

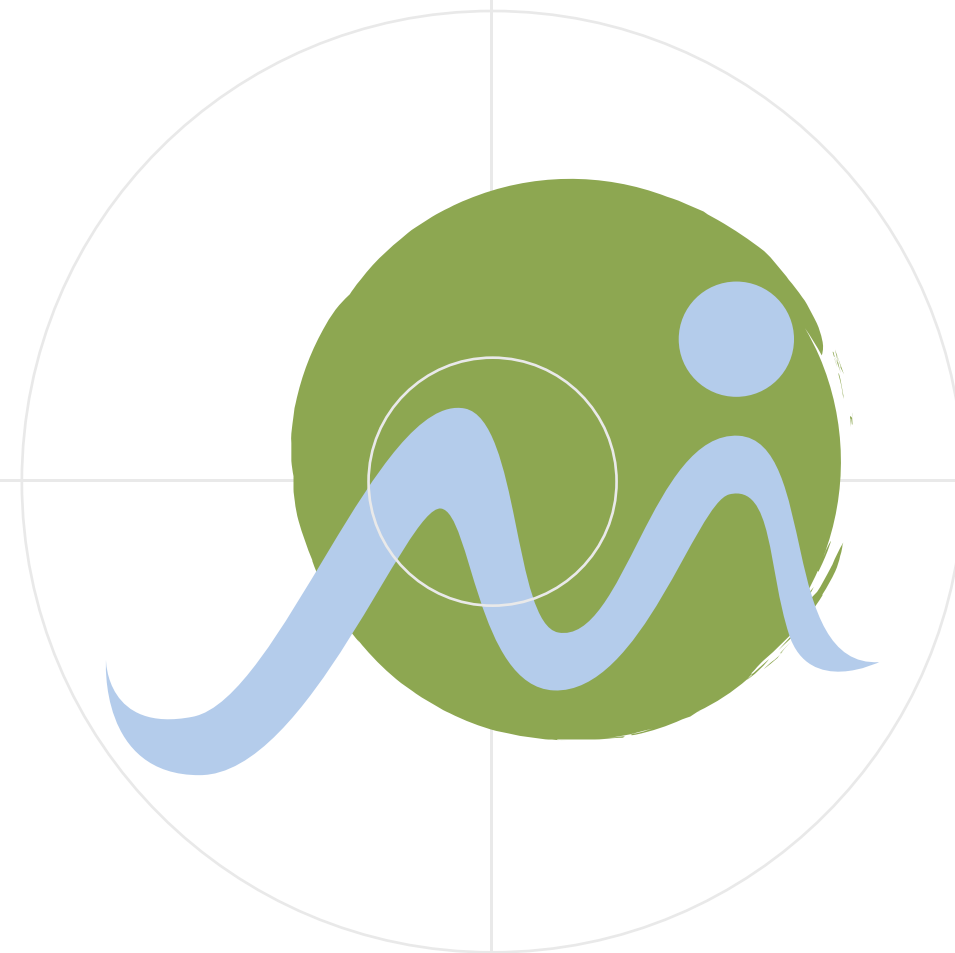
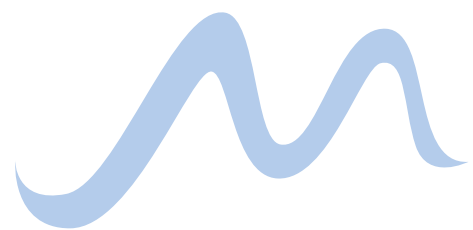
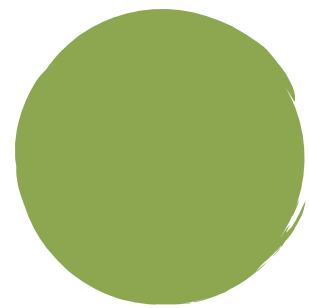
MAINQUARTIER

—
Brand Style Guides

LOGO

Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



LOGO

Another Variation

LOGOMARK



LOGO - HORIZONTAL



LOGO - VERTIKAL



Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



MAINQUARTIER

Aus der Region für die Region

www.mainquartier.com



LOGO

Logo on Alternative Backgrounds

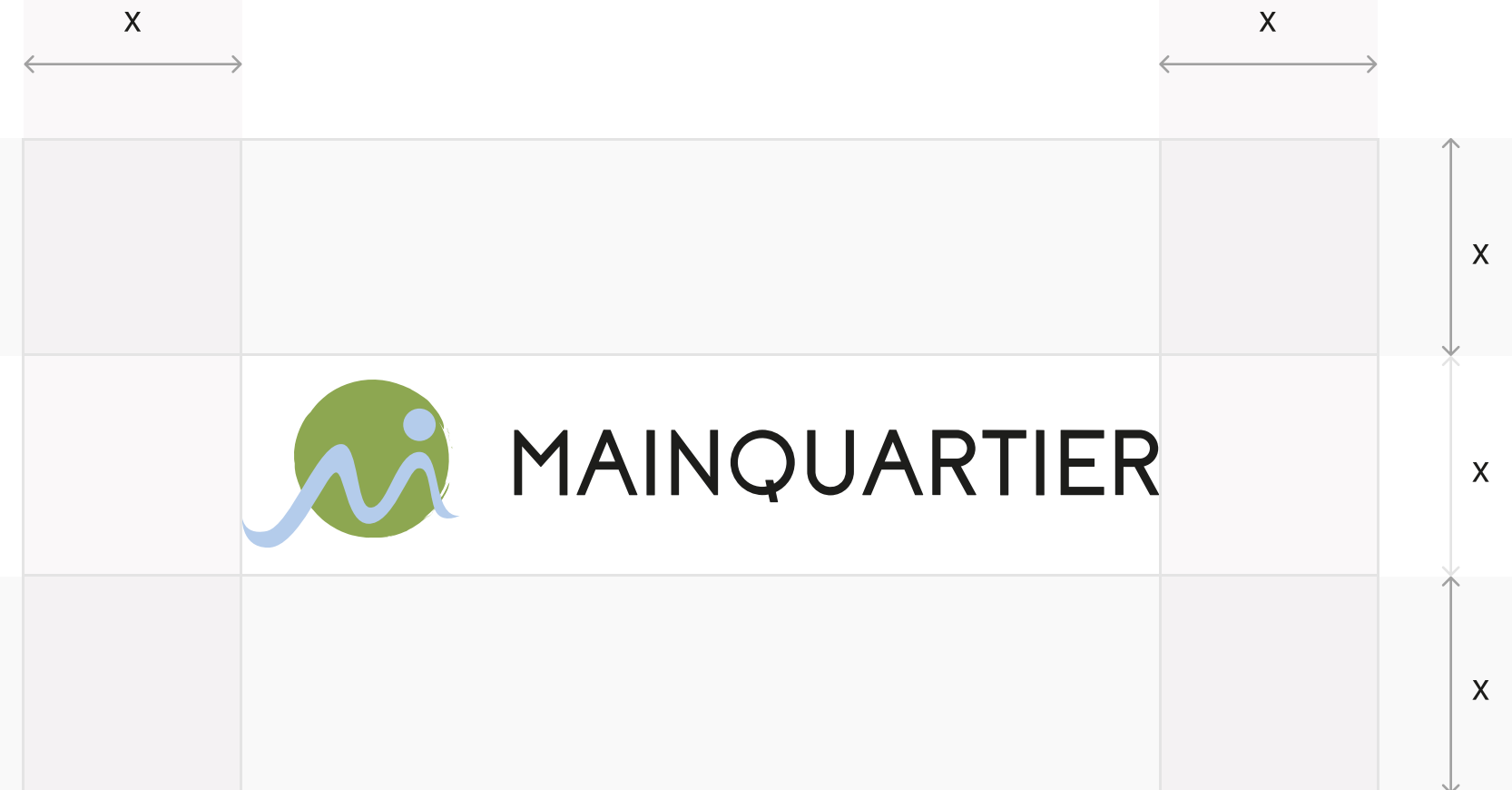
Alternative color combinations



LOGO

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.



LOGO

Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.

37px



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160px



LOGO

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



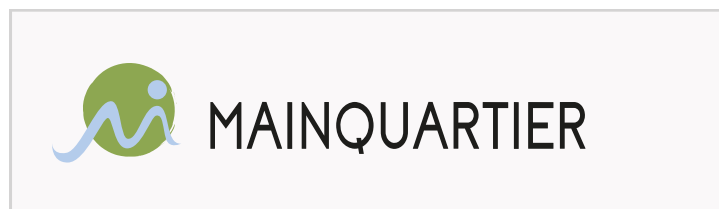
Avoid changing brand colors



Avoid using strokes



Avoid boxing in Logo



Avoid moving logomark



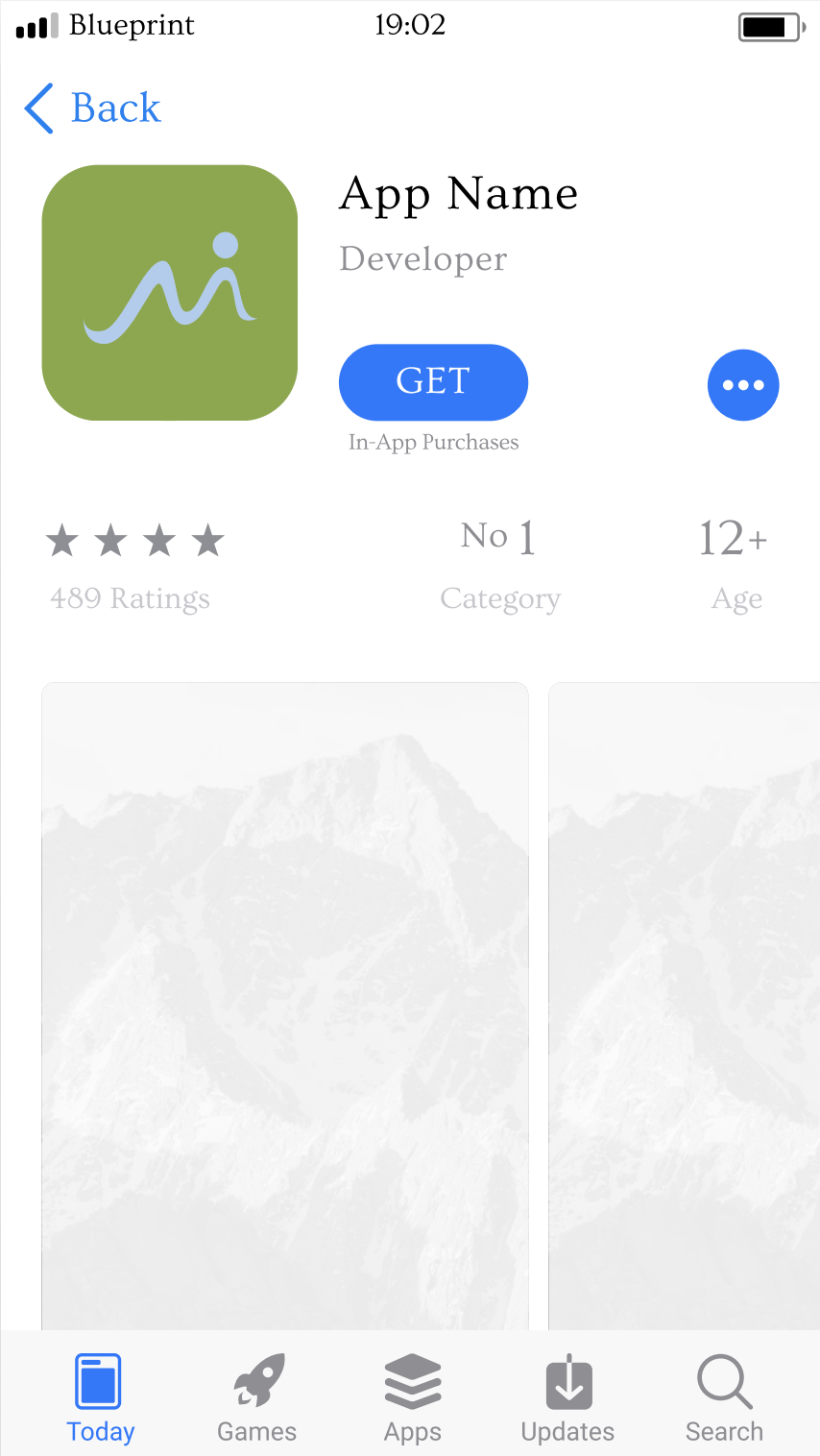
Avoid using only type



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Thumbnail Mark

Compressed mark use for small scale
and where applicable

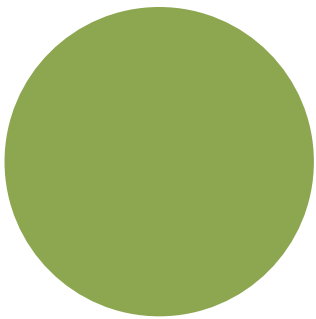
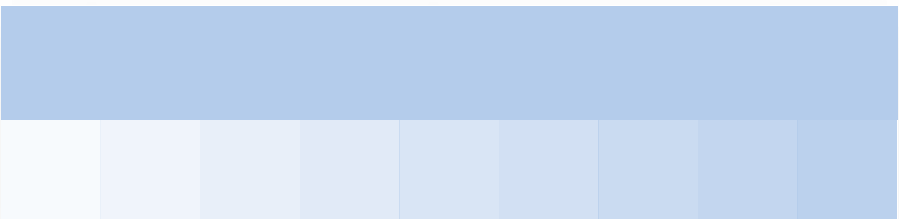


COLORS

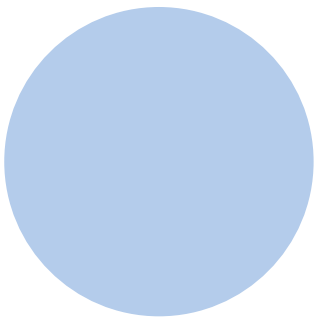
Main Colors

The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

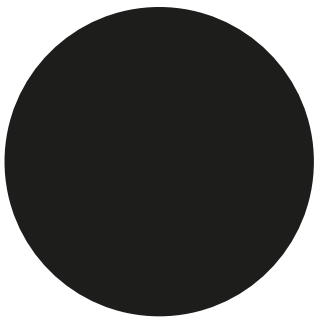
Main Color Shades



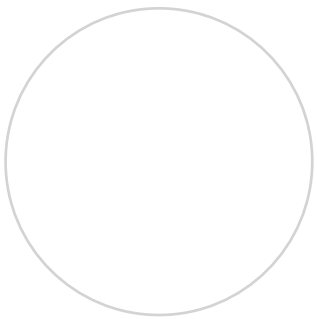
C: 10% R: 141
M: 0% G: 167
Y: 34% B: 81
K: 35% #8DA751



C: 22% R: 180
M: 12% G: 204
Y: 0% B: 235
K: 8% #B4CCEB



C: 0% R: 29
M: 0% G: 29
Y: 1% B: 27
K: 89% #1D1D1B

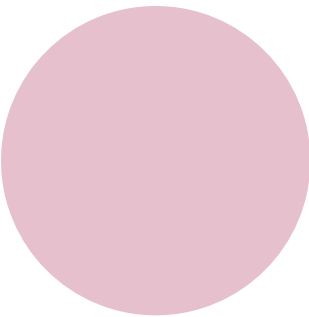


C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

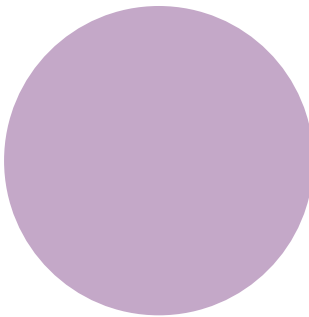
COLORS

Another Colors

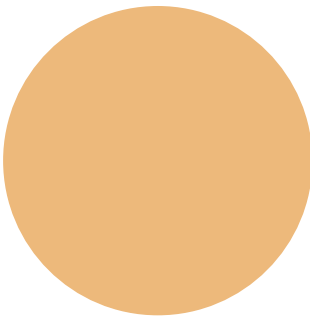
Use another colors to highlight things or in call to action buttons - badges. Use these in Illustrations, UI screens, callouts etc.



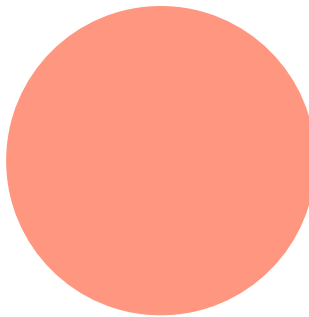
#E6C1CD



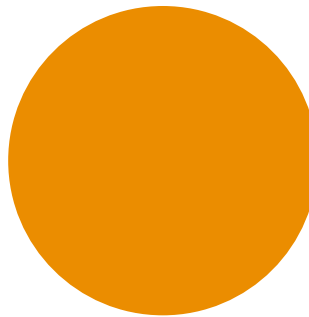
#C4A8C8



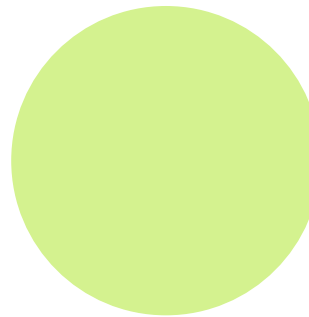
#EDB97B



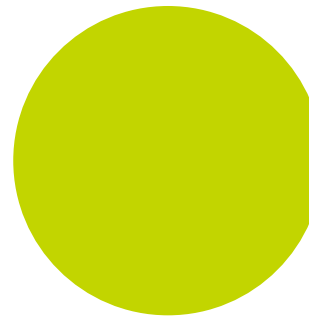
#FF9680



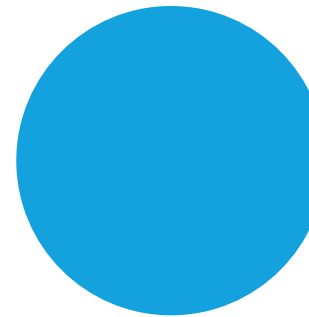
#EB8D00



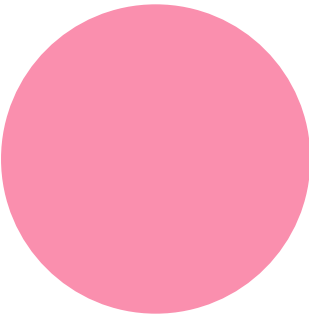
#D4F28F



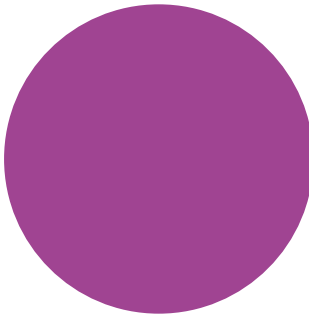
#C2D500



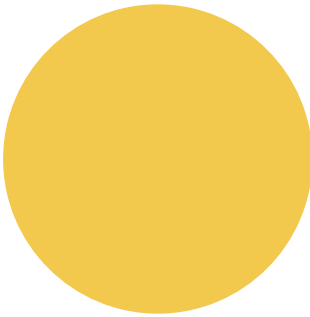
#13A2DD



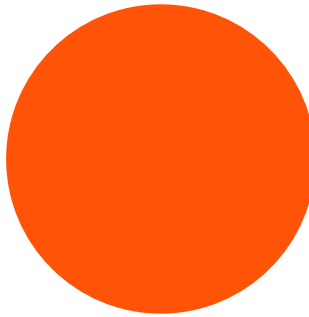
#FA8FAE



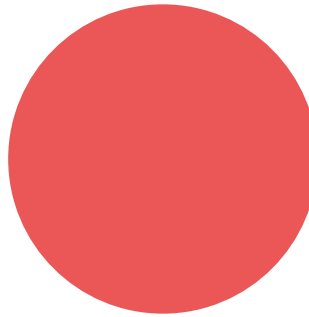
#A04492



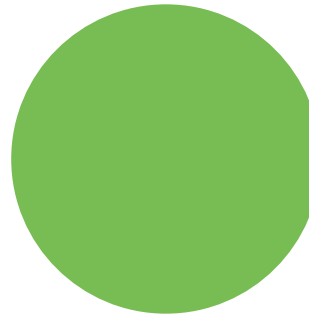
#F2C94C



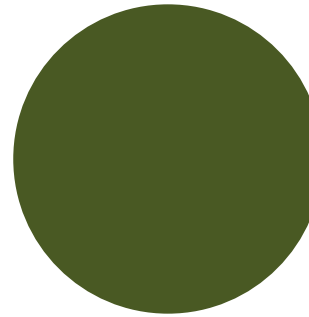
#FF5408



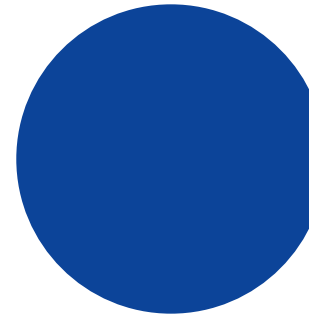
#EB5757



#78BD53



#495923



#0C4499

Typography

As an web font you should use Ovo (Regular) for all headlines and Roboto (Light) for body text. Every graphic design artwork should be made using these two fonts.

Headlines

<https://fonts.google.com/specimen/Ovo>

Ovo was inspired by a set of hand lettered caps seen in a 1930's lettering guide. The capitals suggested the time in which they were made because of the soft serif treatment used. Ovo is a medium contrast serif font.

Designer: Nicole Fally

Body Text

<https://fonts.google.com/specimen/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.

Designer: Christian Robertson

Ovo

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?' "!" (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £

¥ ¢ : ; , . *

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?' "!" (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £

¥ ¢ : ; , . *

TYPOGRAPHY - HEADERS

This is header H1	Regular	50
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This is header H2	Regular	28
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This is header H3	Regular	25
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This is header H4	Regular	20
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THIS IS OVERLINE	LIGHT	16
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Button Text	Regular	16
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TYPOGRAPHY - BODY TEXT

Body Big - There are many variations of passages of Lorem Ipsum available.	Light	.text--attention	20
Body Big - There are many variations of passages of Lorem Ipsum available.	Bold	.text--attention	20
Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Light		16
Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Bold		16
Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Light	.text-size--xs	13
Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Bold	.text-size--xs	13