

madiro



Brand Guideline Document

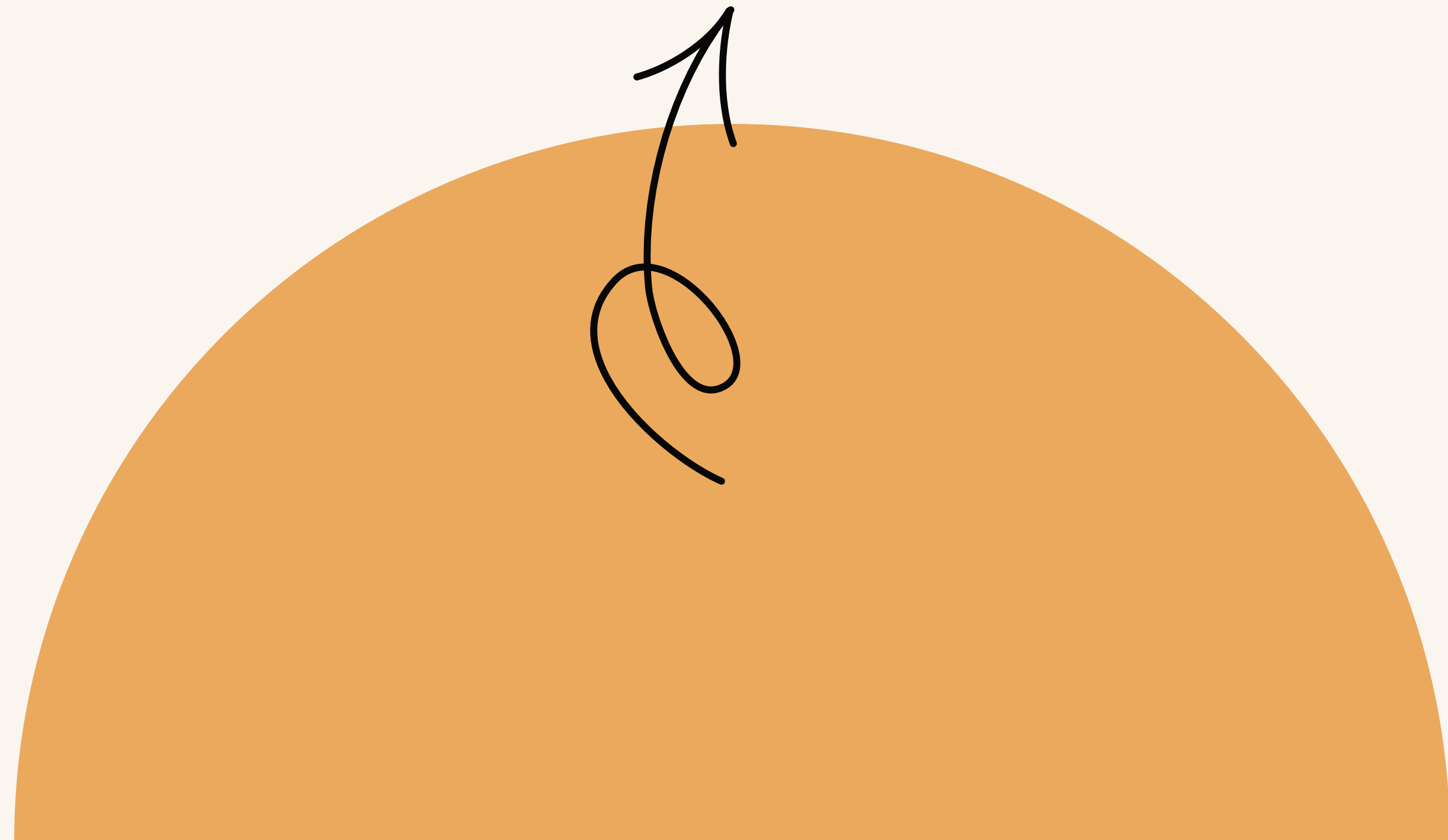


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Brand guideline

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The Logo

1

Primary Logo
Brand Icon
Subbrands

Primary Logo

madiro

Primary Logo

Clear Space

There should be clear space around any placement of the logo equal to the height of the letter 'o' in the logo.

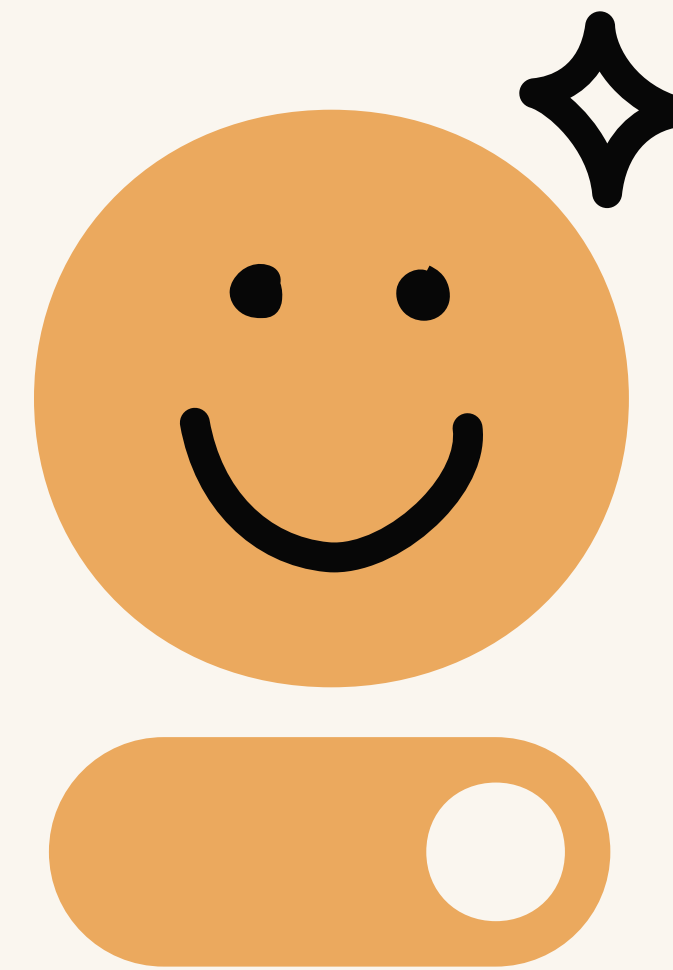


Brand Icon

The brand icon comes in two states: standard and smile. The smile icon can be used as part of an animation or purposefully in a design that is trying to reflect a more human tone. It should never in professional instances.



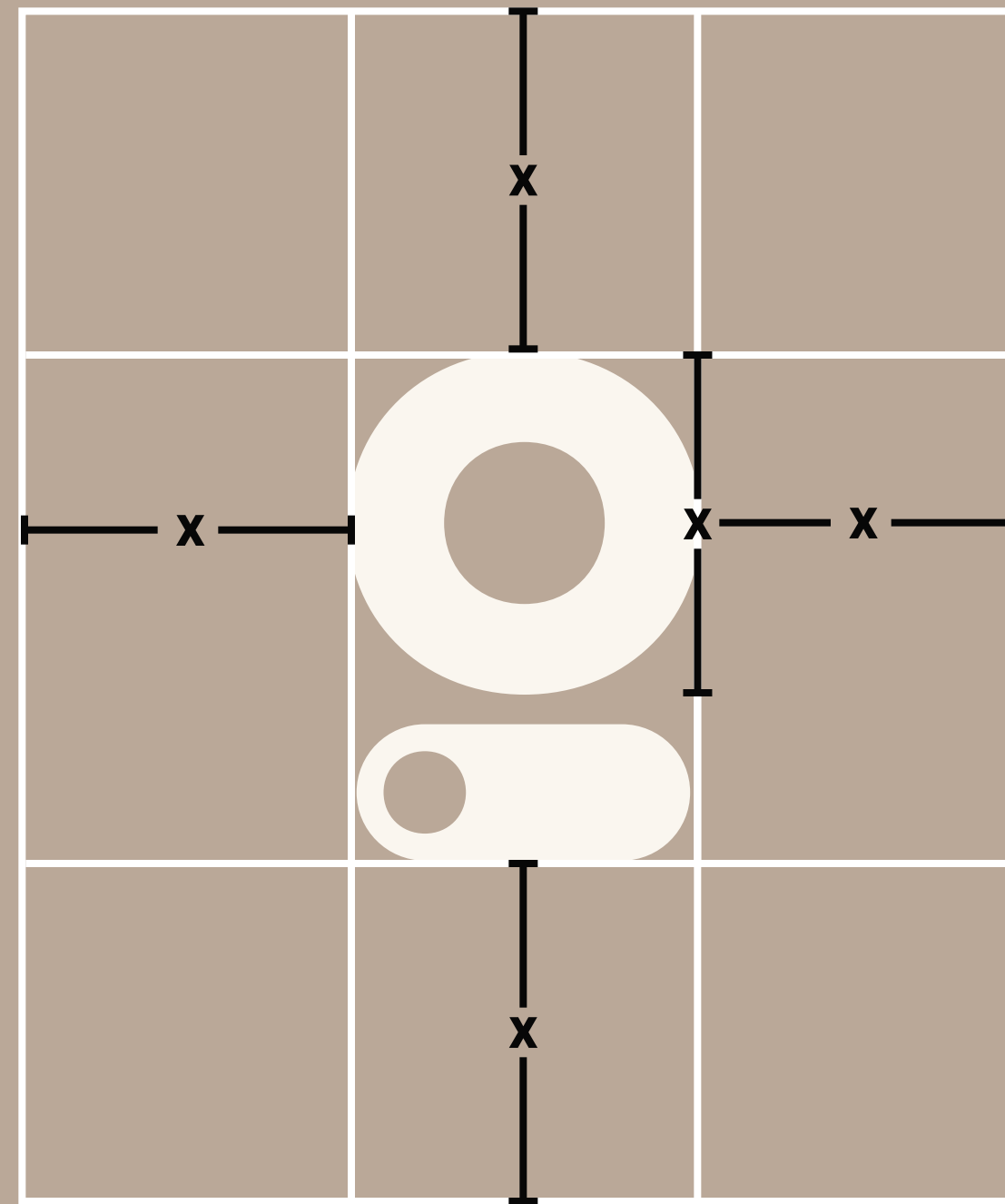
Standard



Smile

Brand Icon Clear Space

There should be clear space around any placement of the icon equal to the height of the letter 'o' in the icon.



Subbrand Logos

Sub brands of Madiro have unique logos and colours.

madiro

Current

Future

madiro LABS

madiro FUND

Brand Icon Clear Space

There should be clear space around any placement of the logo equal to the height of the letter 'o' in the madiro logo.



Colour

2

Palette

Primary Logo Colour

Brand Icon Colour

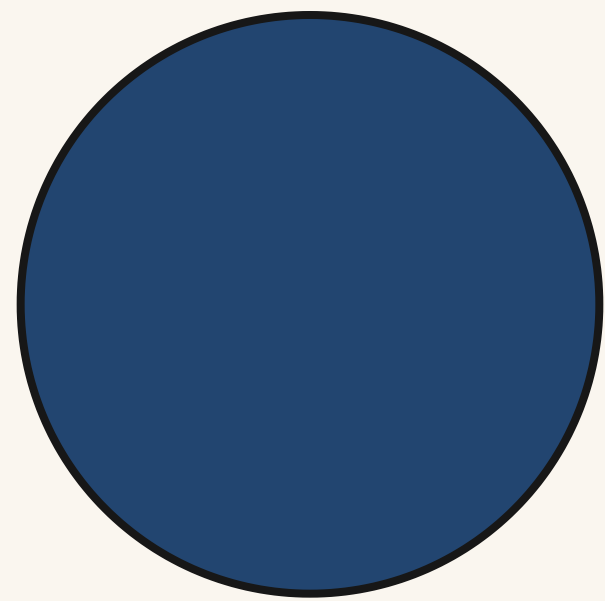
Subtend Logo Colour

Colour Palette

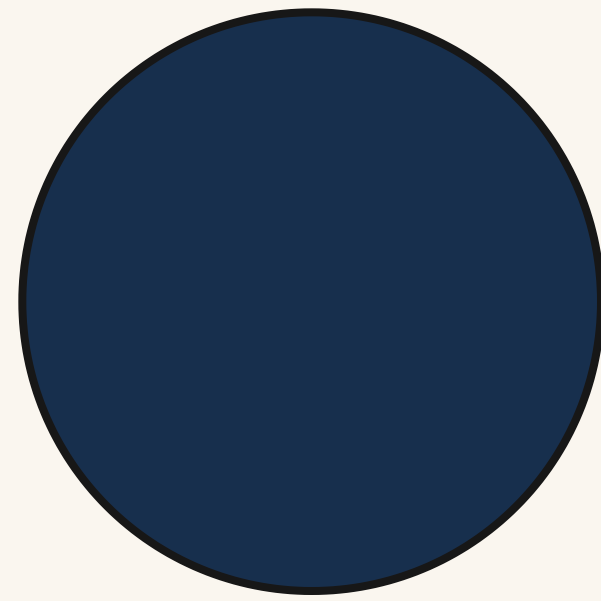
Primary

Secondary

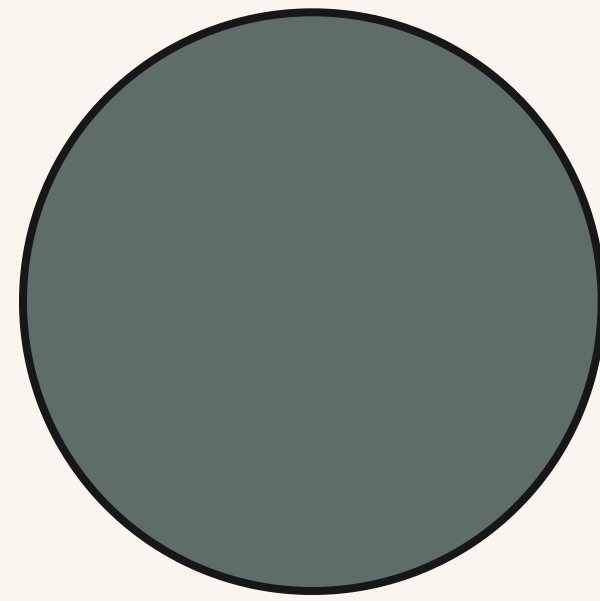
Neutral



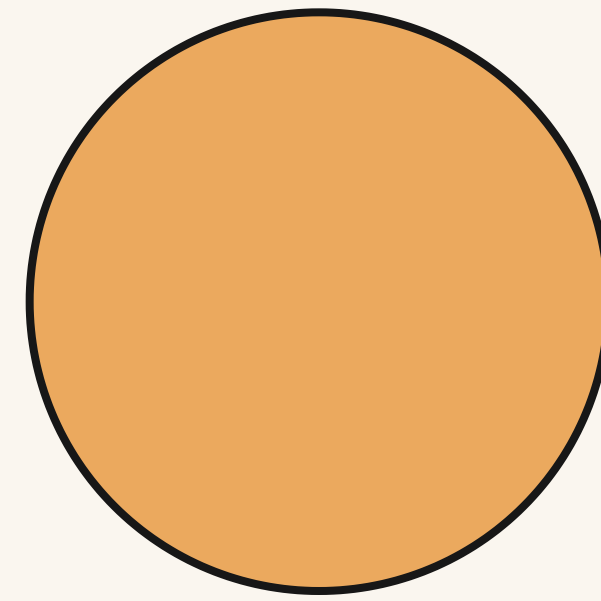
Madiro Blue
Hex #224570



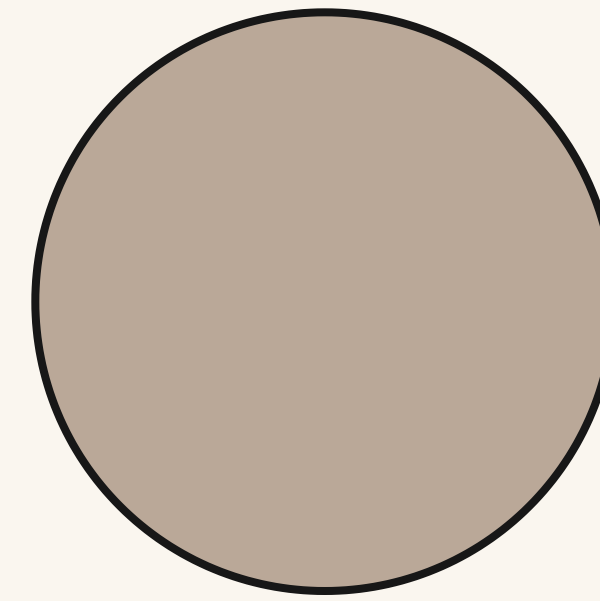
Dark Blue
Hex #172F4D



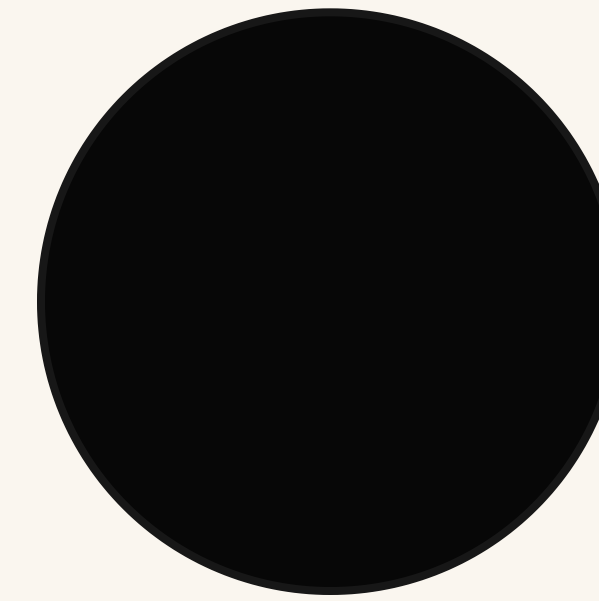
Green
Hex #5F6D6A



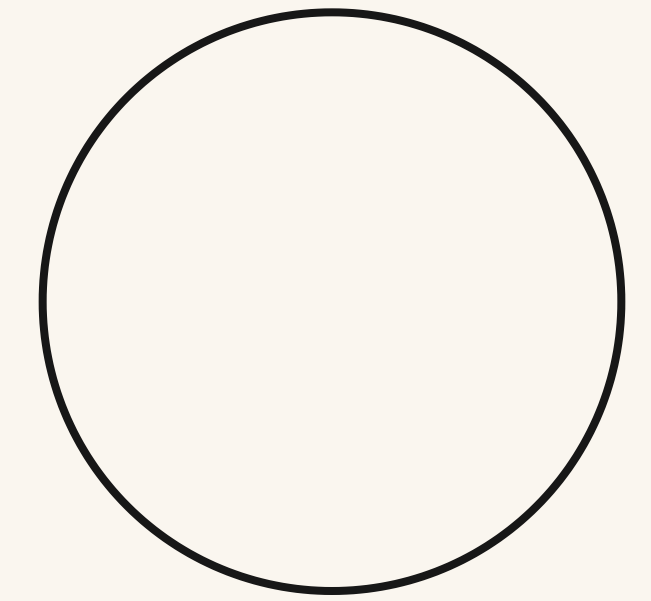
Yellow
Hex #EBA95E



Beige
Hex #BAA898



Black
Hex #070707



Off White
Hex #FAF6EF

Primary Logo Colours

The primary logo should only be used in madiro blue, black, off-white and white colours.

madiro

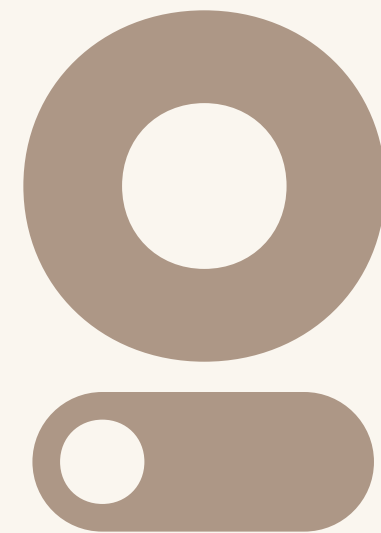
madiro

madiro

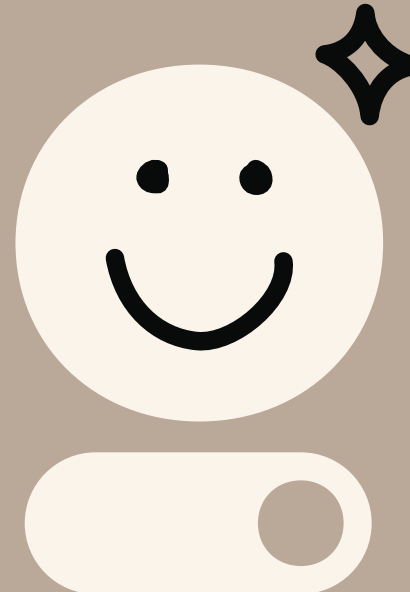
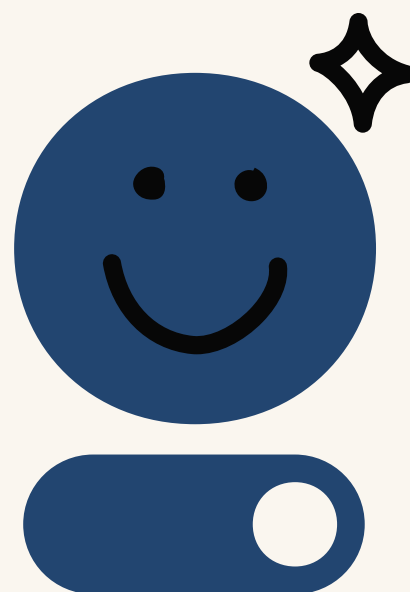
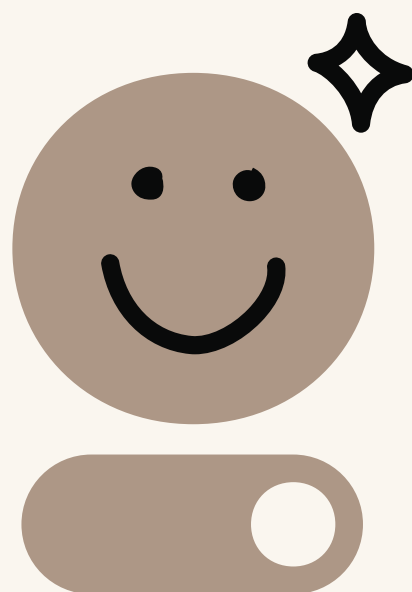
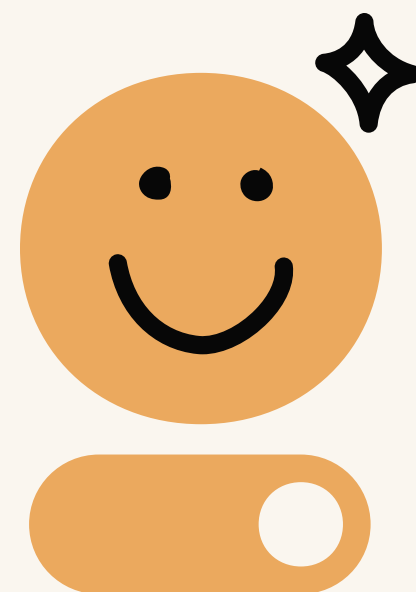
Brand Icon Colours

The brand icons should only be used in madiro blue, green, yellow, off-white and beige colours.

Standard



Smile



Subbrand Logos

Colour

Each sub brand logo should only be used in it's unique colour, black, off-white and white.

madiro LABS

madiro LABS

madiro LABS

madiro FUND

madiro FUND

madiro FUND

Typography

3

Primary Typeface

Secondary Typeface

Use Of Type

Primary Typeface: Lora

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

Regular
Bold

1234567890

Secondary Typeface: Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Aa

ABCDEFGHIJKLMN OP

QRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890

Light

Regular

Bold

Use Of Typeface

Lora will be used for headings and Roboto for body copy. The pairing of these fonts help create a tone and feel that is approachable and human.

h1 - Heading 1

h2 - Heading 2

h3 - Heading 3

h4 - Heading 4

h5 - Heading 5

Paragraph – Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo.

Design Elements

4

Illustration

Treatments with typography

Treatments with photography

Illustration

Simple hand drawn illustrative elements can be used throughout the design. These elements should always remain in the brand black colour. They should be used sparingly, making sure to not clutter or complicate any designs.



Treatments With Typography

Handrawn unlines and circles can be added to text to highlight certain words. The intention of this treatment is to build an approach and human tone and feel.

We identify, fund and support
initiatives that drive positive
health outcomes.

Treatments With Photography

Handdrawn lines, arrows and circles can be added to text to highlight certain parts of images. The intention of this treatment is to build an approach and human tone and feel.



Photography

5

Tone & Feel
Overlay Treatment

Photography

Tone & Feel

Should be

Natural

Soft

Filmic

Warm

Candid



Photography Tone & Feel

Should not be

Dramatic

Sharp

Digital

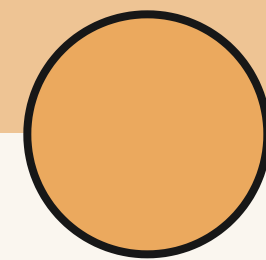
Cold

Posed

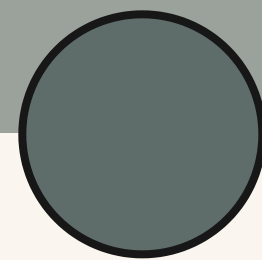


Overlay Treatment

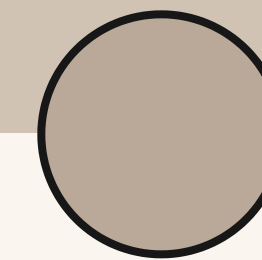
In situations where text or logos need to be legible on top of images and overlay treatment can be applied. The overlay treatment should only be used in the following brand colours.



Colour: Brand Yellow
Blend Mode: Multiply
Opacity: 60%



Colour: Brand Green
Blend Mode: Multiply
Opacity: 60%



Colour: Brand Beige
Blend Mode: Multiply
Opacity: 60%

Contact



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