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Logotype guidelines

Our logotype is a key part of our brand identity, so it's very important to use it properly, ensuring brand consistency across all communications.

Logotype anatomy

Our logotype is carefully constructed to maintain ownable
characteristics while allowing for perfect legibility at any size.

Optical kerning, refined weight, and defined clear space help to make
it as instantly recognizable as possible at all sizes and in all contexts.

The center of attention is achieved by cuts applied on
individual letters at 25 degrees in oposite direction.

Logotype clearspace

To maintain integrity, it's important that minimal margins around the logotype are kept and no other logos or graphical elements infringe its space.

The margins are calculated from the circle that serves as a foundation from where the individual letters consisting the logotype are built.

Don't put anything inside the red zone.

Logotype sizes

Scale and proportion should be defined by the available space, aesthetics, function and visibility.

However, for web purposes, strive to use the predefined sizes provided, as they are optimized to minimize sub-pixel rendering and maximize visual crispness.
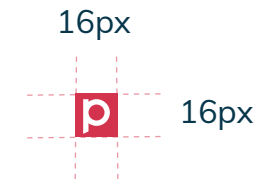
180px

30px

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96px

16px

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16px

16px

p

16px

Optimal size

The ideal size of usage. Everything smaller than this starts to have sub-pixel rendering on shapes angled at 0 or 90 degrees.

Minimal size

There is no pre-determined minimal size. You can go as small as it doesn't compromise legibility. However, try not to go smaller than the above sample.

Favicon

When favicon is needed, use this one. Whenever bigger is needed, scale it up only by doubles, so 16x16px, 32x32px, 64x64px, etc.

Correct logotype usage

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The most effective way is to use the logotype on a white background.

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As an alterlative, use the logotype against the brand magenta colour.

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As a next alterlative, use the logotype against the brand blue colour.

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When the context requires to use the monochome version, you can use it on a white background.

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When the context requires to use the monochome version, you can also use it on the brand silver background.

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When the context requires to use it on top of a photo, use an overlay consisting of either the magenta or blue color, set at XX% of opacity.

Incorrect logotype usage

Do not stretch the logotype, neither vertically nor horisontally.

Do not tilt or rotate the logotype in any circumstances.

Do not use the logotype as part of a headline or within body copy.

Do not apply different colours to the logotype other than the approved ones.

Do not apply the logotype on top of a different background other than the approved ones.

Do not place the logotype on top of distracting and busy backgrounds.

Brand colour palette

These primary colours are the foundation for setting a branded look. Use them intentionally.

Magenta ~20%	Blue ~40%	Silver ~60%

Magenta

HEX: #D4334D

RGB: 212, 51, 77

CMYK: 11, 94, 66, 1

The brand magenta is the primary colour. Due to its intencity, use it sparingly, but very intentionally. You can apply it on key elements elements, especially those who require call-to-action.

Blue

HEX: #D4334D

RGB: 212, 51, 77

CMYK: 11, 94, 66, 1

The brand blue is the secondary colour. Due to the its dark hue, it should be used on elements or surfaces that require an inverse treatment due to design or usability reasons.

Silver

HEX: #D4334D

RGB: 212, 51, 77

CMYK: 11, 94, 66, 1

The brand silver is the tertiary color and is, in a way, a continuation of the brand blue. It's mild and calming, therefore it can be used on large surfaces in the design, when white doesn't really work.

Typography

Wherever possible, we use the Muli font-family for all our written communications.

Muli consists of wide letter features, thus it act as a visual continuation of the logotype and it looks legible both, on print and screen materials, at big and small sizes.

Aa

Aa

Aa

Muli regular

A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent.

Sample content

Muli semibold

We promptly judged antique ivory buckles for the next prize.

Sample content

Muli bold

The quick brown fox jumps over the lazy dog.

Sample content

Typography usage

When space permits, we use

Large & bold headlines

However, when space it at a premium,

We rely on smaller headings

For body text, we use the regular weight and strive to focus on legibility with the help of appropriate font size and varying degrees of colour contrast.

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