MAYDENA

BRAND GUIDELINES

STEP INTO
THE WILDERNESS

May 2021

V1.0

INTRODUCTION

In this document we outline best practices for the use of Maydena brand assets and offer useful examples.

The purpose of this document is to define the overall look and feel of Maydena branded assets and collateral. At the same time it is designed to be open enough to allow for some creativity within the brand.

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LOGO WORDMARK

This is our hero logo.

Preferred use is in the red with white or back text combinations.

When using the colour logo it is prefered that the fill version be used. This is where the brandmark is filled with white. It is denoted in the file name by the FILL keyword.

The Maydena logo should never be used in any other colors, except for the following.

The one-color logo should be used only on photographs and color backgrounds within the Maydena color palette.

Clear space around the logo is defined as the height of the letter "m" from the word Maydena.

Minimum size for the wordmark is 6cm or 180px for digital applications. This is to keep the wording legible.

Always use the logo files provided. Do not re-create.
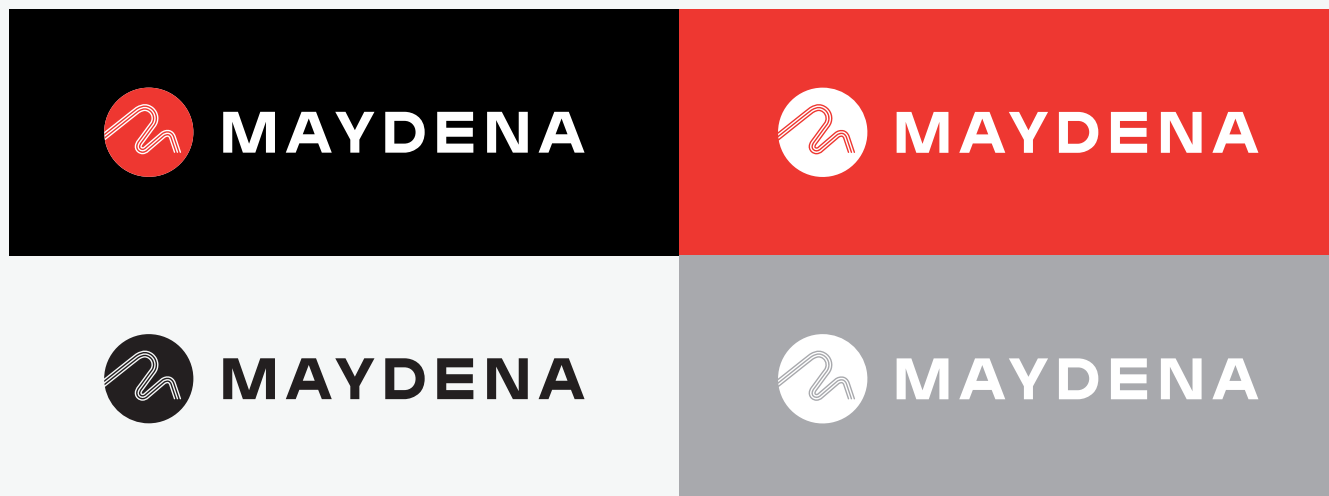
Preferred

Clear Space

Minimum size

2.5cm / 120px

Reversed and Mono Varients

LOGO LOCKUP

The lockup is used for external-facing entities that represent an extension of the Maydena master brand.

When using the colour logo it is prefered that the fill version be used. This is where the brandmark is filled with white. It is denoted in the file name by the FILL keyword.

The Maydena logo should never be used in any other colors, except for the following.

When using the lockup make sure all text is legible. If using in smaller situations the wordmark or brand mark variations should be used.

Clear space around the logo is defined as the height of the letter "m" from the word Maydena.

Minimum size for the lockup is 6cm or 180px for digital applications. This is to keep the wording legible.
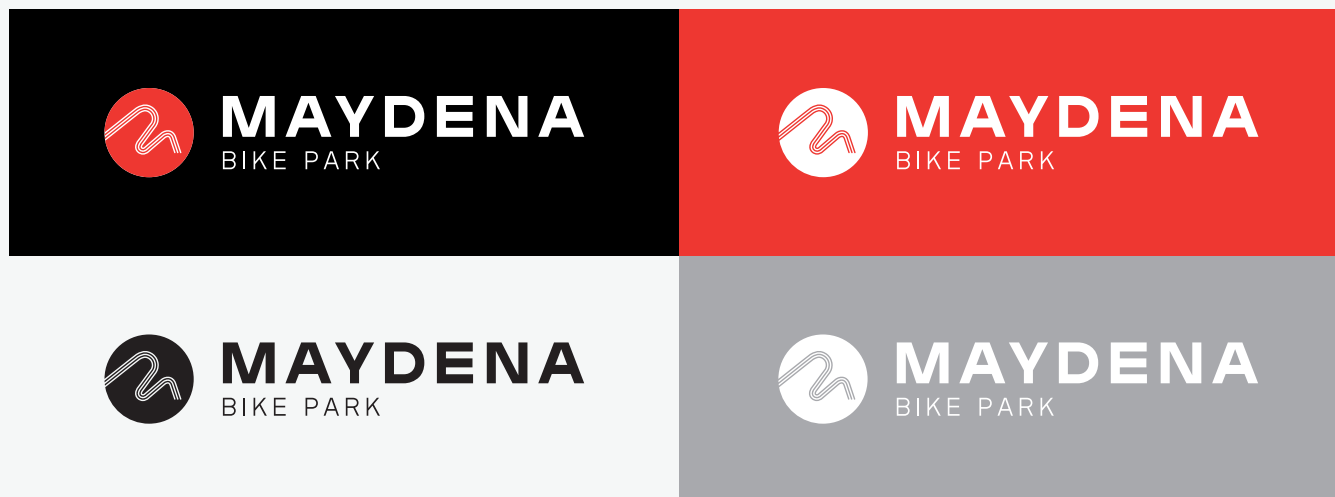
Always use the logo files provided. Do not re-create.

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Preferred

Clear Space

Minimum size

6cm / 180px

Reversed and Mono Varients

EXTENDED LOGO LOCKUPS

The lockup could be used in future for external-facing entities that represent an extension of the Maydena master brand.

These are programs, products, events and groups with under the Maydena master brand and would benefit from the recognition of the master Maydena brand.

The Lockup text is Plaak Extended Light and has tracking of 150.

LOGO BRANDMARK

The Maydena logo should never be used in any other colors, except for the following.

Red and Black are the preferred colours for the Maydena Brand Mark

Always use the logo files provided. Do not re-create.

In some insances the 3 line M can be used on other layouts and collateral. For example as a background overlay.

LOGO DONT'S

Here are just some examples of how the logo shouldnt be used.

If unsure on logo use, cosult marketing team.

Dont distort our logo in any way

MAYDENA

Dont use it in any other forms or colour combinations other than described above

MAYDENA

Always give the minimum clear space

MAYDENA
HEADING

COLOUR PALETTE

The Maydena Brand is comprised of the following colours.

Use these colours in any layout or collateral design.

Red and Blue can be used as accent colors.

Use only black or white text on primary colors as outlined on the right.

Red Text can be used in some instances such as headings.

Do not use secondary colors for text. Use only black or white text as outlined on the right.

Secondary colors can be used with our primary colors, but this should be limited, for example in use on backgrounds with primary colors used for text.

PRIMARY
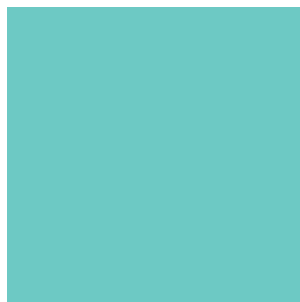
RED

CMYK: 0/92/88/0
RGB: 239/59/50
HEX: EF3B32

BLACK

CMYK: 0/0/0/100
RGB: 35/31/32
HEX: 231F20

WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
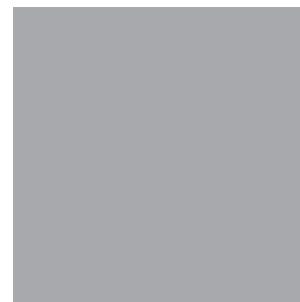HEX: FFFFFF

SECONDARY
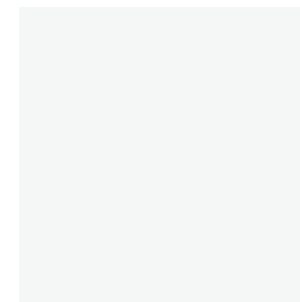
BLUE

CMYK: 54/0/27/0
RGB: 111/201/196
HEX: 6FC9C4

DARK GREY

CMYK: 71/65/64/69
RGB: 38/38/38
HEX: 262626

GREY

CMYK: 0/0/0/40 RGB: 167/169/172
HEX: A7A9AC

LIGHT GREY

CMYK: 3/2/2/0
RGB: 245/245/245
HEX: F5F5F5

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COLOUR PROPORTIONS

This is a further extension of the information provided on the previous page.

PRIMARILY ACCENT & TEXT COLOURS

PRIMARILY BACKGROUND COLOURS

TYPE FACE

The font family, Plaak, is the font for the Maydena Logo. Expanded Black should only be used in the word MAYDENA. Expanded Light can be used in the lockup as well as document titles as seen at the beginning of this document.

The font family, Roboto (Google), is the default font for all Maydnea communication materials. All forms of Roboto listed can be used.

Using various weights of Roboto helps to reinforce typographic hierarchy and ensures legibility across media.

The italic variation can be used for certain spaces such as credits, subheads or captions.

PLAAK EXPANDED LIGHT

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789

ROBOTO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Light Italic	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Regular	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Italic	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Medium	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Medium Italic	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Bold	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890
Black	ABCDEGHIJKLMNOPQRSTUVWXYZ abcdefghjklmnopqrstuvwxyz 01234567890

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TYPE STACK

Our typography usage was developed to be information oriented; it should remain legible, strong, bold, and show a clear hierarchy. Differing sizes should be employed to add dimension to compositions.

This font stack provides a good foundation on which to base type hierarchy throughout any Maydena branded assets. Use this styling breakdown as a place to start, but feel free to bend or break to meet your own needs.

All caps is prefered for main headings and titles.

Plaak Expanded Light

36pt, All caps

TITLE V1

Roboto Bold

48pt, All caps

TITLE V2

Roboto Light

30pt, All caps

SUBTITLE

Roboto Bold

22pt, All caps

HEADING 1

Roboto Medium

16pt, All caps

HEADING 2

Roboto Medium

14pt, Title Case

Heading 3

Roboto Regular

11pt, Sentence

Body Copy

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TEXT OVER IMAGERY

Naturally some instances will arise where the lightness of the background interferes with legibility of type. In these shots, a gentle color correction to help darken the shot will resolve the issue. This can take the form form of a whole image darken as shown on page 2 with the tag line or in this case a small gradient on the bottom left corner. Background color can also be used to improve the legibility of text as shown here

TEXT HERE
BACKGROUND

Shown here is the incorrect use of light text over the top of a light background and does not provide enough legibility for reading.

TEXT HERE

EMAIL SIGNATURES

John Smith

General Manager

'Step into the wilderness. To the top of a mountain. Choose your line, and let gravity guide you.'

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QUESTIONS?

FOR ANY BRAND INQUIRIES CONTACT

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