# MINIO

BRAND GUIDLINES

CONTENTS

Logo Design

Here is the Logo on both regular and inverted colours.

These will help when using the logos on marketing material which has a variety of backdrops.

Similarly having a watermark is a always usefull. Especially on smaller outcomes such as website widgets and smaller print jobs.

Regular

Inverted

Logo Design
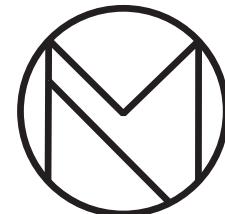
Watermark Logo

Logo Rules

It is important to make sure your logo is being used correctly in your branding, especially by others who may not know how it should be.

By following these rules you can avoid any issues and keen the brand on point.

Dimentions

Although the Sizing of the logo will change depending on what its been used on it is improtant to remember that the dimentions shouldnt change.

In the Minio logo the rule is that the gap between the wording and symbol are the same as the angled on the M.

y

x

MINIO

x = y

Avoid

Try to avoid maniplating the logo to much, it will pull away from the brand and may make it hard for the viewer to recognise your work.

Here are some classic examples...

Stretching

MINIO
Moving the type
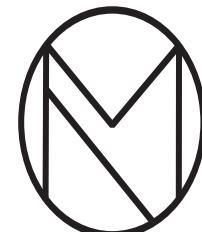
MINIO
Colour Changes

Typography

Having a good set of typefaces is important when creating the rest of your Marketing and website to make the brand clear to the consumer.

I have suggested some font pairings for you which you can find here. They are also used throughout the brochureso you can get a feel for how a document might look.

Note

I advise using the Semplica for both your Body text and Subheaders like you can see in this document.

Make sure to use a thicker version for your subheaders to keep it clear and you should have no problems creating nice documents.

Header Font

Brother 1816

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()

Weights - Medium . Regular . Thin

Body font pairing:

Semplicita Pro (regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()

Weights - **Bold** . **Medium** . Regular . Light

Colour

When creating a brand it is good to have colour guides so you can make sure you have a theme that runs through the brand and makes it easier for customers to recognise your marketing. It also makes your brand look more proffessional and organised something that customers trust. With this in mind ive suggested afew ideas you might want to use.

Pallet 1 : Decour

Primary Colours

100%   50%

Opacity

RGB   R - 125 . G - 112 . B - 98
CMYK   C - 125 . M - 112 . Y - 98 . K - 31
Hex   #7d7062

100%   50%

Opacity

RGB   R - 125 . G - 112 . B - 98
CMYK   C - 125 . M - 112 . Y - 98 . K - 31
Hex   #7d7062

100%   50%

Opacity

RGB   R - 143 . G - 123 . B - 96
CMYK   C - 37 . M - 41 . Y - 57 . K - 26
Hex   #8f7b60

Secondary Colours

100%   50%

Opacity

RGB   R - 104 . G - 60 . B - 92
CMYK   C - 59 . M - 79 . Y - 36 . K - 29
Hex   #7d7062

100%   50%

Opacity

RGB   R - 101 . G - 117 . B - 91
CMYK   C - 61 . M - 37 . Y - 63 . K - 25
Hex   #65755b

Pallet II: Spring Home

Primary Colours

100%   50%
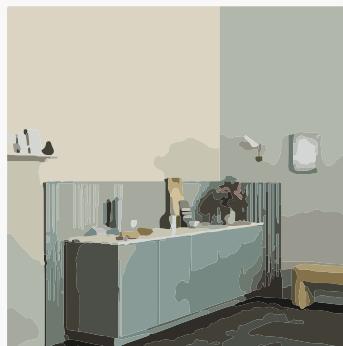
Opacity

RGB	R - 76 . G - 69 . B - 59
CMYK	C - 57 . M - 53 . Y - 61 . K - 56
Hex	#4c453b

100%   50%

Opacity

RGB	R - 180 . G - 166 . B - 140
CMYK	C - 29 . M - 29 . Y - 44 . K - 10
Hex	#b4a68c

100%   50%

Opacity

RGB	R - 142 . G - 111 . B - 99
CMYK	C - 34 . M - 48 . Y - 49 . K - 30
Hex	#8e6f63

Secondary Colours

100%   50%

Opacity

RGB	R - 148 . G - 162 . B - 155
CMYK	C - 45 . M - 26 . Y - 36 . K - 8
Hex	#94a29b

100%   50%

Opacity

RGB	R - 196 . G - 175 . B - 130
CMYK	C - 23 . M - 27 . Y - 52 . K - 7
Hex	#c4af82

I hope you have find these Brand Guidlines Pack Helpfull when creating work for your brand.

If you need futher design work done, or know someone else who could benefit from my services, dont hesitate to contact me .

E-Mail : samueljpenny@gmail.com