TURN INSIGHT INTO ACTION

MG Ship
Corporate Brand Book

About MG Ship

Tagline

Track. Analyze. Turn Insight Into Action

Business Nature

Supply chain AI analytics – predictive insights, risk mitigation, cost optimization, route optimization and sustainability.

Market Position

The enterprise-grade AI analytics platform that bridges data silos, predicts disruptions, and optimizes end-to-end supply chain performance for global manufacturing, logistics, and retail leaders.

Mission

To transform global supply chains through AI-powered analytics, delivering actionable insights that drive efficiency, resilience, and sustainable growth for enterprise operations.

Vision

To be the global leader in supply chain intelligence, where every decision is data-driven, every risk is anticipated, and every opportunity is optimized.

The Logo



Brand Promise: Delivering Data-driven Clarity To Optimize Global Logistics Operations

Logo Variations

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored backgorund, use white, black or transparent version.









Color Hex Code Role & Meaning

Green #81BC00
Growth, sustainability, efficiency and progress

Yellow #FFF104
Energy, optimism, visibility and action

Dark Blue #050059
Trust, stability, authority and global reach

Silver #C0C0C0
Modernity, precision, premium quality and neutral balance

Yellow #FFF104 Primary background for brand assets.
Represents the "light" of insight that illuminates supply chain operations.

Green #81BC00 Symbolizes operational improvement and eco-friendly logistics.
Secondary accent, success indicators, progress bars, and the MGS monogram.

Dark Blue #050059 Conveys reliability in complex global supply chain operations.
Primary brand color for text, headers, navigation, core UI elements, and "GS" lettermark.

Silver #C0C0C0 Represents the technical precision of AI and data analytics.
Neutral text, borders, dividers, secondary backgrounds, and supporting UI elements.

Primary Hierarchy

Green (#81BC00):
Supporting accent
(10% of visual space)

Yellow (#FFF104):
Accent color
(max 15% of visual space)

Dark Blue (#050059):
Dominant brand color
(60% of visual space)

Silver (#C0C0C0):
Neutral color
(15% of visual space)

Dark Blue (#050059): Used for all core structural elements (text, headers, navigation)

Yellow (#FFF104): Used for CTAs, highlights and key interactive elements to drive action

Green (#81BC00): Used for success states, progress tracking, and brand identity elements

Silver (#C0C0C0): Used for secondary text, dividers and background layers to create visual hierarchy

Typography

Icon

Stylized green interlocking symbol representing movement, growth, and interconnected supply chain nodes. Layered blue “GS” with concentric lines, symbolizing data layers and AI neural networks.

Typography

Headlines: Bold, modern sans-serif (e.g., Montserrat) in Dark Blue #050059.

Body Text: Regular weight Open Sans in Dark Blue #050059 or Silver #C0C0C0 (for secondary text).

Highlights: Yellow #FFF104 or Green #81BC00 for key data points, CTAs, and success messages.

Tone of Voice

Brand Personality

Authoritative but approachable: Expert in AI and supply chains, accessible to non-technical stakeholders.

Forward-Thinking: Emphasize innovation, future readiness, proactive problem-solving.

Results-Oriented: Focus on tangible outcomes: cost savings, risk reduction, sustainability gains.

Collaborative: Position MGS as a partner, not just a vendor.

Application

This is an example of how the logo and brand elements may be used in brand applications such as business cards.





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www.mglobalship.com