

# Magnitogorsk Iron and Steel Works, branding for a group of companies

VolgaVolga Brand Identity



*Adjusted the logo, designed and systematized in the 270-page document standards of corporate identity for 97 units of the Group.*

## Case:

Magnitogorsk Iron and Steel Works OJSC (MMK Group, MMK) ranks among the world's largest steel producers. MMK trademark, registered in 1962 – the only preserved its authentic character between the marks of Russian metallurgical companies of the former Soviet Union. Today the brand MMK Group takes 18 % of the domestic steel market.

## Task:

Development of a new corporate identity of master brand MMK and sub-brands (Group subsidiaries), design of the brandbook.

## The solution:

In the year of the 50th anniversary of the brand «MMK», the agency has developed a re-branding, covering all manufacturing, mining, utility, commercial, financial, managerial and social-oriented business units.

A set of new rules for the use of corporate identity MMK is presented in two volumes brandbook.

The topics include standards for the use of corporate identity of MMK Group for design of the visual communications of the brand. These include inter alia business documents, artwork printed materials, websites of the parent and subsidiary companies, the rules of branding facilities, staff uniforms and souvenirs.

The brandbook in details describes basic elements of corporate identity, such as a sign, color, brand architecture of the brand of MMK Group, branded blocks of subsidiaries, stylistic elements of the brand, typography and style of photo images.

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