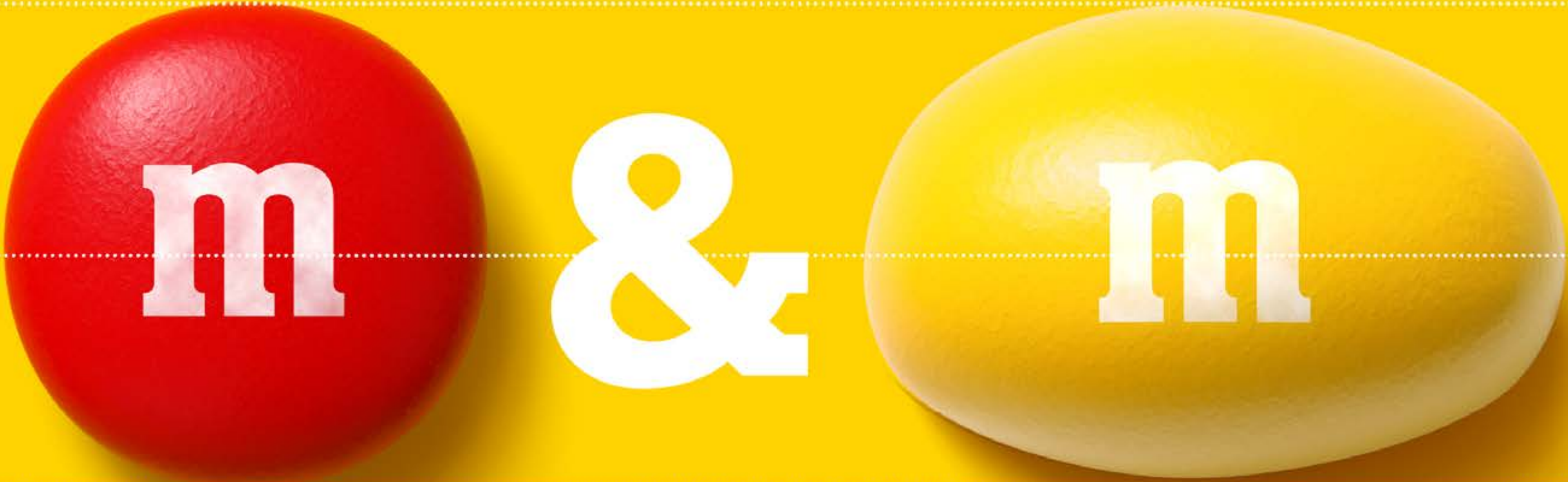
lentil family
all together



All together now.

The Ampersand asset can be used to connect two lentils or all lentils. Remember to keep them proportionally right in their relationship to each other and to the Ampersands.

lentil family
relative sizing



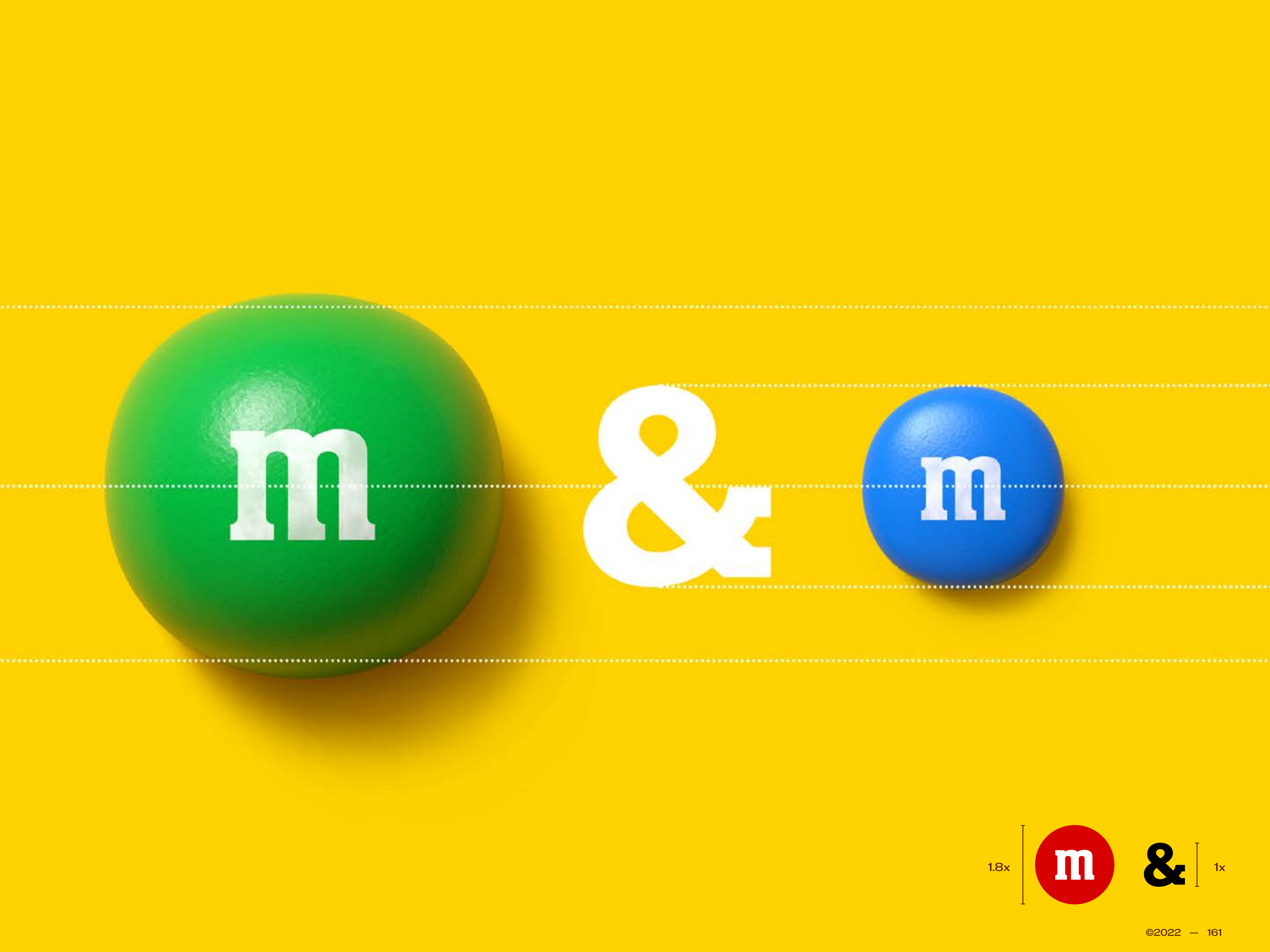
Love a family get-together.

The way we see it, a more connected world is a better world. To express that, we can pair our ampersand with our lentils.

When doing so, we use the core milk chocolate lentil as our base size. The core lentil should be 1.8x the scale of the ampersand and should sit centrally alongside it. All other lentils should maintain their proportions in line with the core chocolate lentil.



lentil family
relative sizing



In all shapes and sizes.

To scale our filled lentil (or the peanut), start with the chocolate at 1.8x the height of the &. Then its easy — match the m's. When scaled correctly, the m is the exact same size on chocolate, peanut, and filled lentils.

Our mini is conveniently scaled to match the height of the &.



lentil family
abundance shot

Squeeze in for a photo!

Wait, is everybody here? Now that the whole lentil family is ready and polished it's time to showcase their beautiful irregularity. You've probably guessed what we're going to say next. This is a fixed asset, so please don't change it in any way.



lentils

motion principles

The world is your bag of M&M’S®.

Lentils should behave as real objects that obey the laws of physics, particularly when interacting with other graphic assets like type.

They’re anything but boring. They can fall, spin, bounce, or roll right off the page...



don'ts

Family rules help everyone get along better. Here's how everyone (as in Chocolate, Peanut, Filled, Mini, and you) should behave.

Don't change the proportions of the lentils



Don't change the lentils color



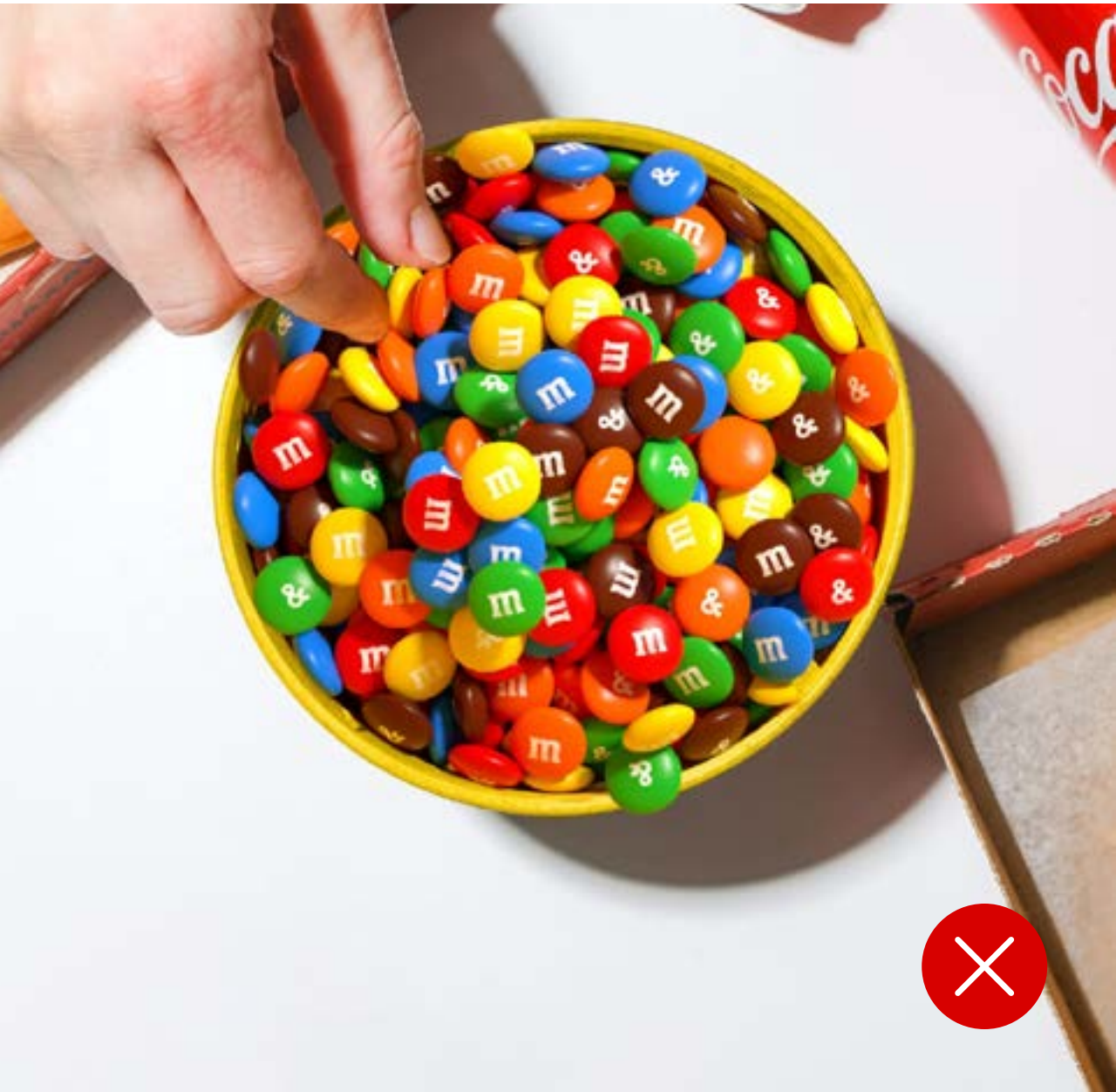
No floating lentils in statics.
They should always be grounded.



Don't change the scale of the "m"



Don't incorrectly use the bowl.
See Guidance on page 149.



Don't rotate lentils more than 15 degrees



5.0

characters

characters with plenty to say

Meet the main characters.

What if candy could break down barriers? Our bold spokes-candies — Yellow, Red, Orange, Brown, Blue, and Green — help to do just that. They reflect the diversity of our audience and help us engage in meaningful conversations.



5.1 **introducing our cast**

characters

Our characters are some of our most valuable assets, but they are under threat.

If we don't use them responsibly we are significantly increasing the risks for the business. There are risks of restrictive regulation or even bans in advertising, trademark protection issues, and reduced noticeability from inconsistent use.

We can see it as a threat, or we can see it as an opportunity: an opportunity to leverage our distinctive assets to drive impact and consumer connections and to protect our beloved characters against legal threats.

This is why everyone working on the M&M'S® brand should be an expert in using the characters - from their personality to the way they look and how & when they are used. The following pages give a broad overview of the characters, however please refer to the character governance document for more in depth guidance.



**3 reasons
to treat our
characters
with respect**



1.
Consistent use builds
brand meaning and
increases distinctiveness

2.
Consistent use helps
us protect and enforce
them against copycats

3.
Consistent use in adult
humor will prevent
character bans

5.2

meet our characters

Yellow

Quote:

**“When you’ve got
nothing left, go right.”**



The quotes are for inspiration only. Please check with Marketing Properties before printing them on any materials outside of owned channels.

Yellow’s style type

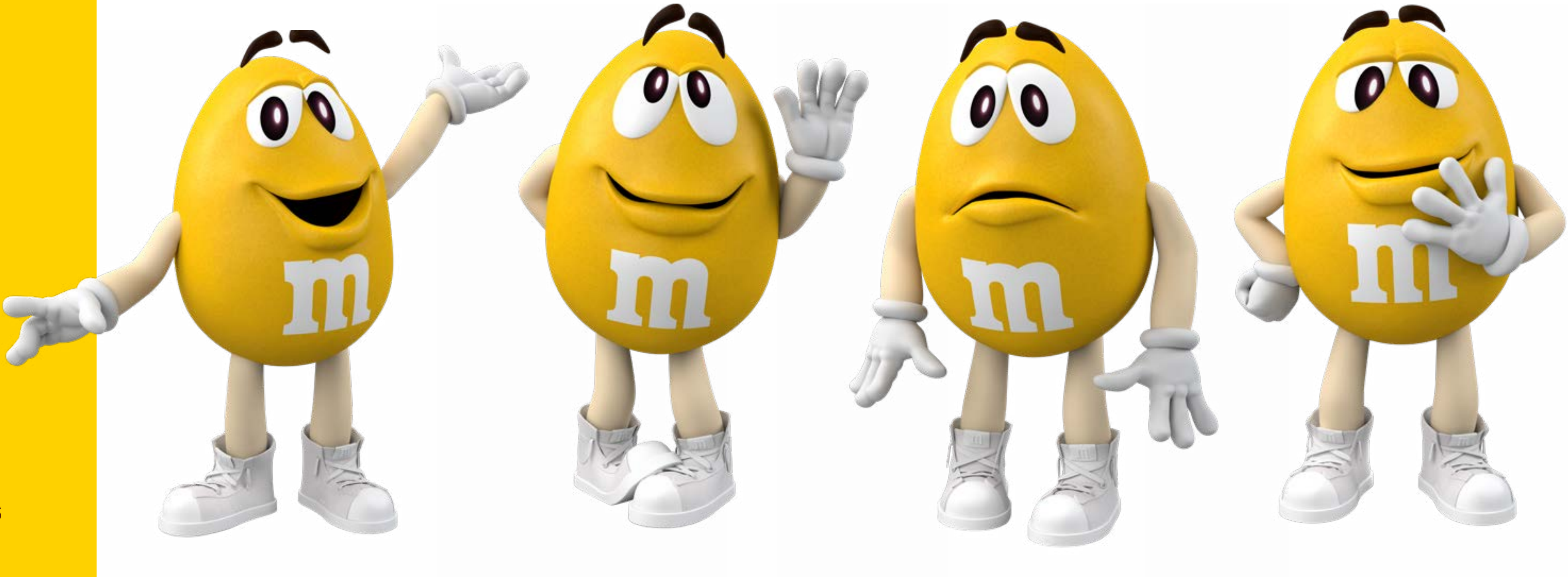
When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

- Font:** All Together Serif
- Weight:** Wide Black
- Case:** Lowercase
- Style:** Jaunty (the letters shouldn’t be angled any more than 20°)





about the poses



There are between 3 and 6 new poses available for each character.

These are available as PSD and PNG format depending on your needs. Each pose reflects a different aspect of the characters' personalities, so there is a wide scope of emotions covered.

Any new pose that is created must be requested and approved by the global content team.

*Each pose is available in A & B versions (flipped directions of the same pose).

Red

Quote:

**“I instinctively know I
have great instincts.”**



The quotes are for inspiration only. Please check with Marketing Properties before printing them on any materials outside of owned channels.

Red's style

type

When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

Font: All Together Sans
Weight: Wide Black
Case: Uppercase
Style: Straight





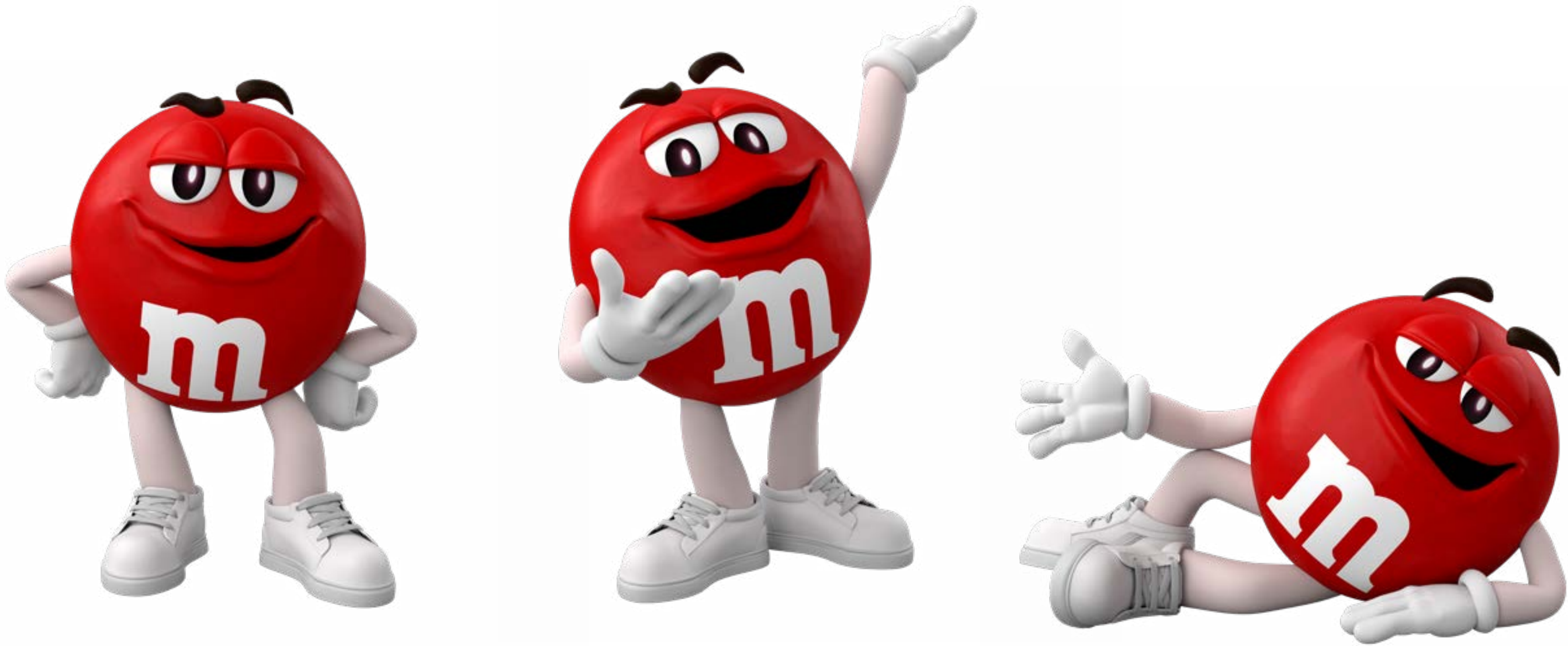
about the poses

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*Each pose is available in A & B versions (flipped directions of the same pose).



Orange

Quote:

**“I find your lack of concern
extremely concerning.”**



Orange's style

type

When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

Font: All Together Sans
Weight: Cn Light
Case: Uppercase
Style: Jaunty (the letters shouldn't be angled any more than 5°)





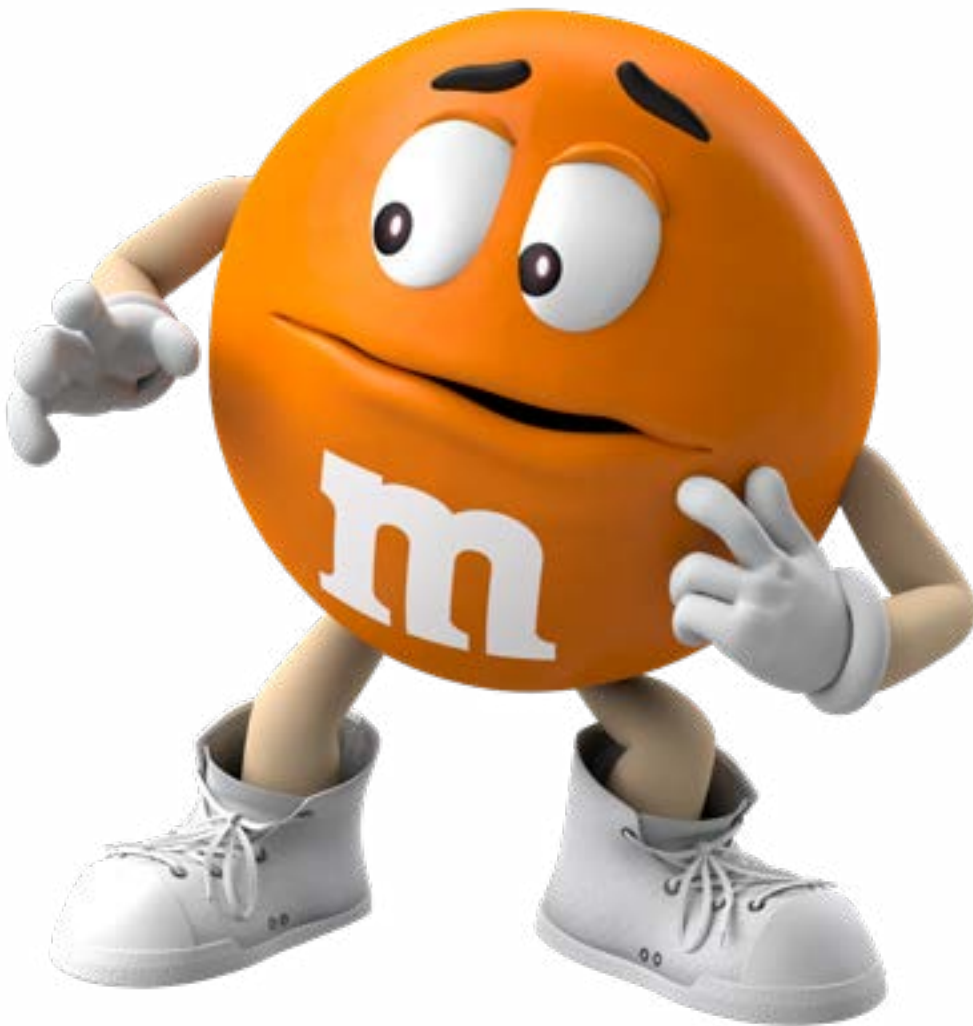
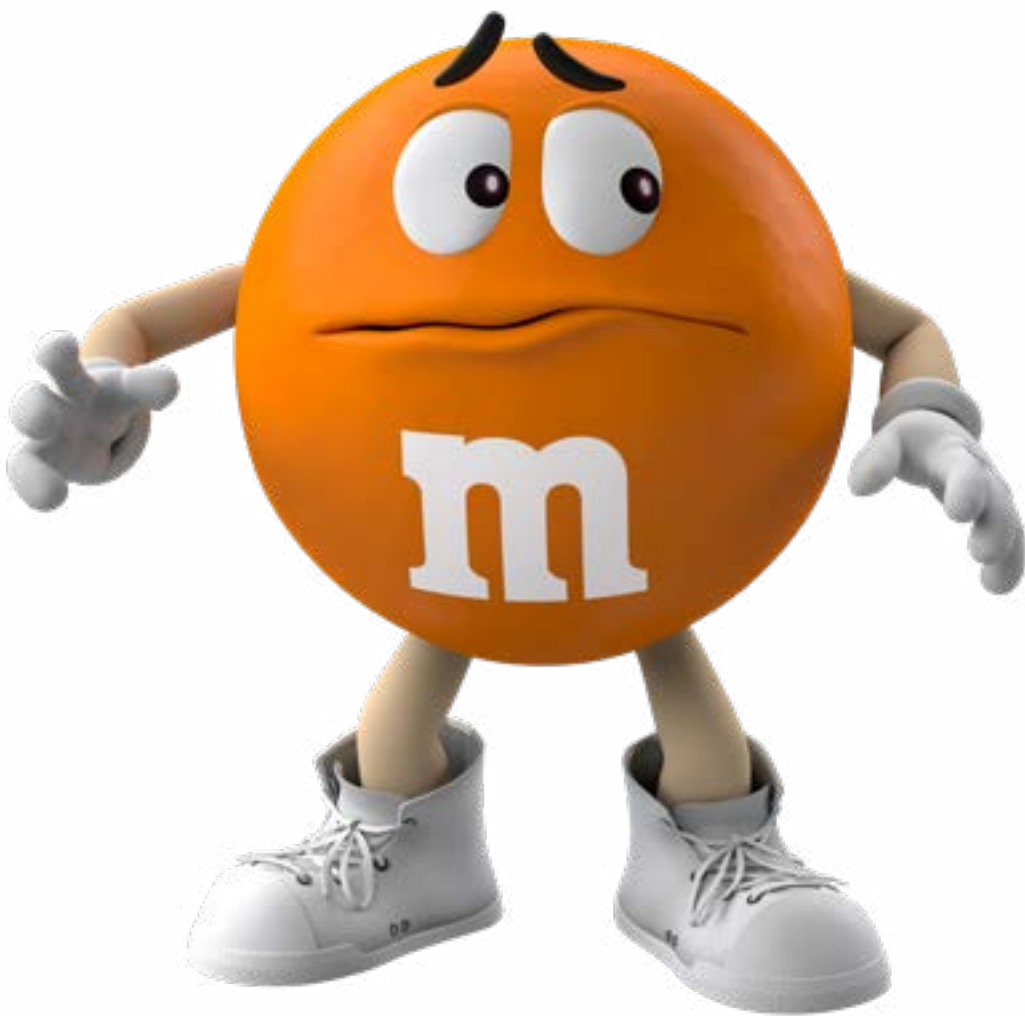
about the poses

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Any new pose that is created must be requested and approved by the global content team.

*Each pose is available in A & B versions (flipped directions of the same pose).



Brown

Quote:

**“Not bossy.
Just the boss.”**



The quotes are for inspiration only. Please check with Marketing Properties before printing them on any materials outside of owned channels.

Brown's style

type

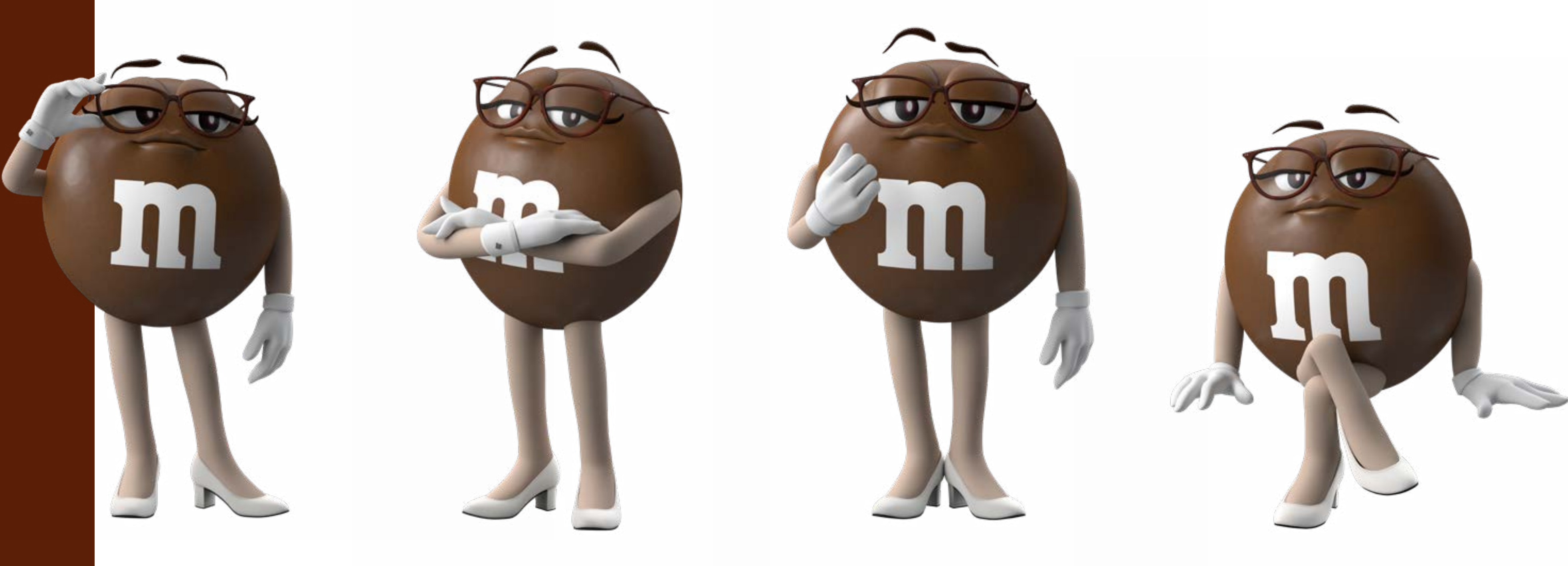
When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

Font: All Together Serif
Weight: Cn Light
Case: Uppercase
Style: Straight





about the poses



There are between 3 and 6 new poses available for each character.

These are available as PSD and PNG format depending on your needs. Each pose reflects a different aspect of the characters' personalities, so there is a wide scope of emotions covered.

Any new pose that is created must be requested and approved by the global content team.

*Each pose is available in A & B versions (flipped directions of the same pose).

Blue

Quote:

**“You’ll never sum me
up in a quote. You can
quote me on that.”**

The quotes are for inspiration only. Please check with Marketing Properties
before printing them on any materials outside of owned channels.



Blue’s style
type

When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

Font: All Together Serif
Weight: Wide Black
Case: Uppercase
Style: Straight





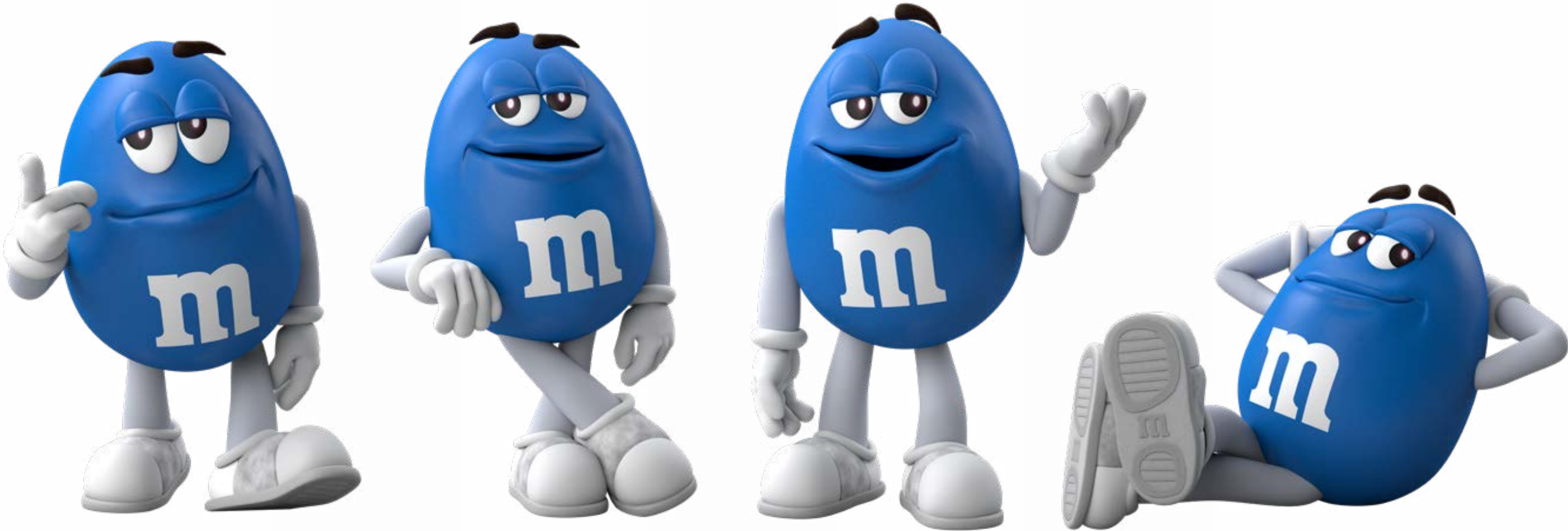
about the poses

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These are available as PSD and PNG format depending on your needs. Each pose reflects a different aspect of the characters' personalities, so there is a wide scope of emotions covered.

Any new pose that is created must be requested and approved by the global content team.

*Each pose is available in A & B versions (flipped directions of the same pose).



Green

Quote:

**“I’m too busy shining
to throw shade.”**



The quotes are for inspiration only. Please check with Marketing Properties before printing them on any materials outside of owned channels.

Green's style

type

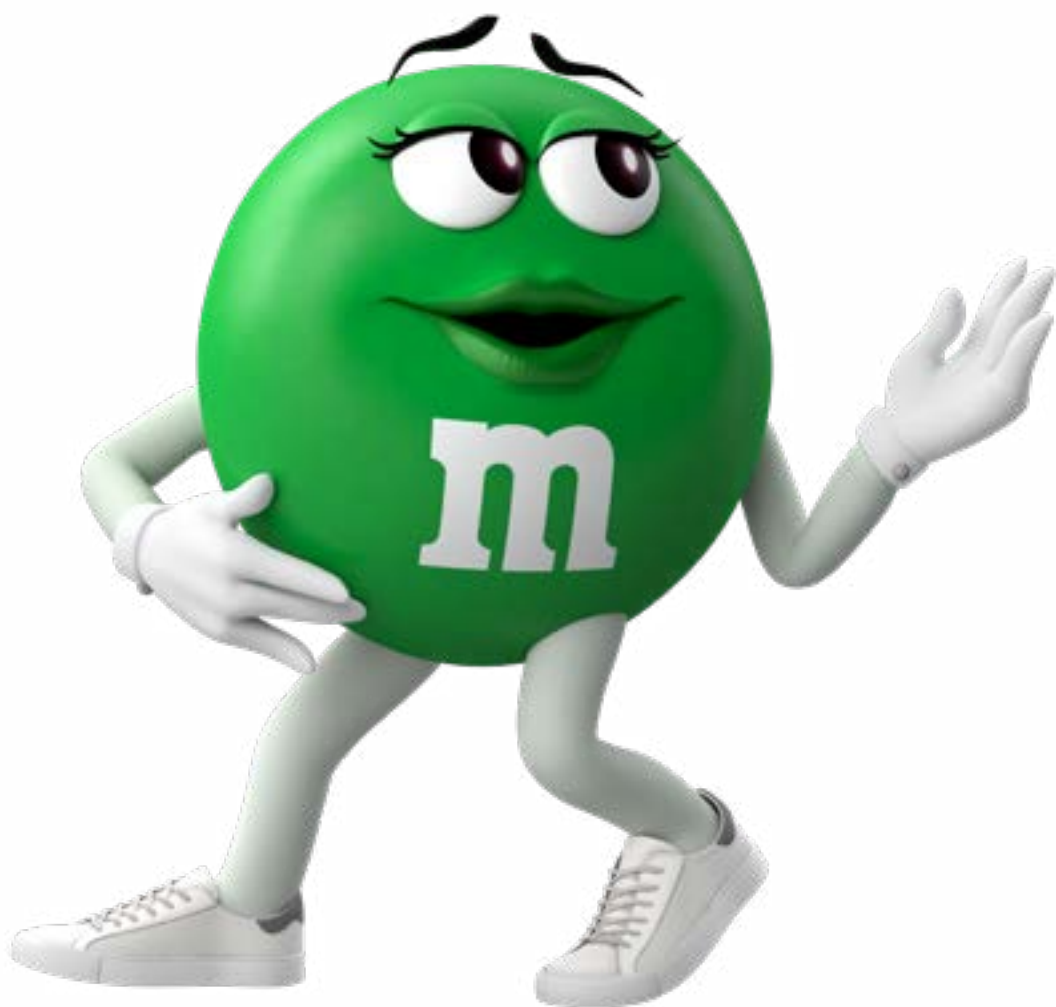
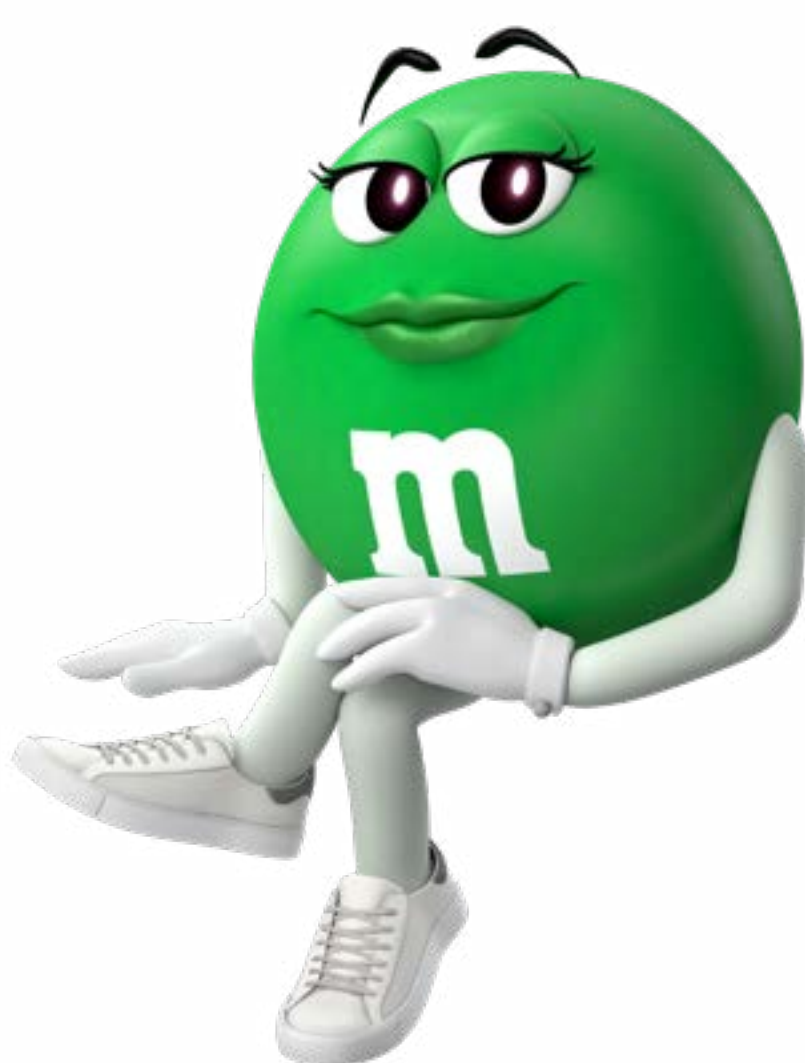
When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

Font: All Together Sans
Weight: Wide Black
Case: Lowercase
Style: Straight





about the poses



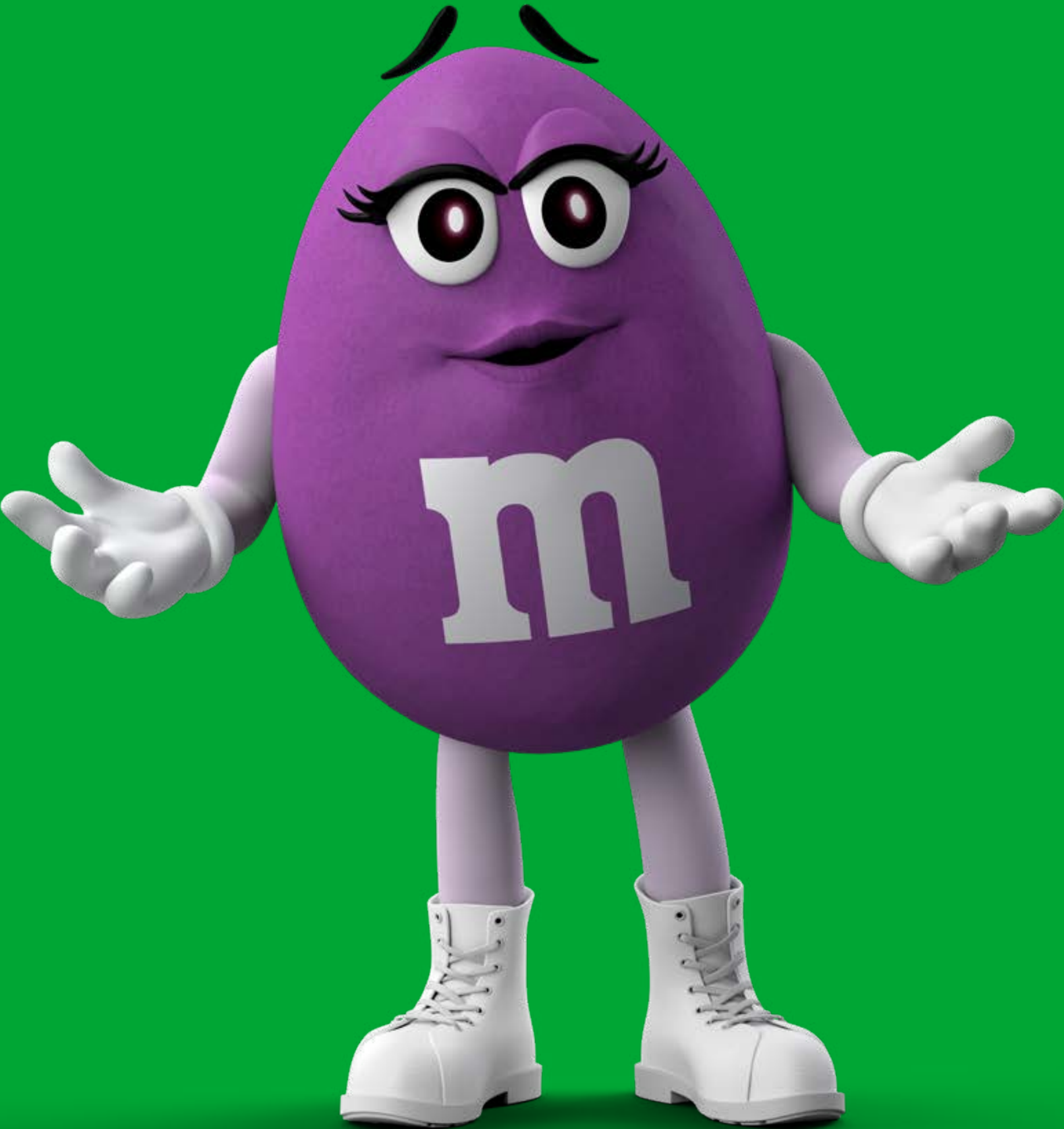
There are between 3 and 6 new poses available for each character.

These are available as PSD and PNG format depending on your needs. Each pose reflects a different aspect of the characters' personalities, so there is a wide scope of emotions covered.

Any new pose that is created must be requested and approved by the global content team.

*Each pose is available in A & B versions (flipped directions of the same pose).

Purple



Quote:

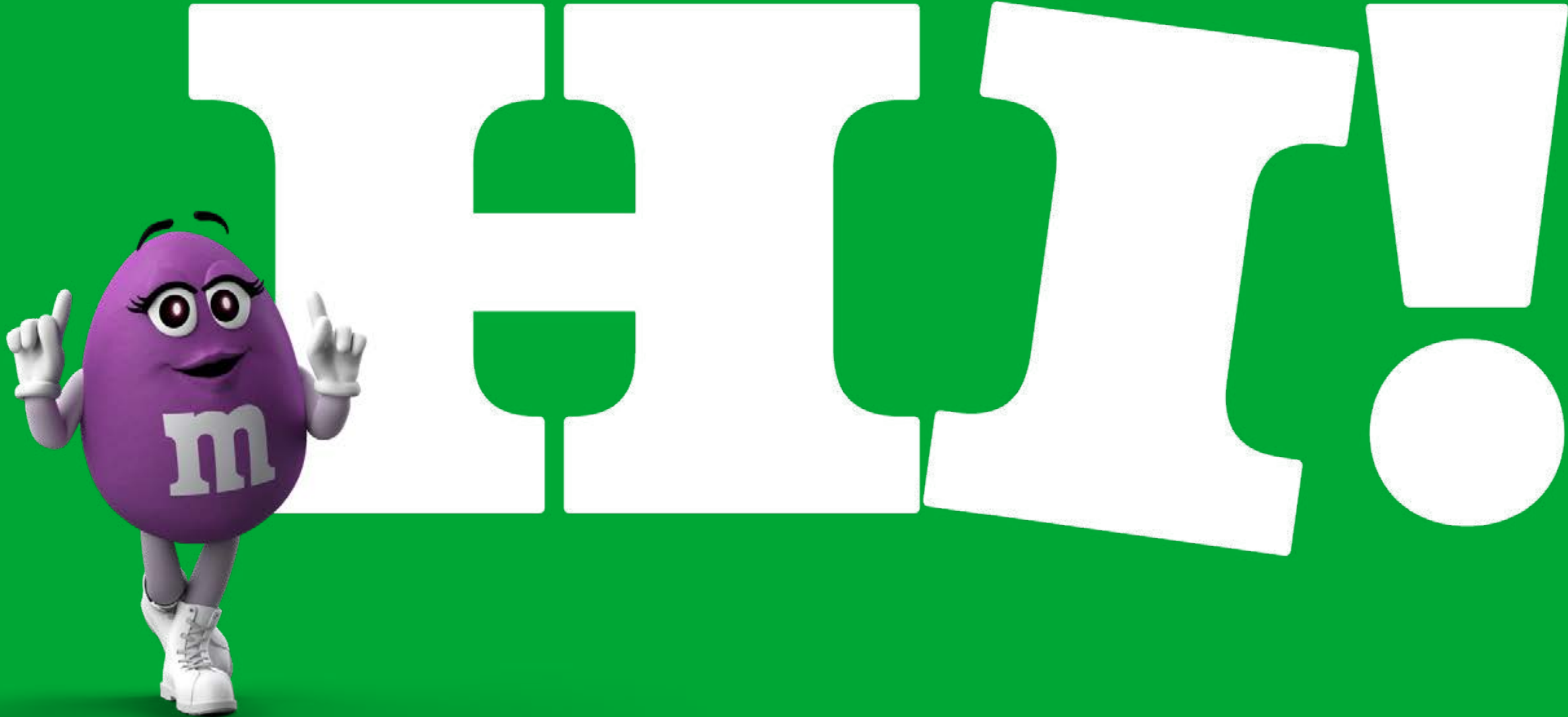
**“Flawless?
How about flaw more!”**

The quotes are for inspiration only. Please check with Marketing Properties before printing them on any materials outside of owned channels.

her style
type

When paired with individual characters, our font families help us to express their unique and vibrant personalities. Each character should be paired with a set font style and weight, bringing their quotes to life:

Font: AllTogether Serif
Weight: Wide Black
Case: Uppercase
Style: Jaunty





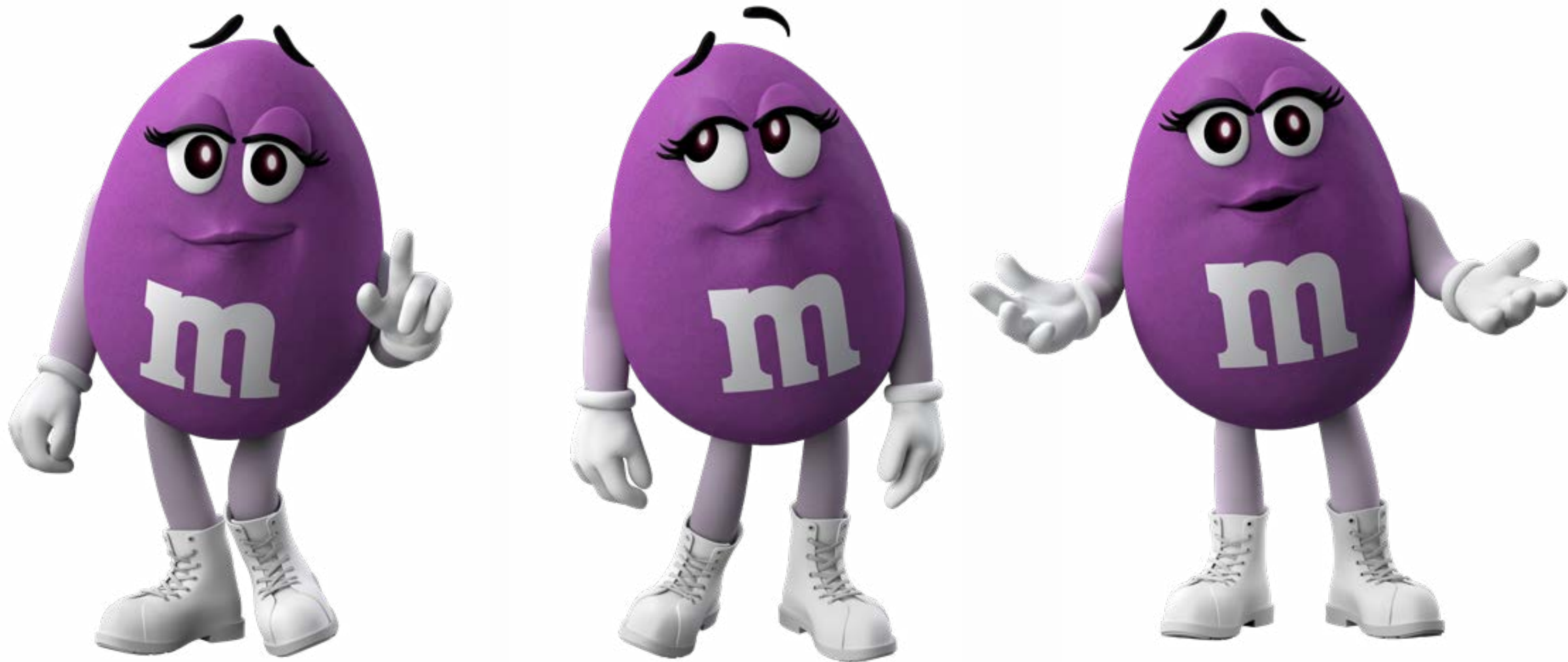
about the poses

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These are available as PSD and PNG format depending on your needs. Each pose reflects a different aspect of the characters’ personalities, so there is a wide scope of emotions covered.

Any new pose that is created must be requested and approved by the global content team.

*Each pose is available in A & B versions (flipped directions of the same pose).



5.3

character

tips & tricks

For full character guidance please reach out to Chris Brody.

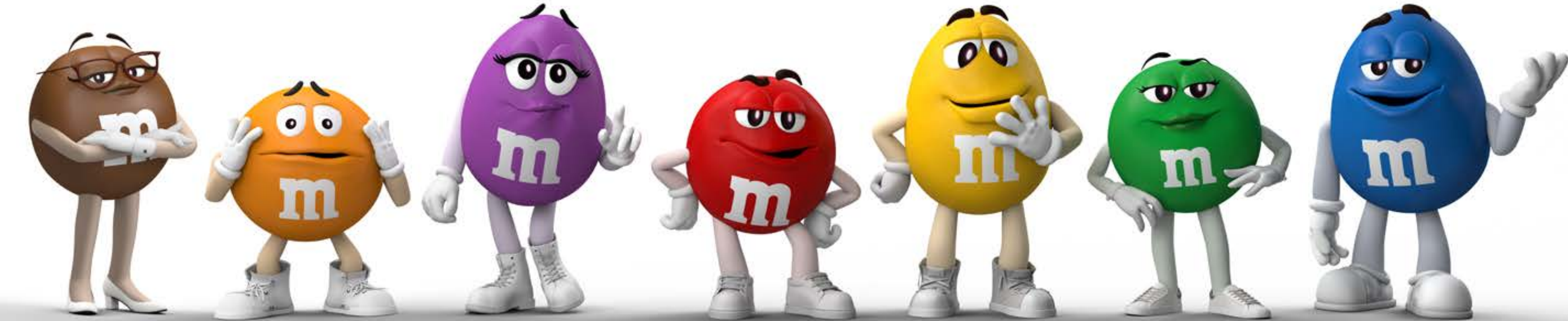
characters styles

The characters should live the real world. NEVER in a cartoon environment.

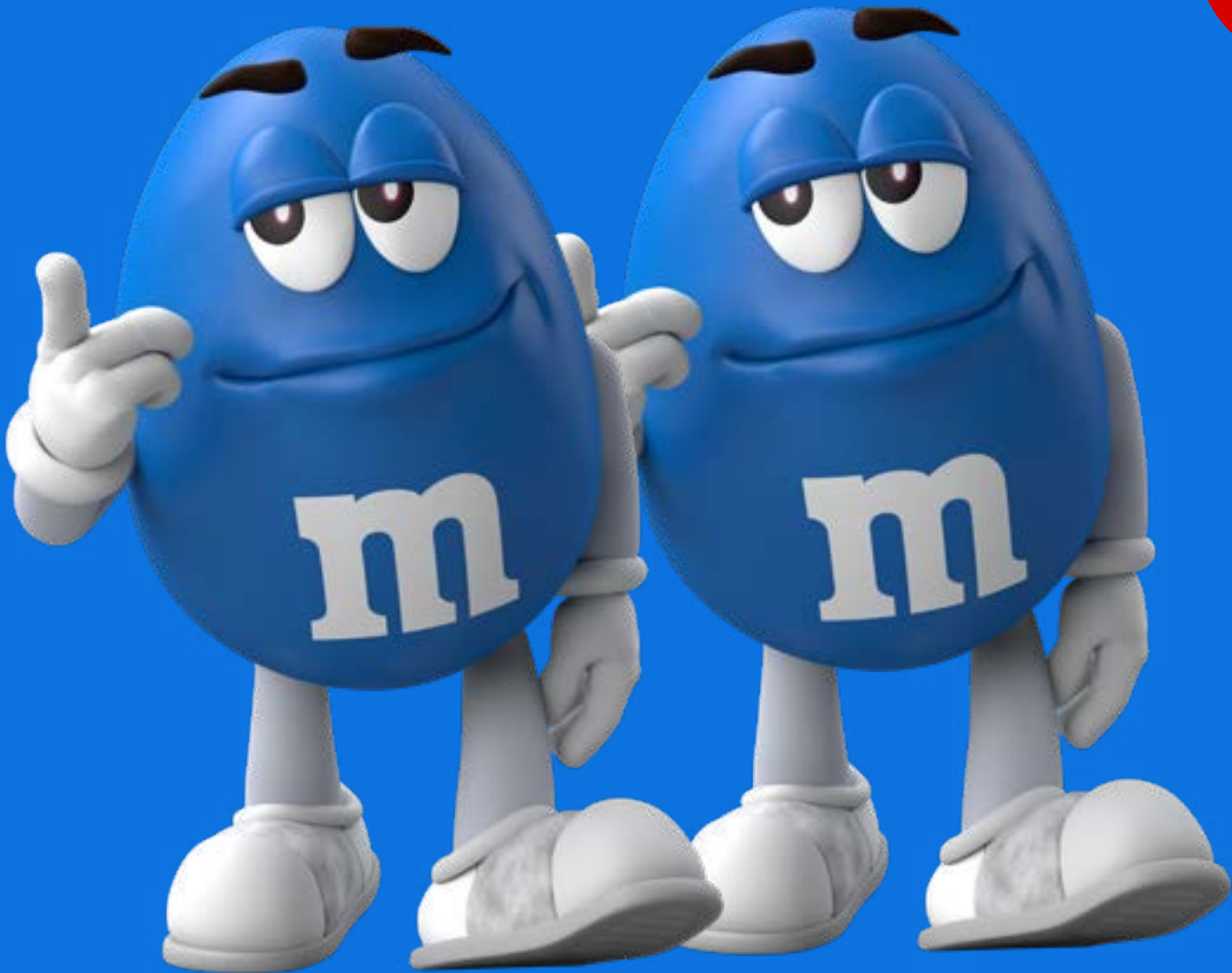


character rule 1

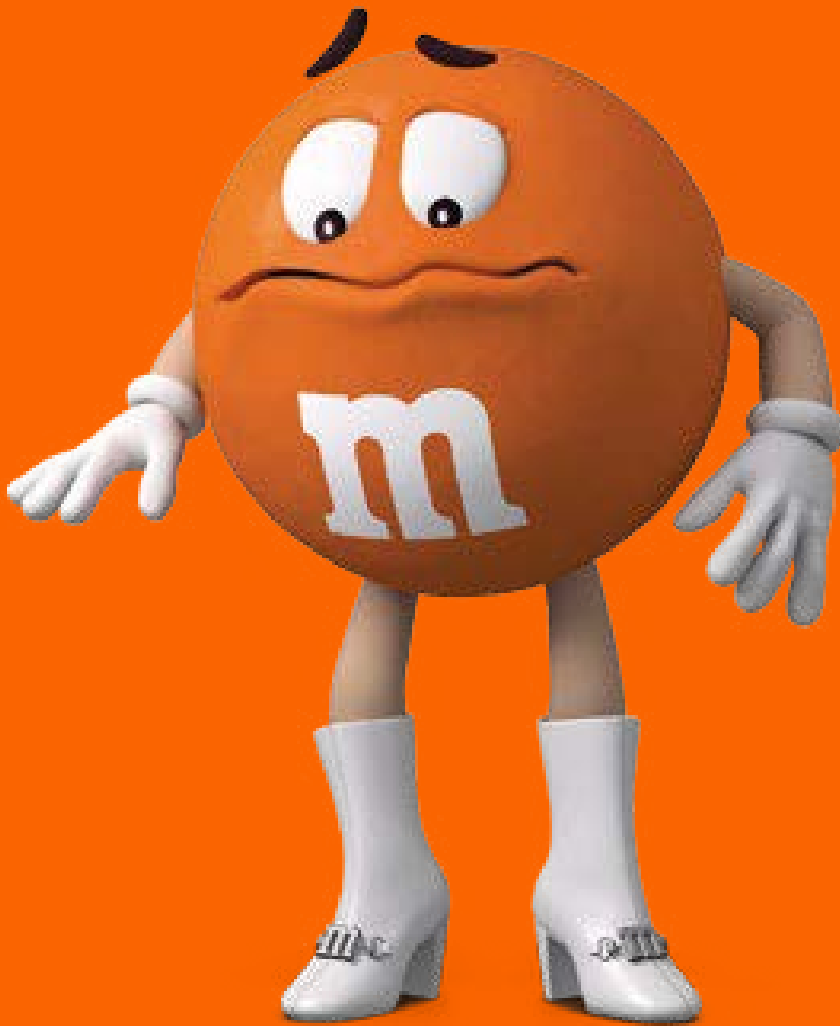
Only use the new character poses.



Don't use the same character on the same surface twice



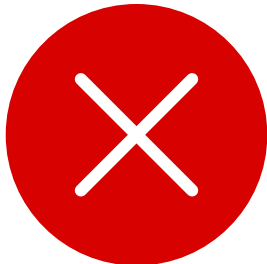
Don't change the standard poses



character rule 2

At least one character in a scene needs to have 75% of their ‘m’ visible and legible.

Only use the new character poses



character rule 3

At least 50% of the character's eyebrows should be visible.

Only use the new character poses



character rule 4

Adding props.

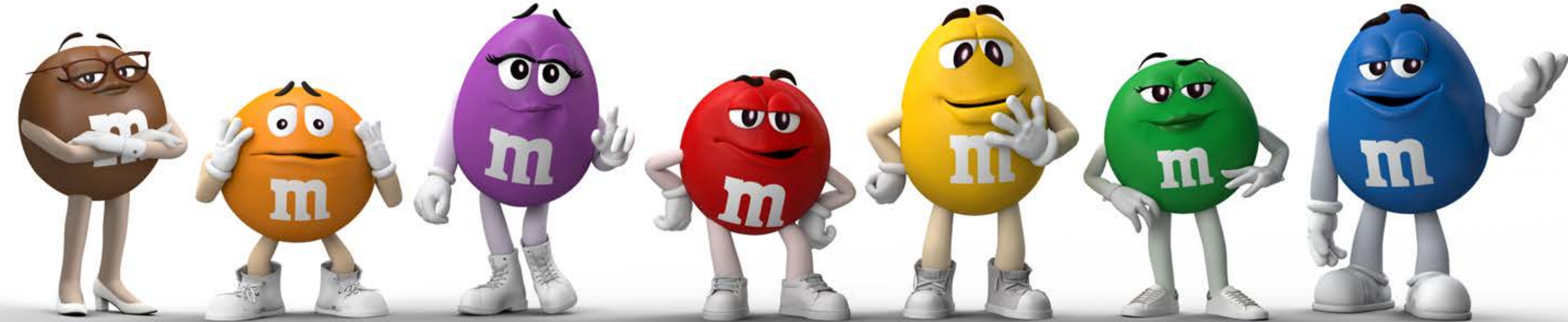


Only use the new character poses

character rule 5

When characters are used together, please use the correct size relationship. At actual size, Red is around 18" tall, with Yellow at 24" tall. The rest of the characters are in proportion as shown below.

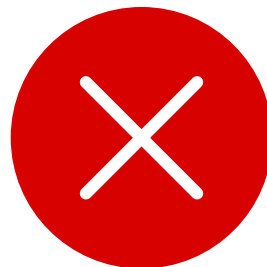
Their height. In the human world. Make sure you stay true to their size in the human world.



character rule 6

Be wittier and more clever with how our characters interact with holiday key visuals or sponsor visual assets.

Download our full suite of seasonal character poses from Lighthouse.



Our characters must always be shown in an adult way.



character rule 7

DO NOT MAKE ANY OF THEM ROMANTICALLY INVOLVED — no one has a crush on anyone. No one is dating anyone. No one is trying to date anyone. No one is sending Brown or Green flowers on Valentine’s Day to make them their Valentine!!! Be smarter. Be wittier. We cannot stress this enough!



5.4

using our characters

**graphic
device**
with character

Hiding in plain sight

Our iconic connected Micon has been designed with some flexibility in mind. It's a fantastic way to be able to tell all sorts of product-related stories.

The intention is simple — replace one of the graphic Micons with the relevant character, or product, to communicate our core messages of connection & togetherness. This is our hero asset for instore marketing. See section 10 for guidance.

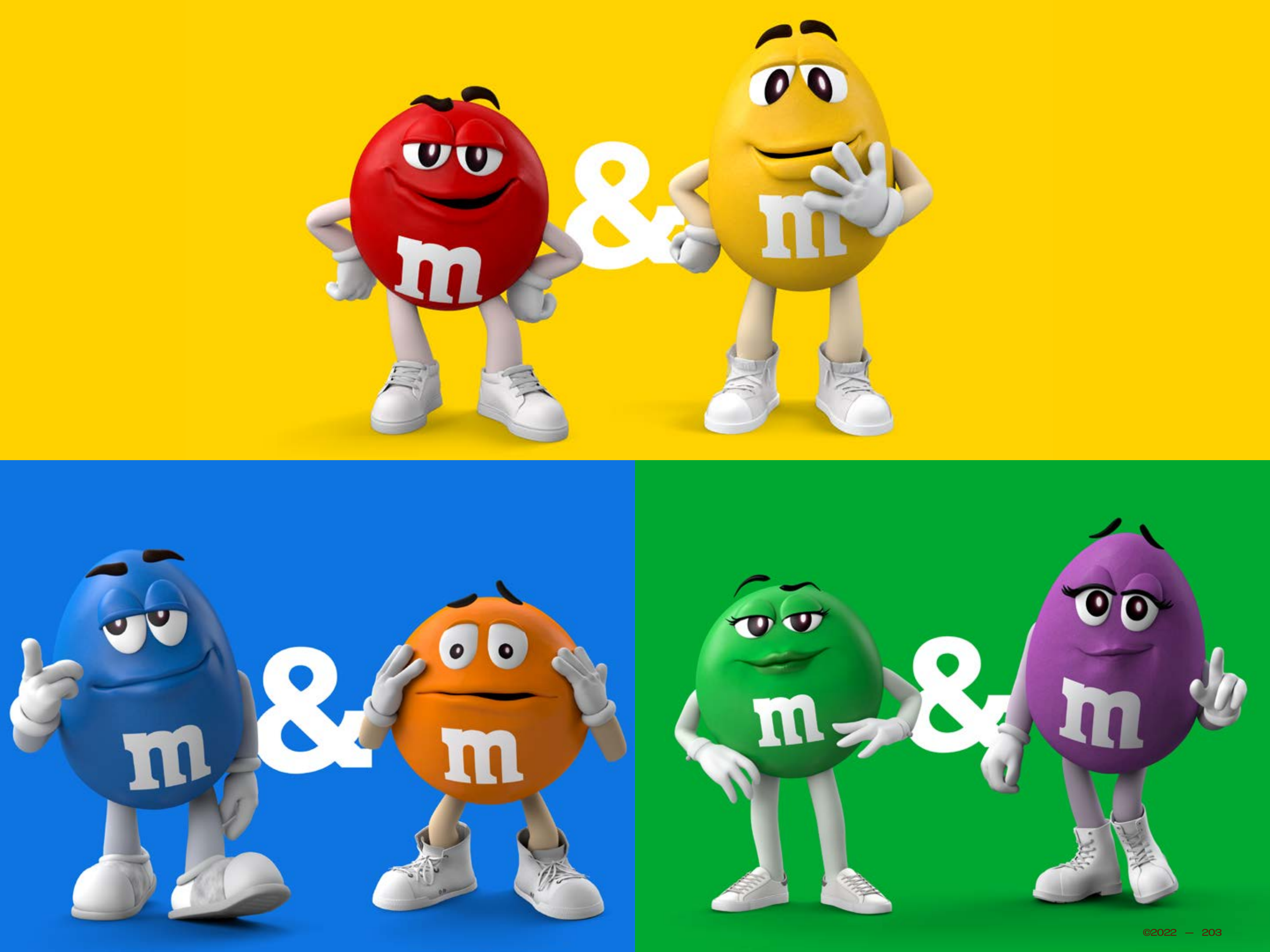


characters
together

Our characters can ALSO be used to drive purpose and showcase diversity.

They can be paired with the ampersand asset to create a powerful representation of our purpose.

When using the ampersand alongside a product, we use the core milk chocolate lentil as the base size. The core lentil should be 1.8x the scale of the ampersand, and sit centrally alongside it. All other lentils should maintain their proportions, in line with the core chocolate lentil.



characters
hero quotes

Say what you mean.

The character font style should be applied to the main word or key phrase.



My favorite thing about today is

every
thing



Don't bother holding your

APPL
AUSE



flawless?
how about

FLAW
MORE!



.not here to
impress
you



but I probably
will anyway



NOT
BOSSY,
just the boss

I
WOKE
UP like this



I'M AFRAID
of what might happen if I relax

6.0

illustration

individuality, illustrated



illustrative purpose only

Bring our brand to life.

Our illustrations help us tell vivid stories. They celebrate the diversity of our audience in a relaxed, uplifting way. The geometric style is inspired by our products, giving each illustration a distinctly M&M’S® twist.

colorful
Always using the mix

graphic & geometric
Leverages circles and simple shapes

illustration principles

iconic
Incorporate the m icon

joyful & witty
Celebrating our jester personality

Let’s mix things up a little.

We’ve introduced illustration into the M&M’S® brand world. And it’s glorious. Drawn with the mix—our bold palette of vibrant colors—they effortlessly communicate our core brand message of diversity and inclusion with off-beat fun, wit and charm. Now that’s something worth celebrating!



6.1

brand illustrations



people portraits

It’s our variety that makes us.

We want everyone to feel they belong here, regardless of who they are (or how they wear their hair). Illustration can help us reimagine reality in a way that feels both familiar and delightfully unusual.

We take inspiration from the color and shape of our product to create a distinctive style. Here, we’ve used that style to celebrate the diversity of our consumers. Our portraits should appear together, never alone. You can rearrange them, but please take care to show different skin tones and background colors.





feet illustration

m

Fun foot forward

This is our feet illustration. We use it to show people coming together in a joyful, exciting way. It's a fixed asset so please don't do anything to break up the party.

in use
inspiration

Everyone’s invited.

There’s a party at our place, and it’s being thrown by our illustrations. Just make sure that they’re used in the context of the brand (meaning: owned channels as a rule of thumb) and that each one has the space it needs to shine. See page 210 for more.



Front

Back



don'ts

Don't use portraits in isolation



Don't crop illustrations beyond recognition



Don't recolor any illustration & alter designs



Don't recreate designs



If you want to keep a smile on our faces, please avoid doing any of the following things. To be used on owned channels only.

6.2

spot illustrations

spot illustrations

Let’s stick together.

Our spot illustrations have been created for mms.com to help communicate occasions.

When you were a kid, did you have a sticker collection? Same here. Stickers never lose their appeal. And now we’re bringing them back in fun, unique ways.

Born of our illustration style, they communicate our brand purpose, incorporate the M icon in clever ways, and always feature a white keyline. As fixed assets, they’re stuck as they are (so, no changing them).





in use
inspiration

Cover the screen
with stickers.

Stickers are as shareable as candy, so let’s share them out across our brand’s digital platforms! They’re a great way to drive interactivity, particularly on social media.



don'ts

Don't recreate or alter designs



Don't recolor



Don't scale down beyond recognition



Don't remove white keyline



Don't overlap spot illustrations



Don't add copy to spot illustrations



Here's some examples of how not to use our stickers. Hopefully they will stick in your mind.

7.0

photography

Download the full photography guidelines from Lighthouse

all together more fun

To create a world where everyone feels they belong, we need to reflect real people in our photography.

Our cast comes from diverse backgrounds. We show people with different bodies, ages, ethnicities, and gender identities. We represent the world as it looks today.

Capturing moments of fun and sharing is our no.1 priority. The photos we take allow everyone to connect emotionally to consumer stories, and celebrate moments of consumption, from seasonal events to milestone occasions.



product placement
art direction

There's always an aspect of togetherness and brand colored props to give a branded feel.

Product placement should feel natural and interactive.

Cropping should be used to highlight product interaction and moments of relatable joy.



casting lifestyle

Our cast is full of personality. We represent people as they really are... with different body types, ages, ethnicities, and gender identities.

Acting should be fun, expressive and natural. It's all about letting people come together and naturally express their true selves with a sense of belonging.

Everything should have a candid feel. People looking directly at the lens can be intimidating, especially if they aren't smiling. Instead, facial expressions should appear light-hearted and inviting.



styling
lifestyle

Graphic, color-blocked outfits are a helpful way to show off our vibrant, playful palette. We balance these with neutral or unbranded colors.

We show off a range of unique, personal tastes with a variety different hairstyles and accessory choices.



styling product

There should be a sense of togetherness and storytelling of shared moments within the setting, as well as an imperfect placement of product and props.

Ingredients and finished products are shown in bright lighting, with high contrast, shadows, with human interaction.

Setting
Studio

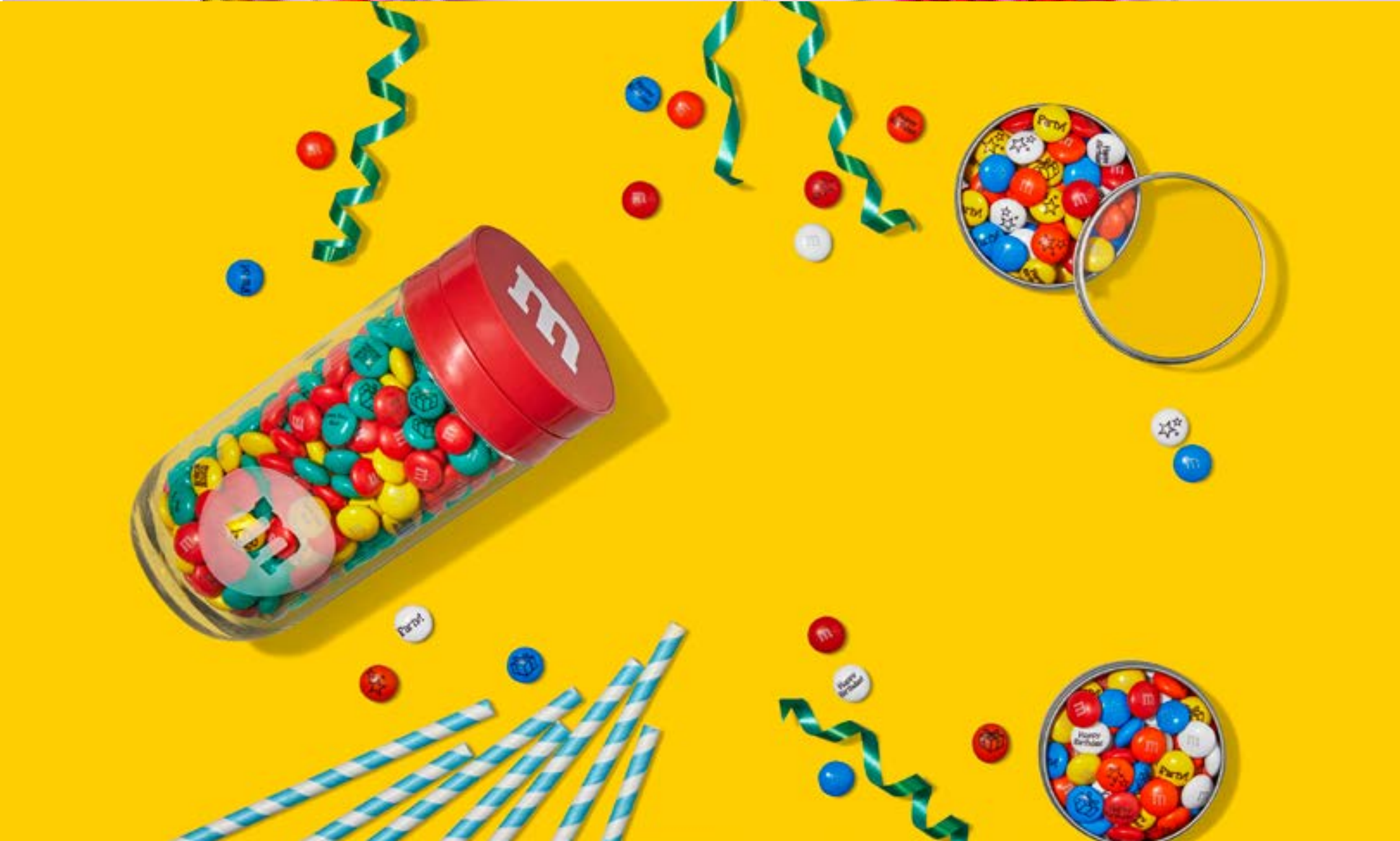
Angle
Top down or 3/4

Styling
Bright, Imperfect, Human

Color (Background & Props)
Core: Primary Palette (wherever possible)
Seasonal: Secondary Palette
NPD: Flavor color

Props should be used for storytelling, to add context to the scene, and add to the feeling of togetherness. Placement of props/lentils/product should have a natural feel.

Lentil scattering should feel imperfect. Props in our brand colors add to the branded feel.



touchpoint applications

8.0

layout



tips & **tricks**

Always use the latest version of assets.

Never rotate, distort, amend or mess around with primary assets.

layout summary

tips & tricks

- Follow the grid. It's a simple tool that gives everything we do a cohesive style.
- We can appear in portrait or landscape mode.
- Always use the latest version of assets.
- Never rotate, distort, amend or mess around with primary assets.



design inside the lines

With great assets comes great responsibility.

Our graphic materials all feel connected. The trick is to follow a simple grid, inspired by our color palette. That way, everything looks consistent and distinctive across our brand ecosystem.

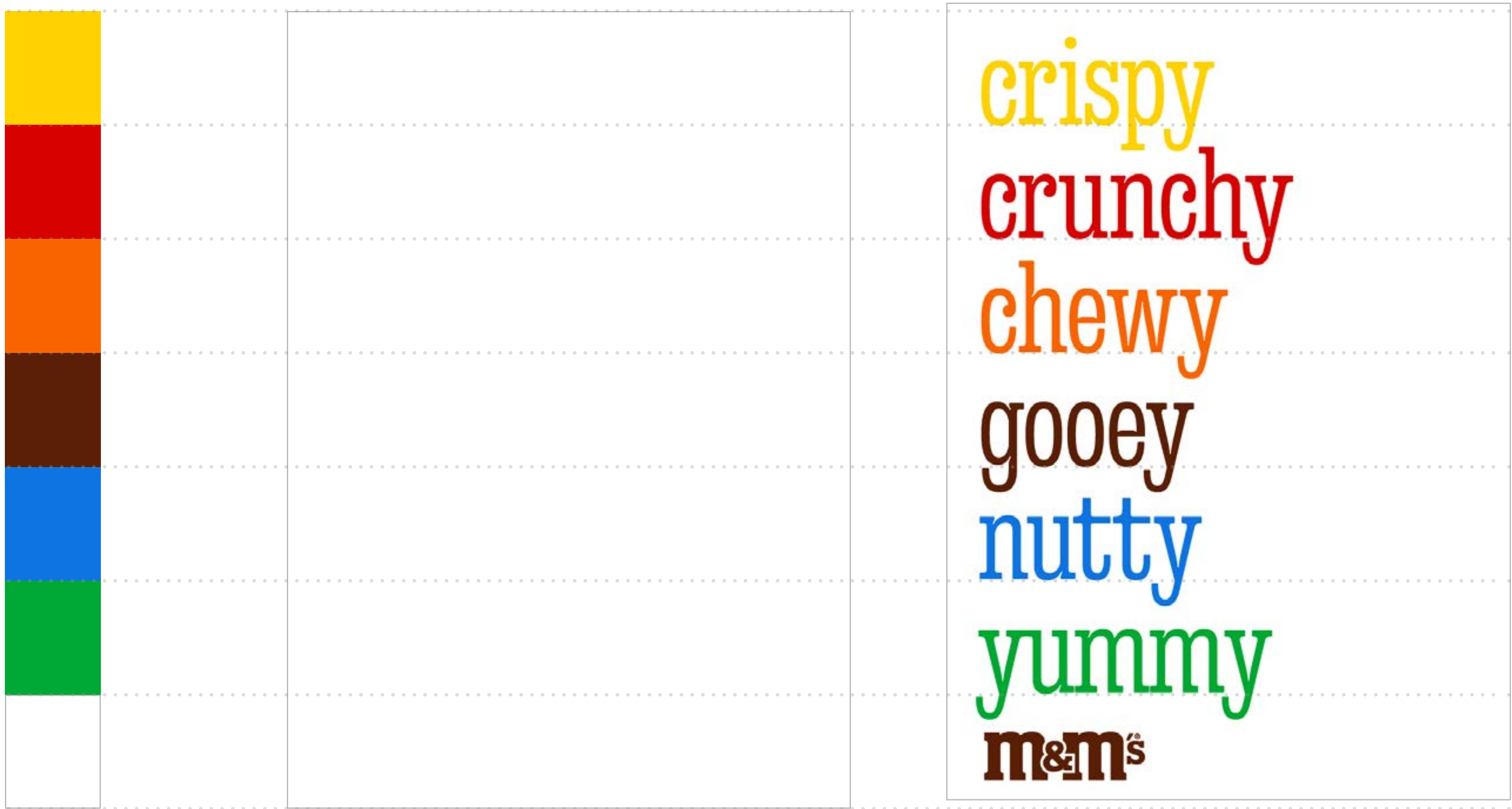


8.1 layout grids

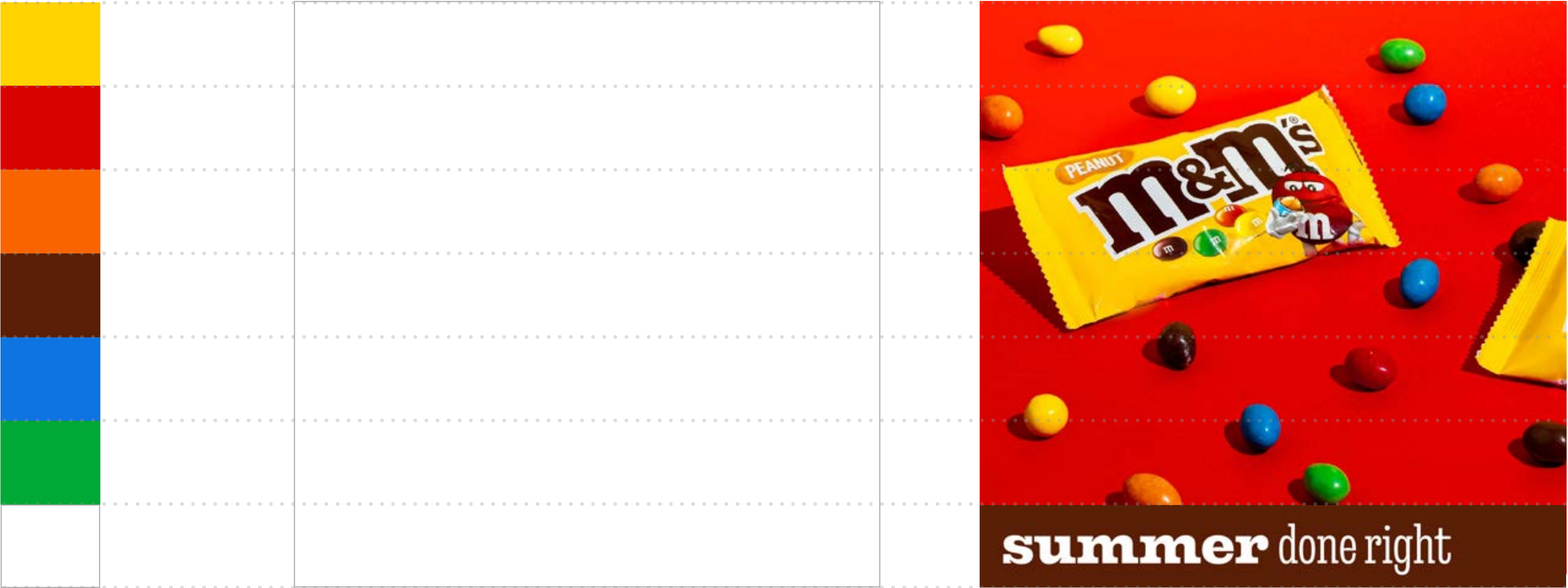
grid
portrait

Ready to earn your stripes?

Well then listen up. Our grid matches our seven stripes of color. We use it to guide how we place content and align our typography. It's a simple tool that gives everything we do a cohesive style.



grid square

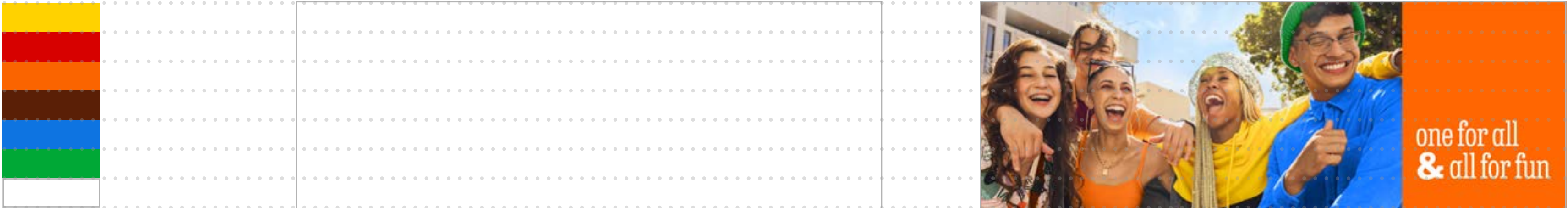


Dots, dots, dots...

We use the 7-stripe grid to guide our placement of borders and banner captions, which should take the height of either one or two stripes.

The stripes also come in handy for typographic layouts, acting as baselines for our type.

grid
landscape



What is this? A grid for ants?

When we turn our world on its side, the same rules apply. Use the 7-stripe grid for landscape formats, even those on a small scale.

8.2

layout examples

typographic layout examples



Like writing on lined paper.

Our typography should be placed using the grid system too. The stripes can act as baselines, as well as helping us to determine the height of our type.

primary asset
layout examples



Try it on for size.

We can appear in portrait or landscape mode, grow to the size of a billboard or fit into your phone screen... but we always look like us. Here are some examples.

*image is for reference only

9.0

social media

social media summary

tips & tricks

- Make sure you mix up the content and keep every new post feeling fresh and exciting (that goes for topics too).
- Make the most of our brand colors and show off our full palette.
- Contrast is key, so avoid blocks of a single color (especially yellow & brown)
- Think, a little, inside the box. Follow the grid, it's a useful tool to make our content feel cohesive.
- We work well in circles. Just look at our lentils.
- Some combos just work better than other's, so always use brand color pairings.



made for sharing

M&M'S® have always been shareable content.

We're here to inform & inspire & connect & engage. Social media is a window into our brand. We use it to reflect our colorful, inclusive nature, to encourage consumers new and old to join in the fun. And with your help, we can build a killer feed.



9.1

content categories

4 content categories



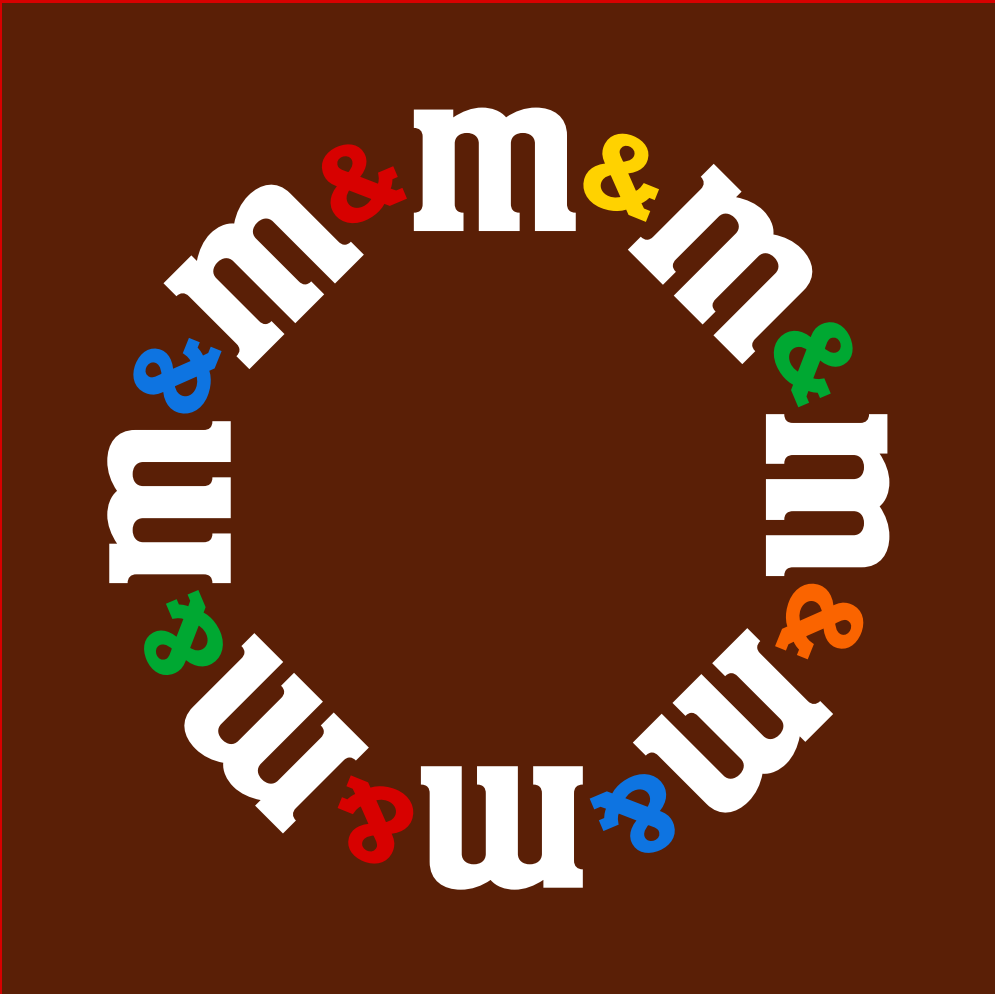
**product
& pack**
To show off our delicious products
(at all their best angles).



purpose
To showcase fun, togetherness
and inclusion.



characters
To give a voice to our characters
and show them interacting.



brand
Our assets are as delicious as
our products and are content
worthy.

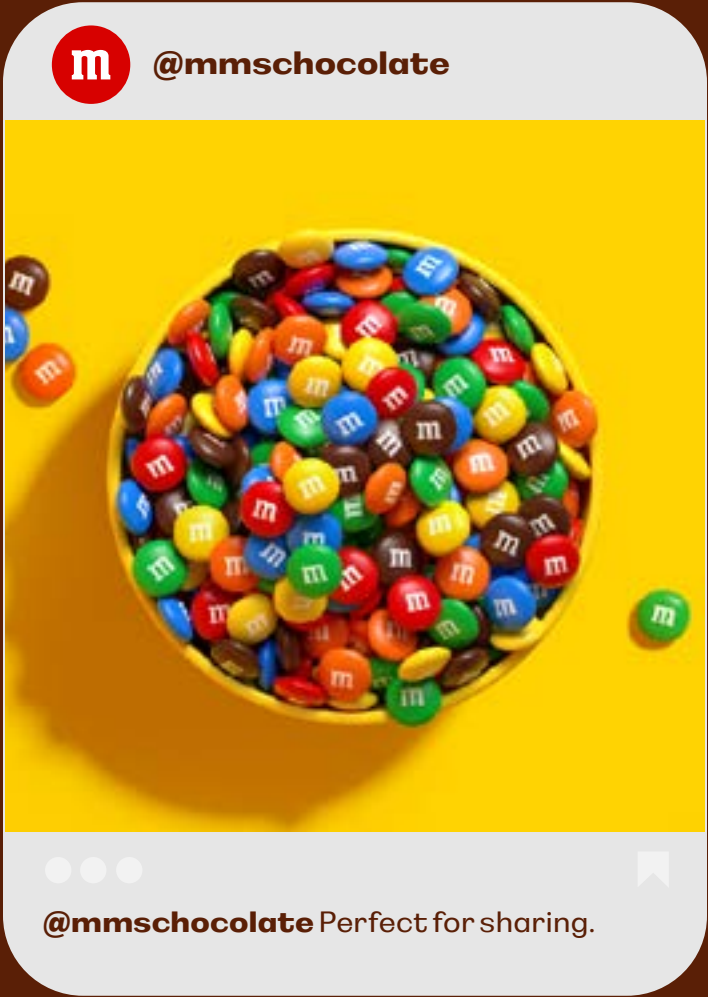
product & pack content types

Proof that not all stars are pointy.

The stars of our show are as smooth as anything. We scatter them across our feed, tempting everyone toward that like button.

- 1. Core products
- 2. Sharing occasions
- 3. Taste & appetite
- 4. Product innovation
- 5. Personalization
- 6. Platform (i.e. baking)

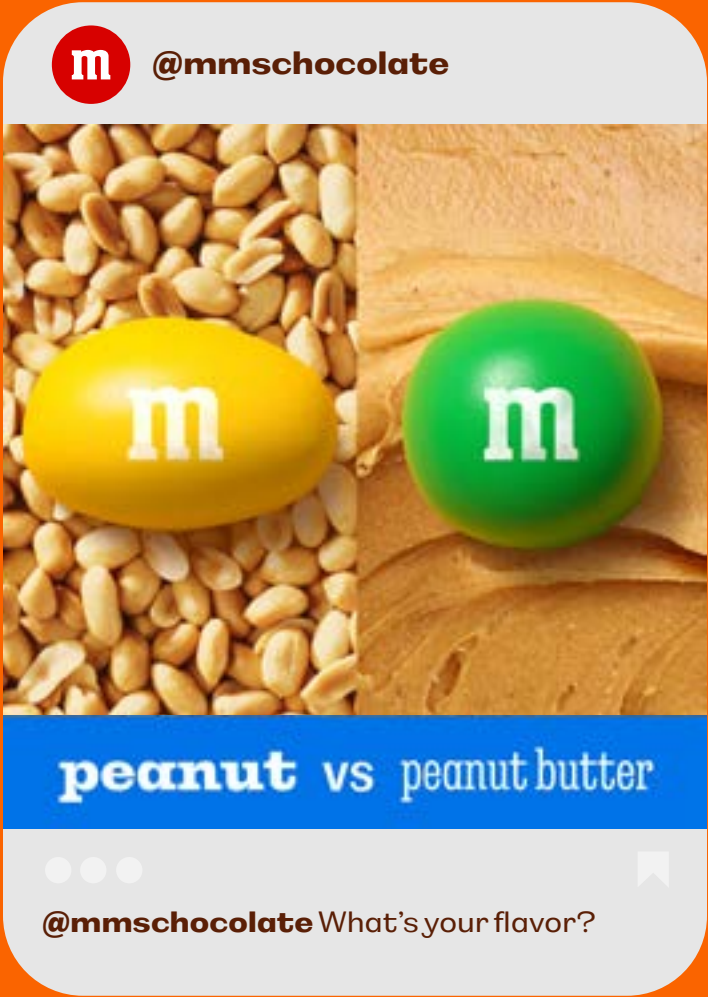
1.



2.



3.



4.



5.



6.



purpose content types

Follow for fun.

Social media can be isolating, but through the power of fun, we can help to make every one of our followers feel included.

- 1. Core products
- 2. Cultural activation
- 3. Brand photography
- 4. Characters
- 5. Illustrations

1.



2.



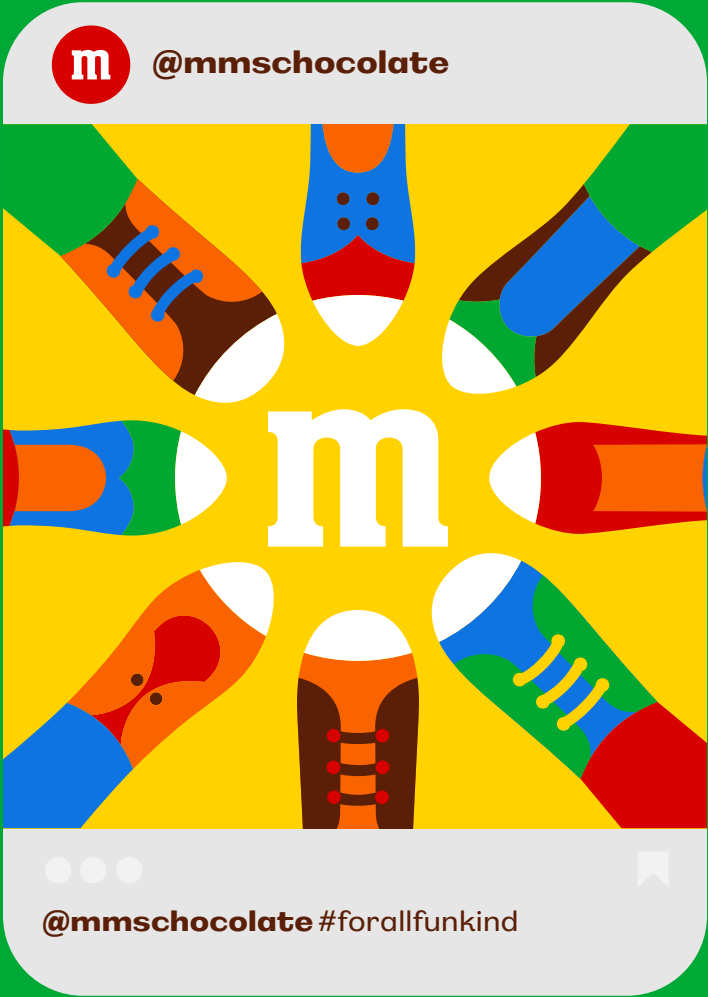
3.



4.



5.



characters

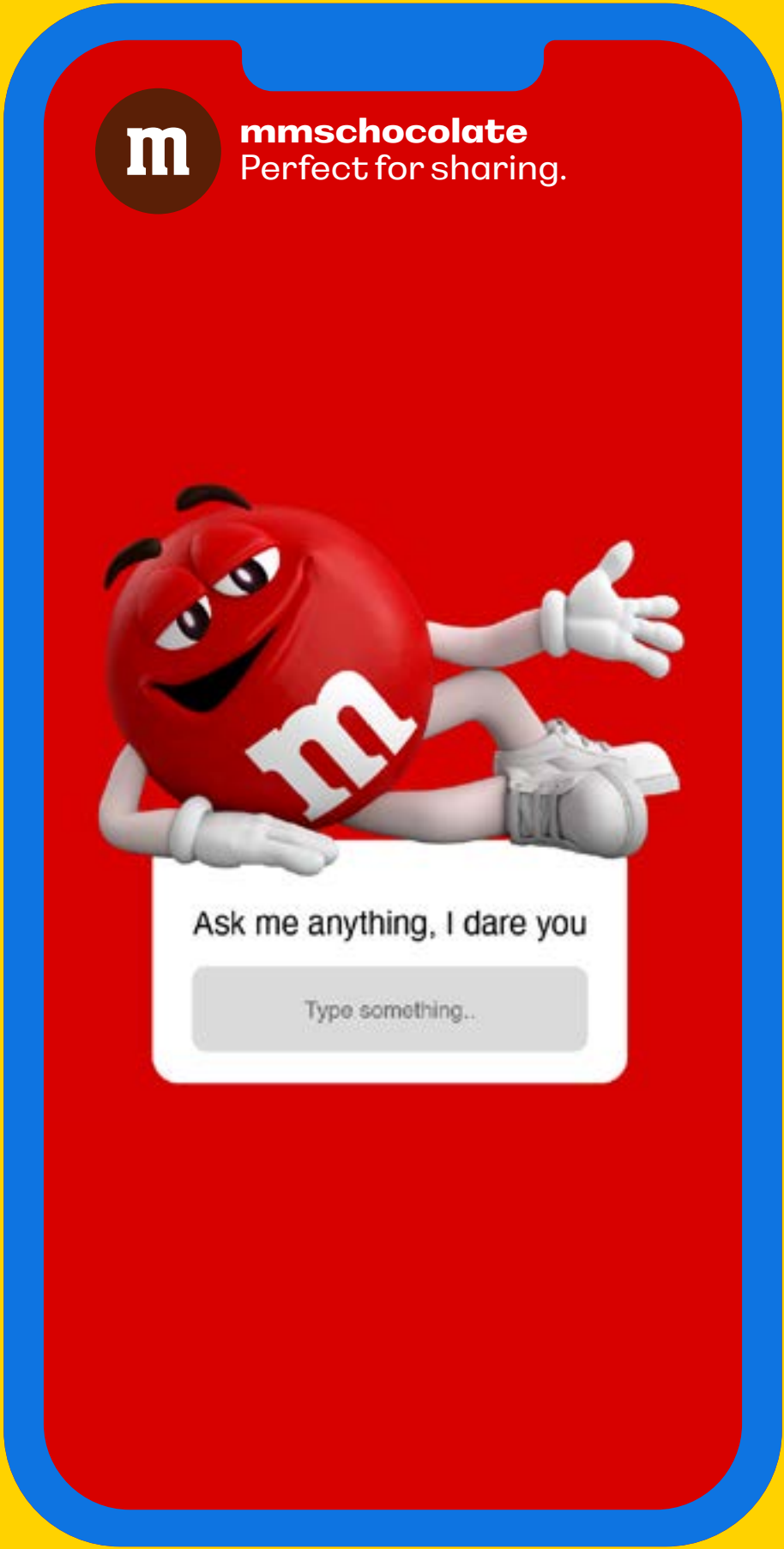
content types

Small screen, big personalities.

Every head turns when our characters show up. Fortunately, they use their fame for good, giving our audience the confidence to be themselves

- 1. Individual personality
- 2. Individual personality with type
- 3. Character pairs
- 4. Group interactions
- 5. Individual perspective

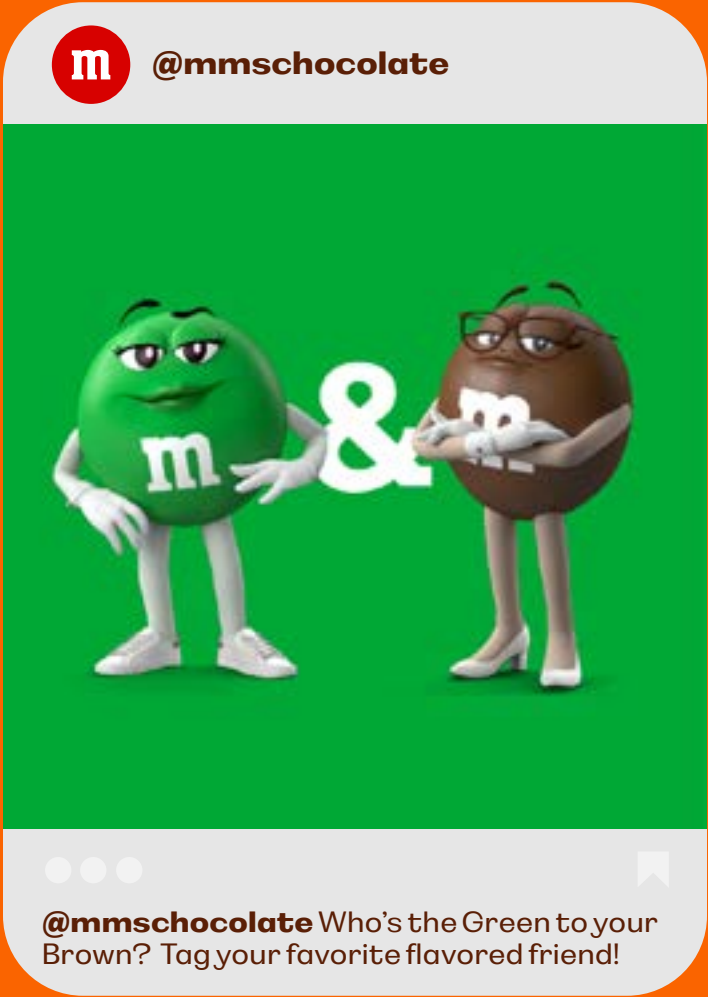
1.



2.



3.



4.



5.



brand content types

A world where everyone belongs.

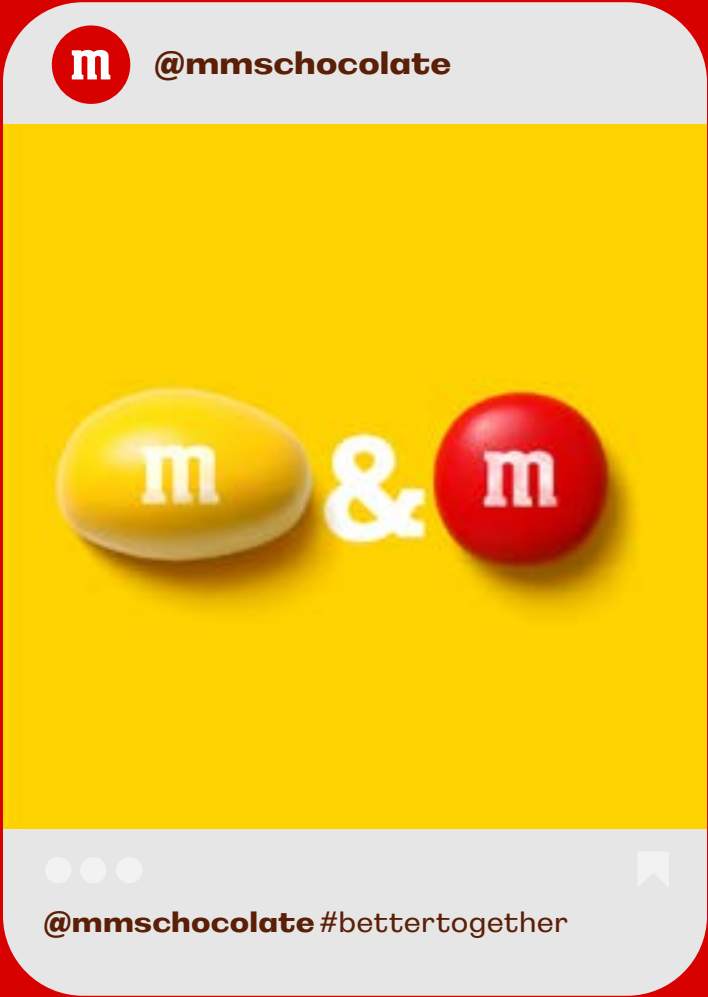
We’ve always been social butterflies. And online we really spread our wings, celebrating togetherness and sharing a warm, inclusive welcome.

- 1. Campaign line
- 2. Core products & ampersand
- 3. Connected Micon
- 4. Micon repeat
- 5. Continuum

1.



2.



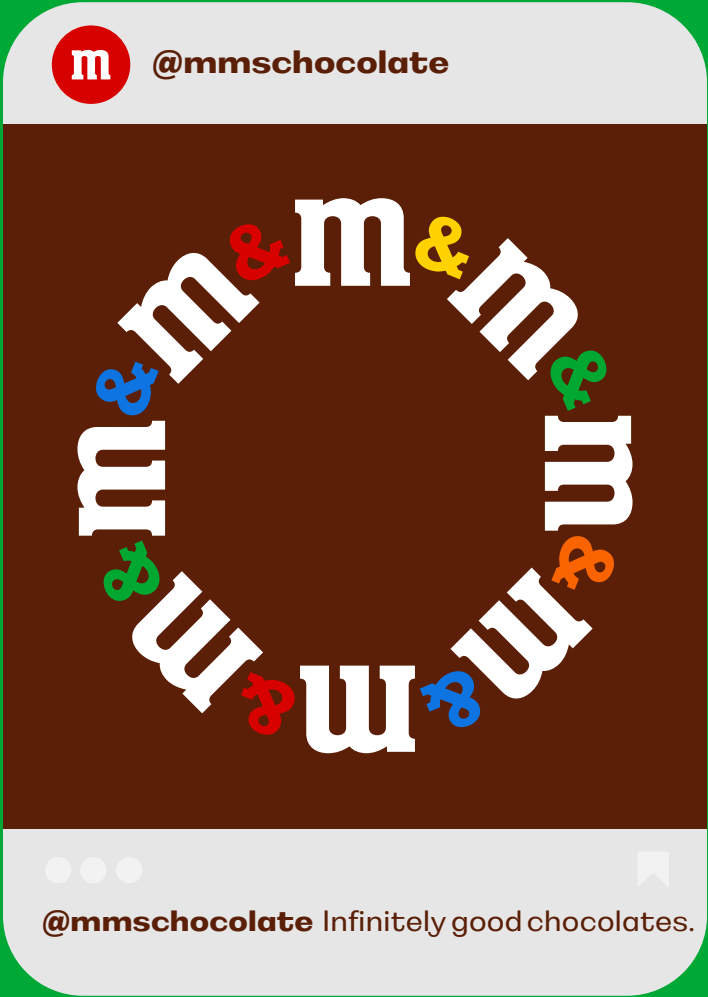
3.



4.



5.



9.2 feed overview

feed overview

content & color balance

Variety is the spice of life...

... and it keeps our audiences engaged. Our social media pages should represent our brand, even at a quick glance. It's all about mixing up the content we show so that each new post feels fresh and exciting.



feed overview

content & color balance

Be big, be bold, be colorful.

Aim to show off our full color palette and change topics regularly. And avoid blocks of a single color (especially over-reliance on yellow and brown).



9.3

creating a post

tip #1

use grid & align type

Grids are our friends.

We’ve already mentioned our 7-stripe grid (see page 244) and talked about how we use it to guide the placement of our content. It’s the glue that holds every post in our feed together. Always remember it.

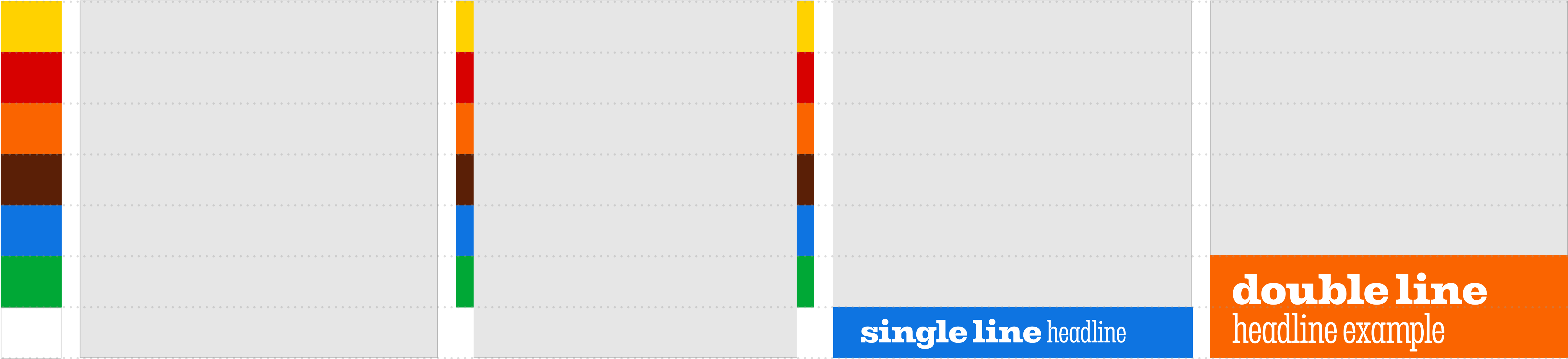


tip #2

use the stripe

We really suit stripes.

We even use the 7-stripe grid to align our typography. It gives us a baseline for character quotes and lead brand lines. All other type-only posts are best avoided.

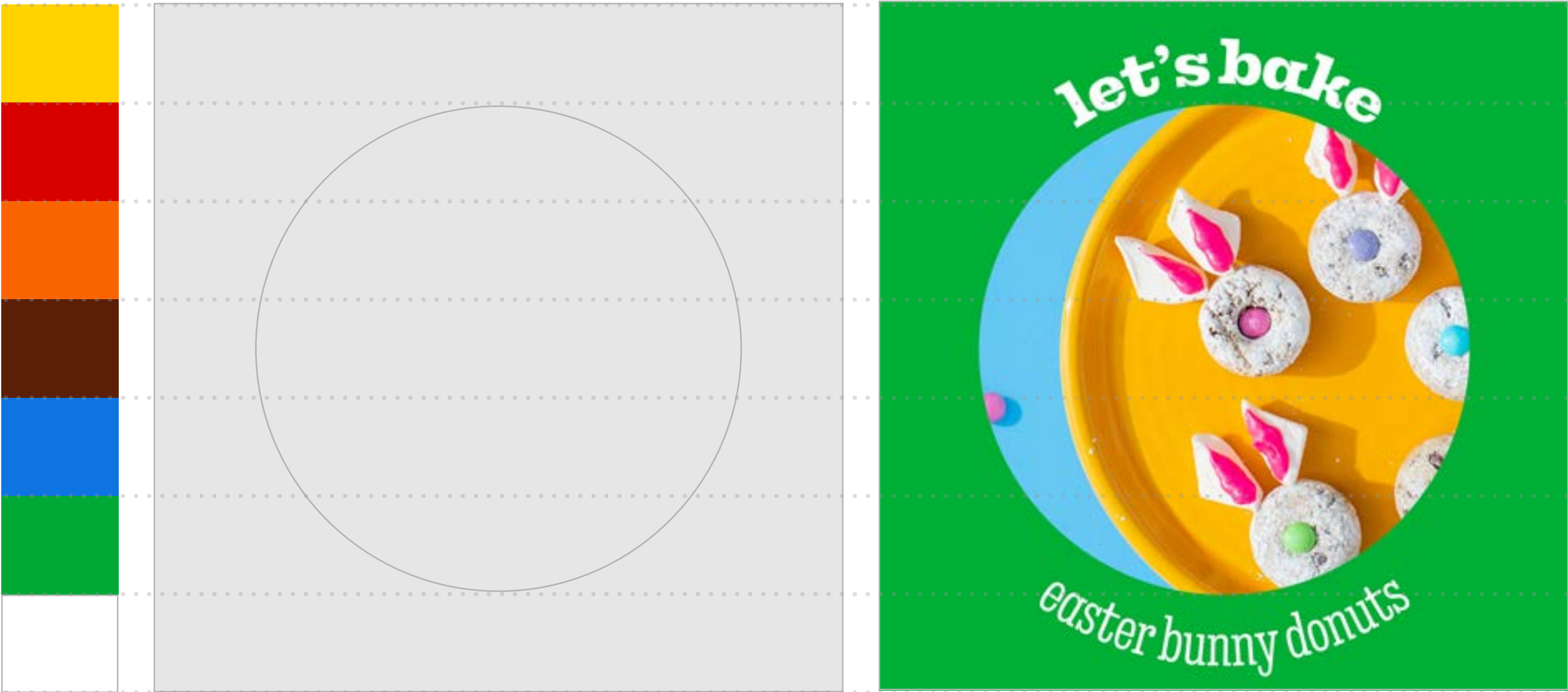


tip #3

go round

It's the grid that keeps on giving.

Sometimes it pays to think outside of the lines. For circular content, such as our M icon, we can use the grid to guarantee consistency of size and placement across posts.



tip #4

get the mix right

Holding out for a hero (pairing).

When choosing colors for graphic elements like banner captions or circle frames, refer to the brand color pairings on page 109. Simply identify the prominent color in the image, then find its corresponding color using the color pairings.

Here are some examples:

Yellow content pairs with a green or red frame.

let's bake

easter bunny donuts

summer done right

Red content pairs with a brown or yellow banner.

10.0 point of sale

For full point of sale guidance click [here](#).

We're loud, even in a crowd.

No matter how busy the shop, we still stand out. A simple system gives us the ability to shout about our purpose and the products we make, wherever we appear in store. It provides flexibility across all point of sale touchpoints.



point of sale summary

tips & tricks

core displays

- We use the connected 'M' icon whenever our products interact with customers day to day. You can also replace an 'M' with a character or product bowl to create a little contrast. Only replace 'M' icons with a character of the same color.
- The Red & Orange 'M' icons don't always see eye to eye, so avoid using these two together.
- We like the look of yellow as a background color, so we use it on our core brand displays.
- Sharing bowls should only appear on displays promising a future snack, not immediate consumption. Our connected 'M' icon pattern can appear horizontally or vertically, depending on the unit.
- Up, down or side to side, our connected 'M' icon looks great in every direction. We like to use it horizontally or vertically, depending on the unit and space available.

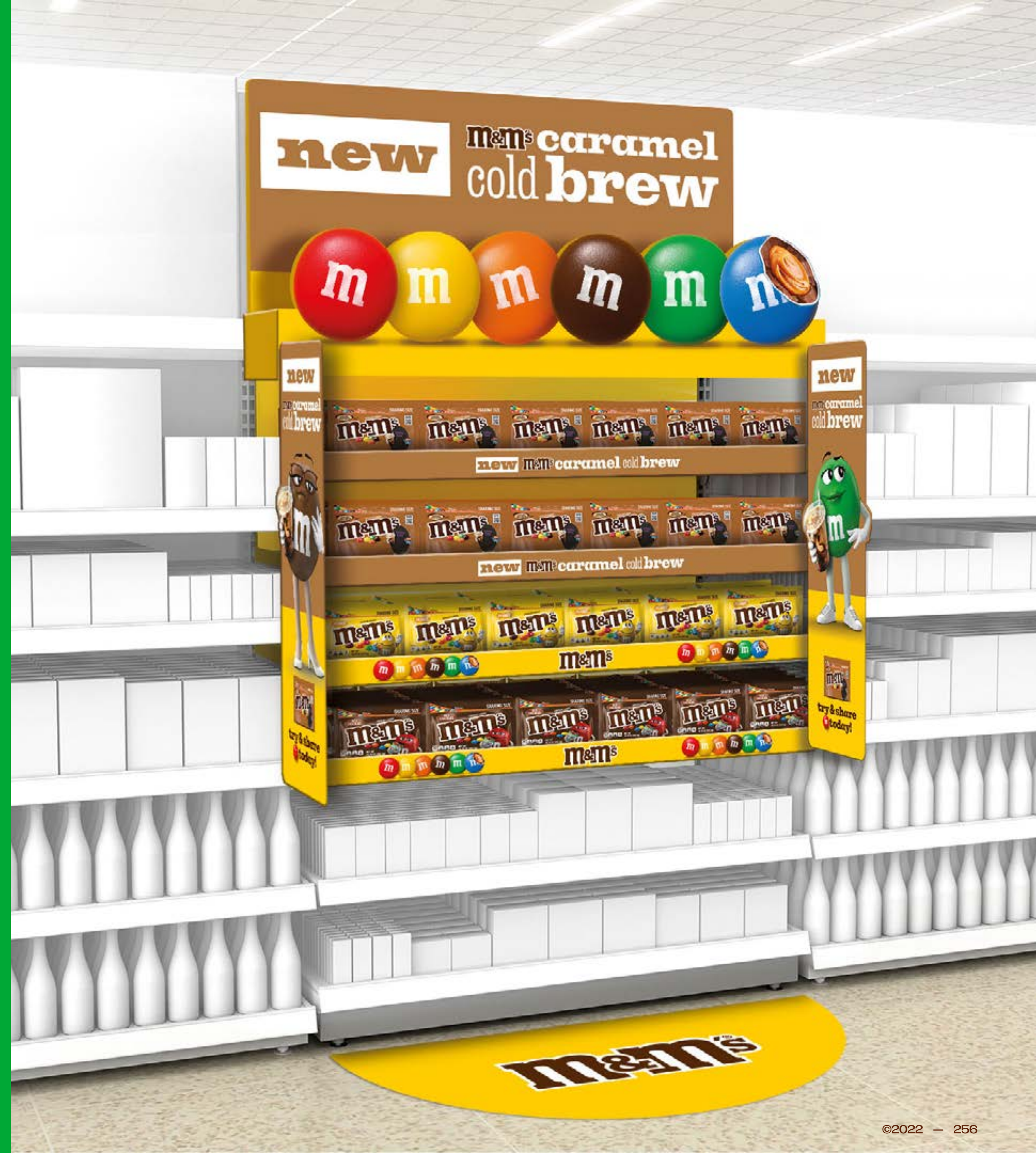


point of sale summary

tips & tricks

NPD displays

- The first crunch is with the eye, so start with bold eye-catching headlines.
- Our lentils like to be the heart of the party, so let them take center stage(one should always be shown open).
- A little character goes a long way. Support with characters, and keep the balance between flavor colors (or macro photography) and our core brand yellow.
- Give our characters room to breath, never use macro flavor photography behind them.



10.1

core

brand

equity design
system

This is our key visual for point of sale communications. It's inspired by and adapted from our Connect M icon.

For our core brand, we use yellow as the background color and replace one of the circles with our visual of a bowl of delicious lentils - highlighting both taste and shareability at the same time.



equity display
examples

Units that celebrate unity.

Our graphic device can appear horizontally or vertically, depending on the unit.

We can also replace an M with either a character or a bowl of product. Use one of the characters when we want to emphasize brand personality, and the bowl when we want to emphasize taste (because they look so good!).



always on formatting

Formats

Our display designs have been inspired by our connected M icon. It can be flexed to suit the in store displays.

These examples show how to take interactive elements and adapt them to different formats within the connected M icon.

3/4/5/6/7 M icons

- Yellow bowl can be used where yellow M icon would sit.
- Yellow character can be used where yellow M icon would sit.
- Character is always in the center when using 3 M icons.
- Orange/Red character replaces M icon to avoid MasterCard branding.
- Any character that helps the design avoid the orange/red M icon combo can be used.
- Multiple characters should be separated by at least 3 M icons

Extreme scale

Only for extreme horizontal/ vertical instances, e.g. shelf strips. Where possible the red & orange M icon combination should be avoided. Characters should not be followed by the same color.

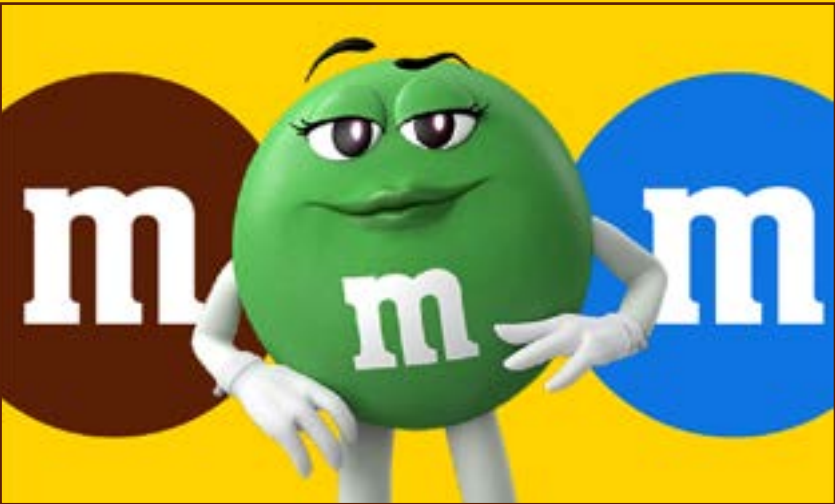
Bowl image

Use sharing bowl image only on displays for future consumption (e.g. sharing and share size packs), not immediate consumption.

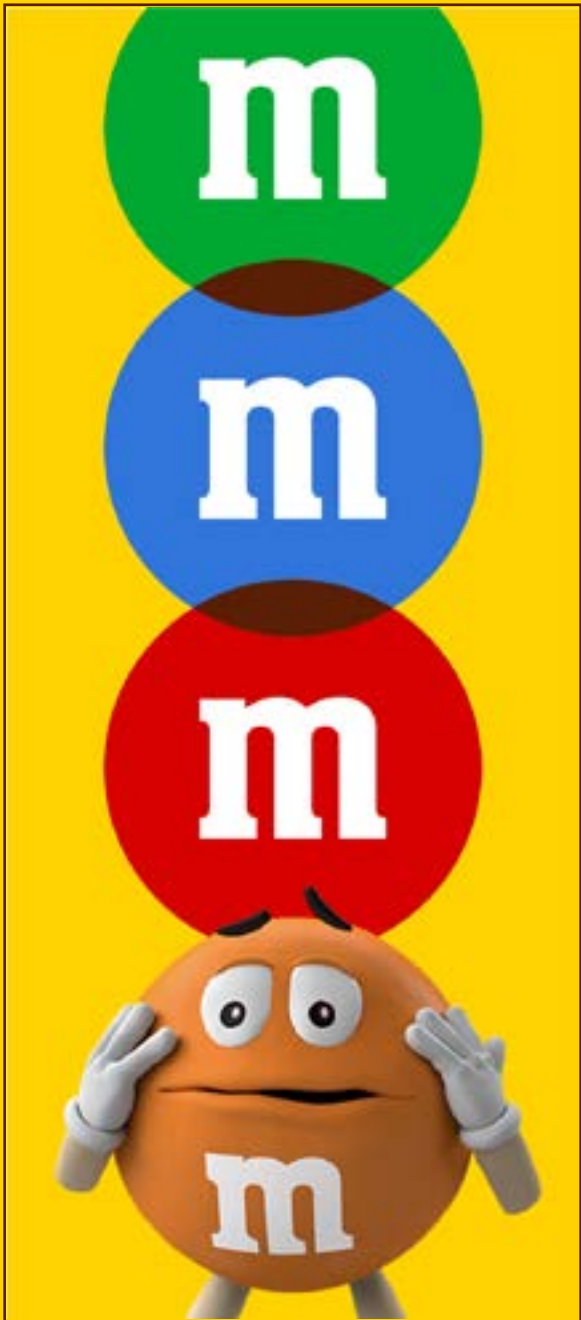
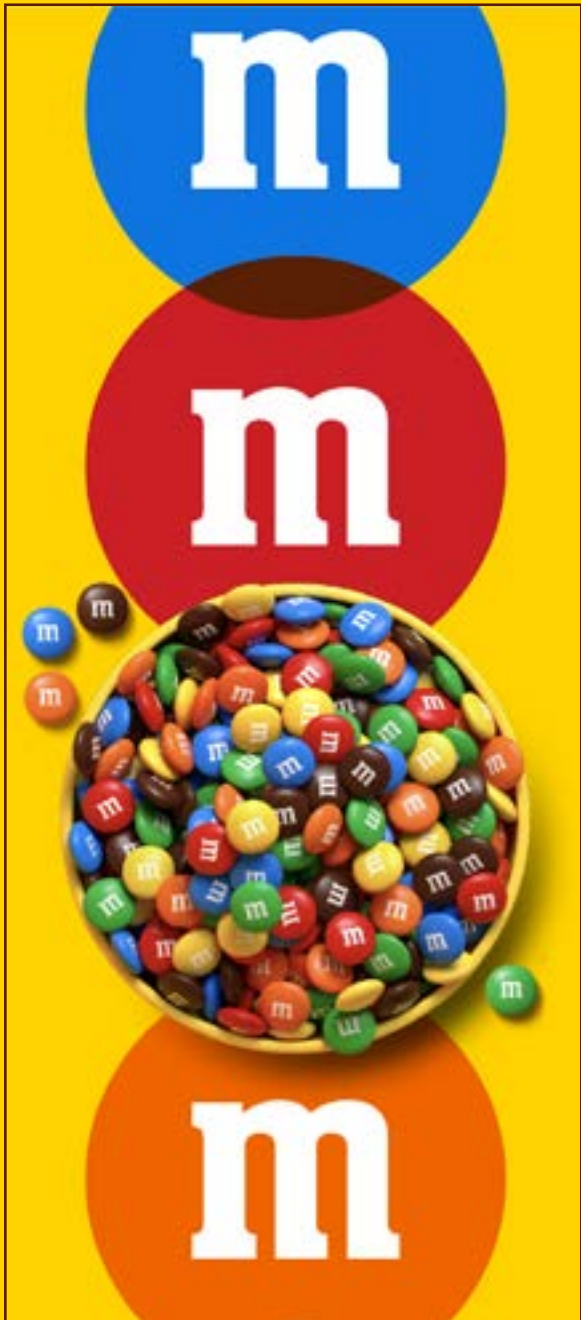
1 M icon



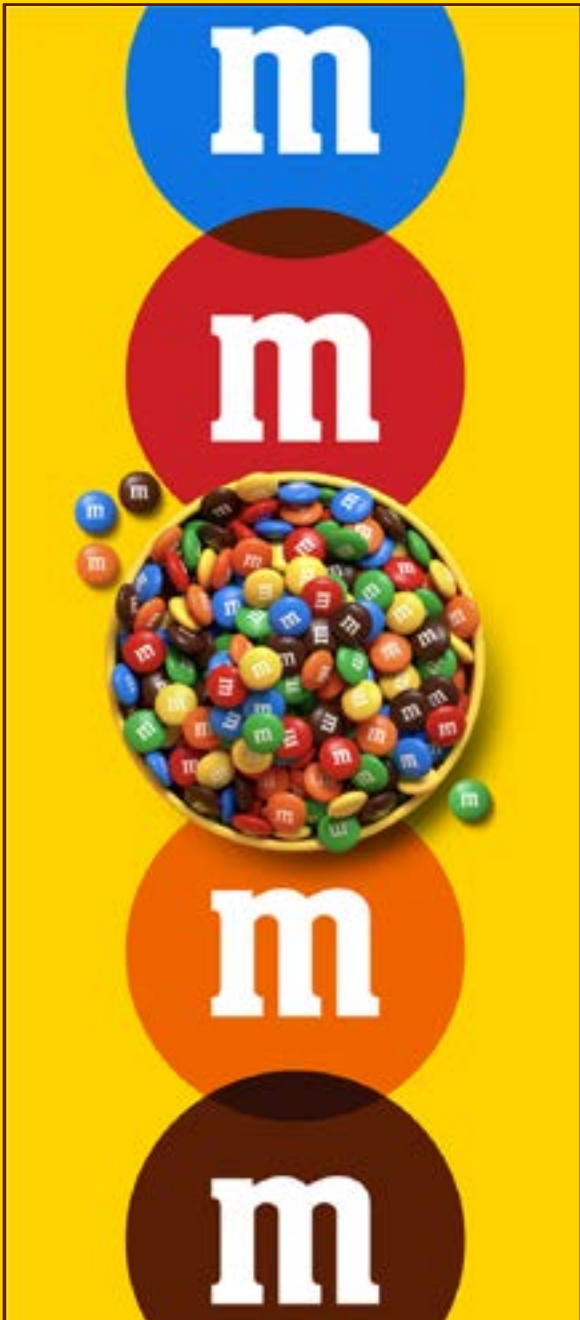
3 M icons



4 M icons



5 M icons



6 M icons



7 M icons



extreme scale



10.2

**new product
display**

npd display
system

Read all about it. Or just dive right in and eat it.

When we’ve got new news, we want everyone to know about it. That’s why we start with bold typography and an eye-catching headline.

Our lentils take center stage, and one is always shown open—to emphasize taste. How can you resist?

We can back our lentils with mouthwatering, macro flavor photography (to further emphasize taste appeal) or with a solid flood of our flavor color. Either way, we always carefully balance with yellow for immediate brand recognition.

new

m&m's caramel cold brew

try & share  today!

© 2022 Mars or Affiliates.

npd display examples

Everybody stay calm. There’s a new M in town.

Like on our equity displays, we can use characters to drive personality and engagement—here using them to craft stories about our new flavors.

Always lead with product. Support with characters, and watch that balance of flavor color (or macro photography) vs. core brand yellow.

One last note: never use macro flavor photography behind our characters. They only ever exist in the real world (like in ads) OR on flat, solid color (for example, on packs or POS).



10.3

d-comm

d-comm guidance

banner placements

Ensure instand brand and product recognition.



design 1 Should only be used for markets with minis



design 2



design 1



design 2

Feature recognizable assets

Should be scalable for mobile without losing critical information

above the fold images

Highlight the pack and key product info including taste appeal, flavour or usage occasions.



primary visual Hero pack visual on plain background



key visual Alternative visual on a contrast brand color with additional lentils off pack. Please use pack at a perspective if available.



dialing up flavor Macro flavor visual to dial up taste appeal. With or without text. Leverage available content in Lighthouse



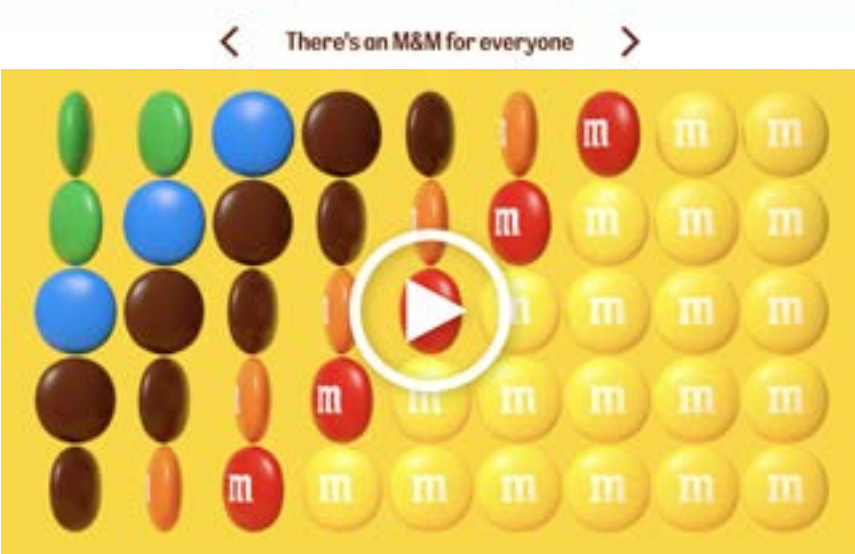
usage occasion / recipe Leverage available content in Lighthouse Reference Photography Guide if new images need to be created



legal / nutrition Background color should match pack background colors Add lentils for visual interest and product communication

below the fold images (for inspiration)

Storytelling for the brand and products.



Balance purpose with product Use brand colors as background boldly

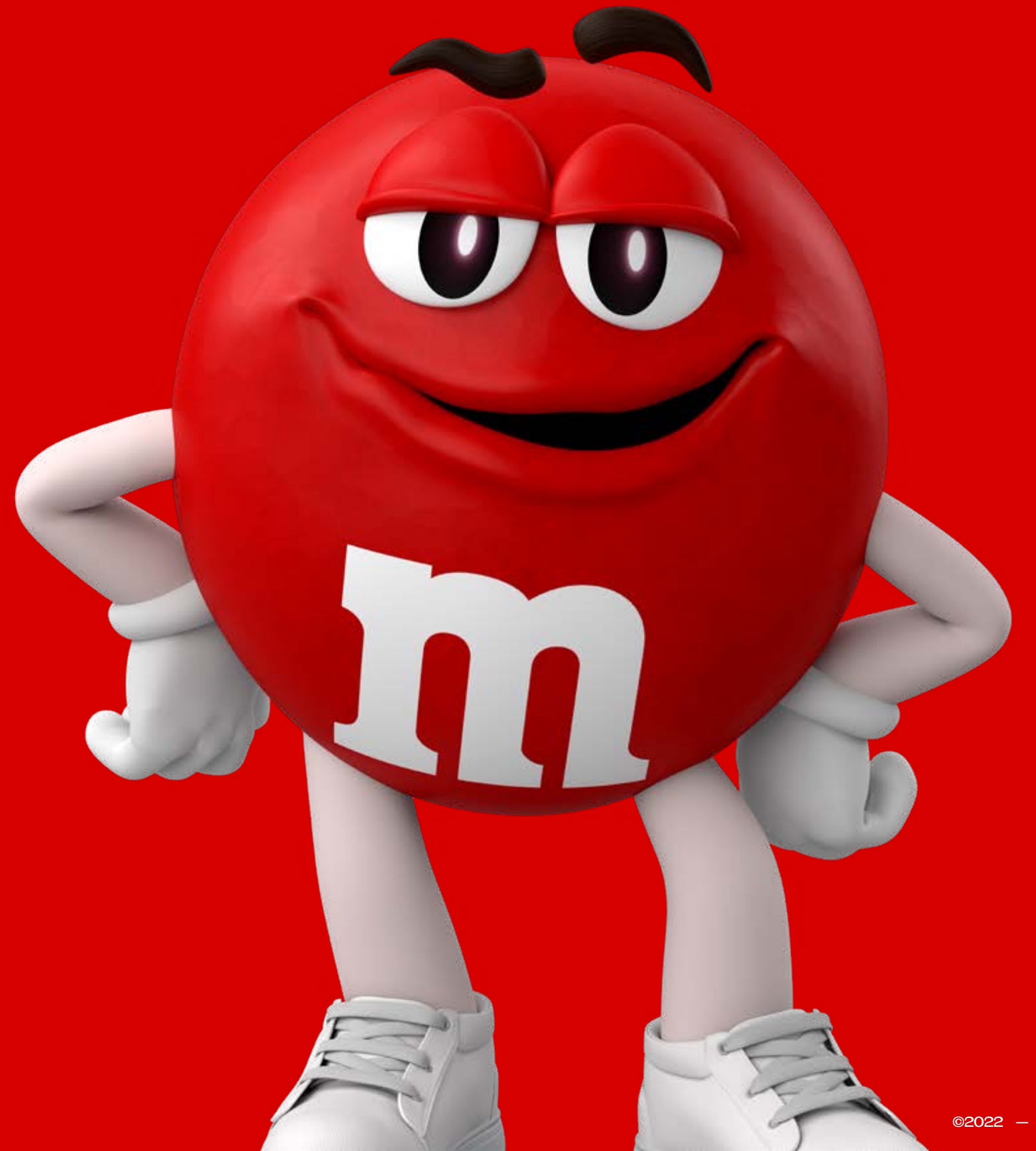
11.0

parking

our vision

To create a flexible packaging design system that celebrates and shares our brand purpose—one that is both future proof and able to adapt to coming innovations across the portfolio.

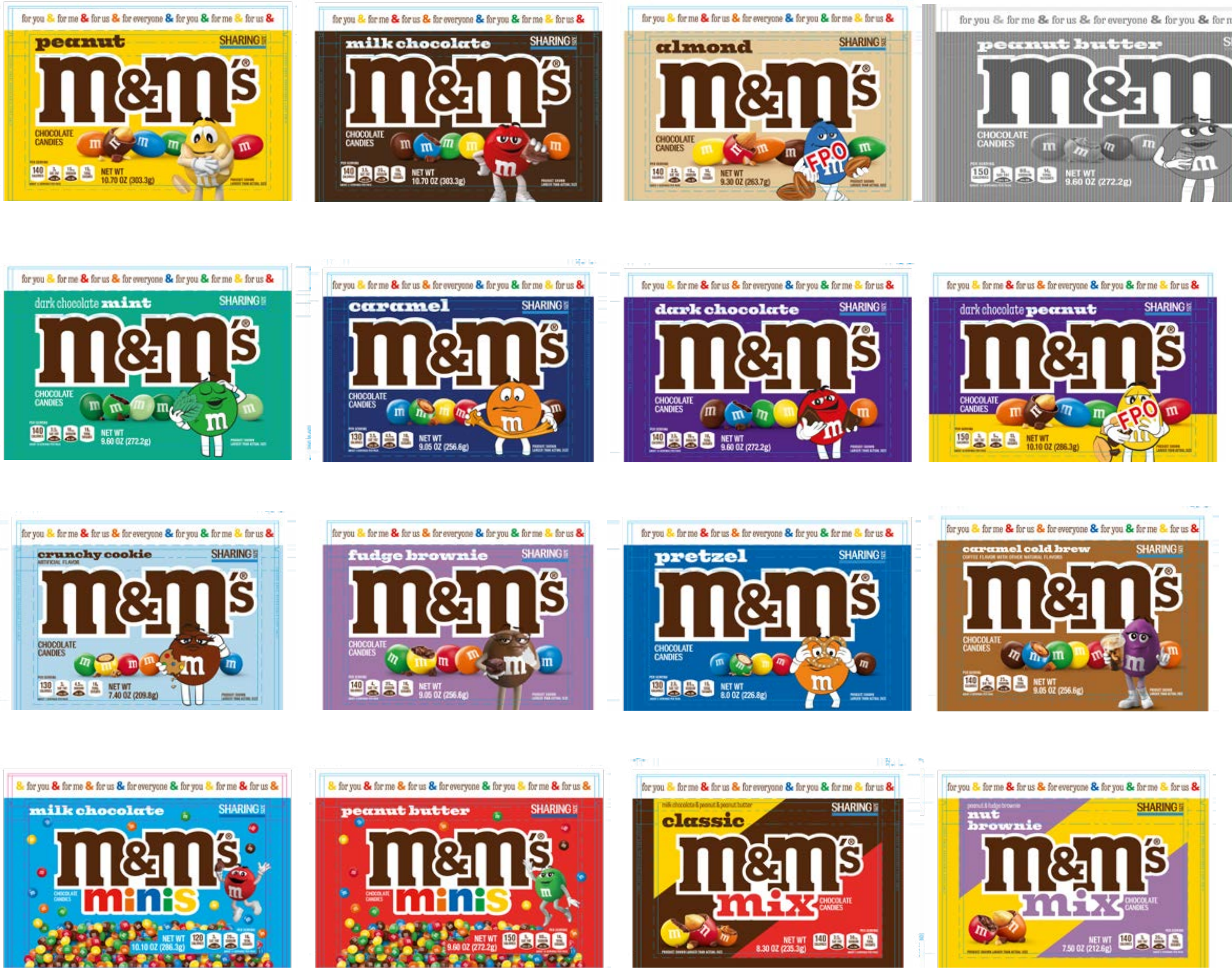
Full packaging guidelines coming soon.



hero character format overview



hero
character
variants



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the
end