




# makrobios

**Interim Brand Guidelines,  
26.03.2018**



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## 1.0 Logo

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**makrobios**

This is the logo of Makrobios.

## 1.1 Logo safe area

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The safe area around the logo should be respected always. No other elements or text or pictures should be placed into this area.

## 1.2 Logo safe area exceptions

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The only exception to the rules relating to the safe area of Makrobios' logo is allowed for the brands' own background patterns. However, the contrast between the background and the logo must be strong enough so that logo is clearly visible.

## 1.3 Logo colours

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makrobios

makrobios

makrobios

The primary colour variants of the Makrobios logo are black and white.

## 1.4 Forbidden usage of logo

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Do not rotate the logo.



Do not change the logo's appearance in any way.



Do not change the colour of the logo to unapproved colours.



Do not add any effects to the logo.



Do not stretch the logo.

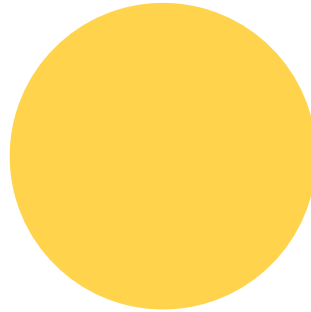


Do not add any elements into the safe area.

Respect the original logo, and do not make any alterations to it.

## 2.0 Brand colour

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Values for monitor  
(presentations and other  
material shown on screens):

RGB: 255, 212, 76

Values for printing:

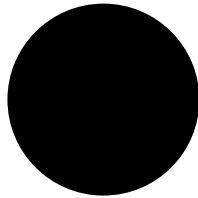
CMYK: 0, 7, 70, 0  
PMS:127 U

This is the main brand colour of Makrobios. It should be used on all materials which refer to the Makrobios brand as a whole and its offering.

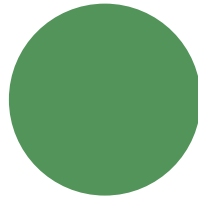


## 2.1 Secondary colours

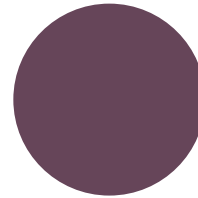
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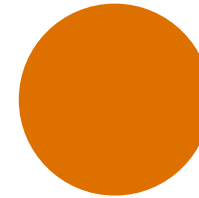
Makrobios Rich Black  
RGB: 0, 0, 0  
CMYK: 74, 74, 66, 90  
PMS:Black U



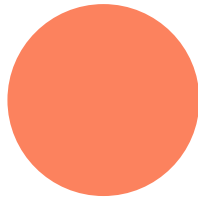
Green  
RGB: 81, 147, 88  
CMYK: 75, 0, 58, 9  
PMS: 7724 U



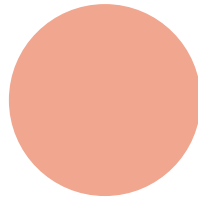
Violet  
RGB: 102, 70, 88  
CMYK: 67, 84, 5, 0  
PMS: 7664 U



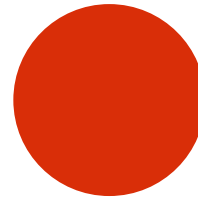
Orange  
RGB: 221, 113, 0  
CMYK: 0, 50, 84, 0  
PMS: 158 U



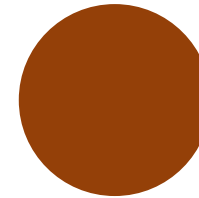
Orange Pink  
RGB: 252, 130, 94  
CMYK: 0, 59, 49, 0  
PMS: 1645 U



Pink  
RGB: 239, 167, 142  
CMYK: 0, 30, 28, 0  
PMS: 488 U



Red  
RGB: 216, 45, 7  
CMYK: 0, 73, 92, 1  
PMS: 458 U



Brown  
RGB: 147, 64, 7  
CMYK: 18, 57, 70, 0  
PMS: 7592 U

Shown here is a range of possible colours to be used for different product categories and for composing illustration backgrounds. Please, use with care and restraint.

## 3.0 Typography

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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 Åå  
Ää Öö 1234567890

**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 Åå  
Ää Öö 1234567890**

The brand font for Makrobios is GT Pressura Mono. There are two styles in use: regular and bold.

## 3.1 Typographic hierarchy

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Headlines:  
GT Pressura Mono, Bold

# HEADLINE WITH BOLD AND BRAVE CAPITAL LETTERS

Body text:  
GT Pressura Mono, Regular

Far far away, behind the world mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

Ensure that there is enough contrast between the headline and the body text.

## 4.0 Stamp element

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Minimum size is 17 mm.

The stamp graphical element embodies a promise of quality. It behaves in the same way as real stamps do - as a final touch communicating the brand's assurance of quality. Always use the original file provided. Minimum size is 20 mm.

## 4.1 Stamp element usage

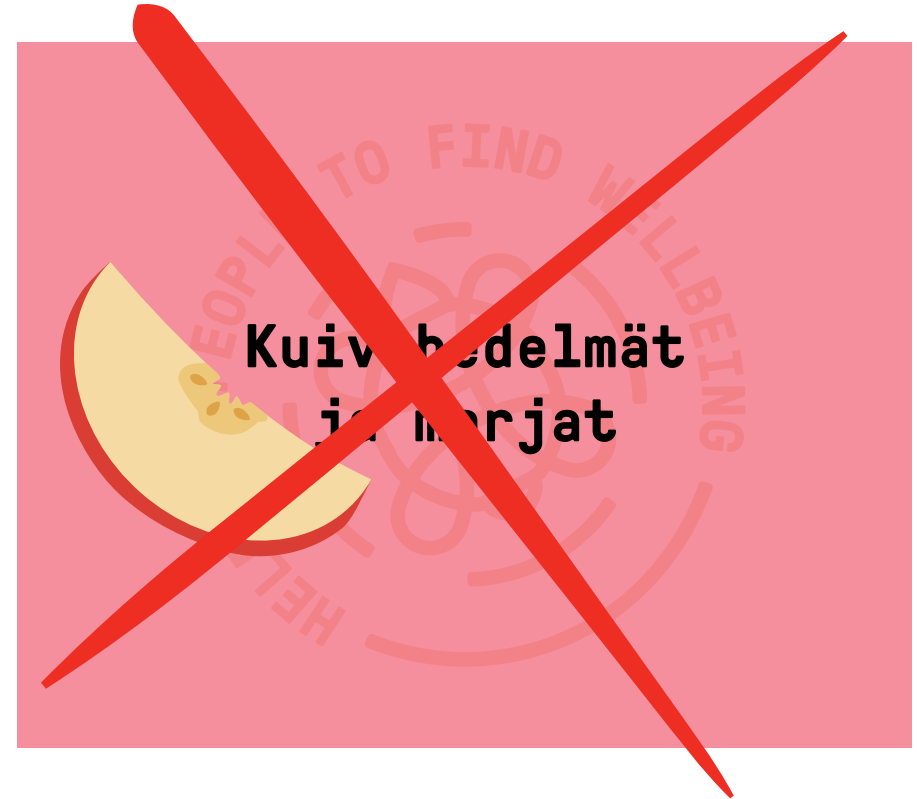
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As the stamp is used as a final touch added to packaging or other collateral, it should always be placed on top of the other elements. The angle may vary from one touchpoint to another, thus bringing more life to each material.

## 4.2 Forbidden usage of the stamp

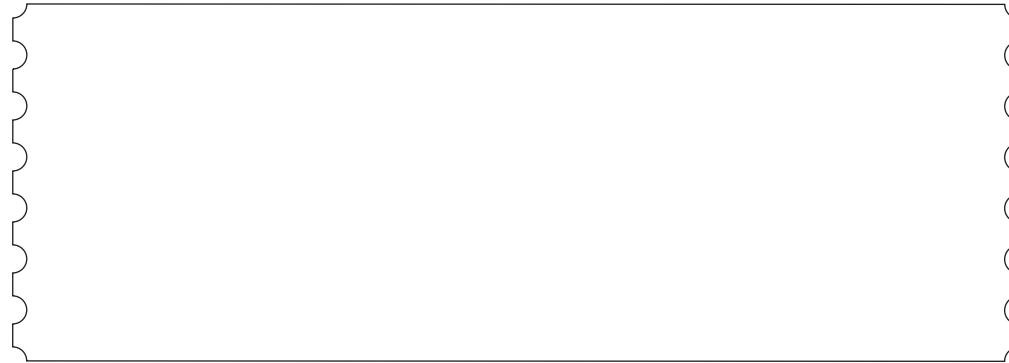
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The stamp should NEVER be used to create patterns. It also should NOT be used as a background element. It should always be placed proudly to the front, never in the back or multiple times next to itself.

## 5.0 Additional brand element

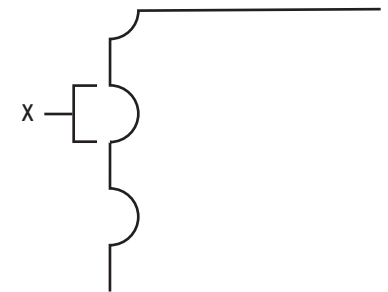
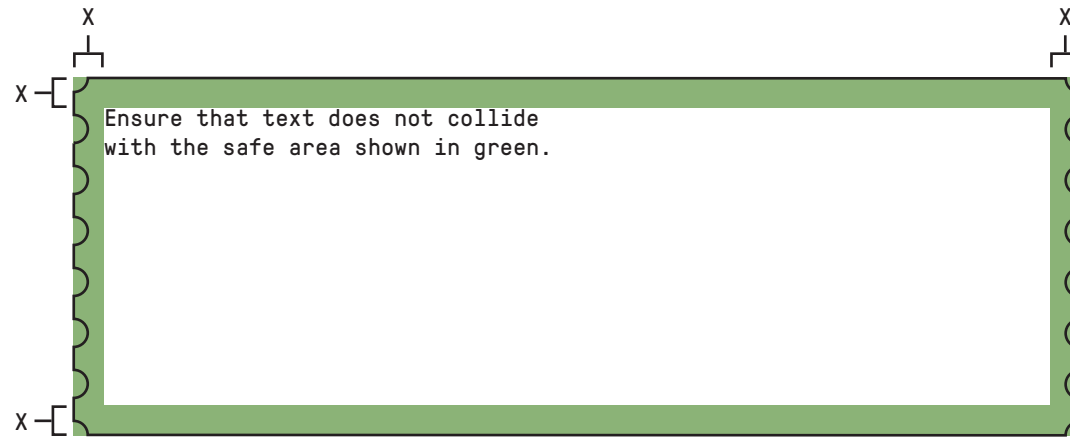
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This is an additional brand element integral to Makrobios' visual brand world. The element connotes associations with travel and adventure, thus reinforcing the narrative of Makrobios. It also brings a feel of warm, handcrafted aesthetic to the brand's materials.

## 5.1 Element safe area

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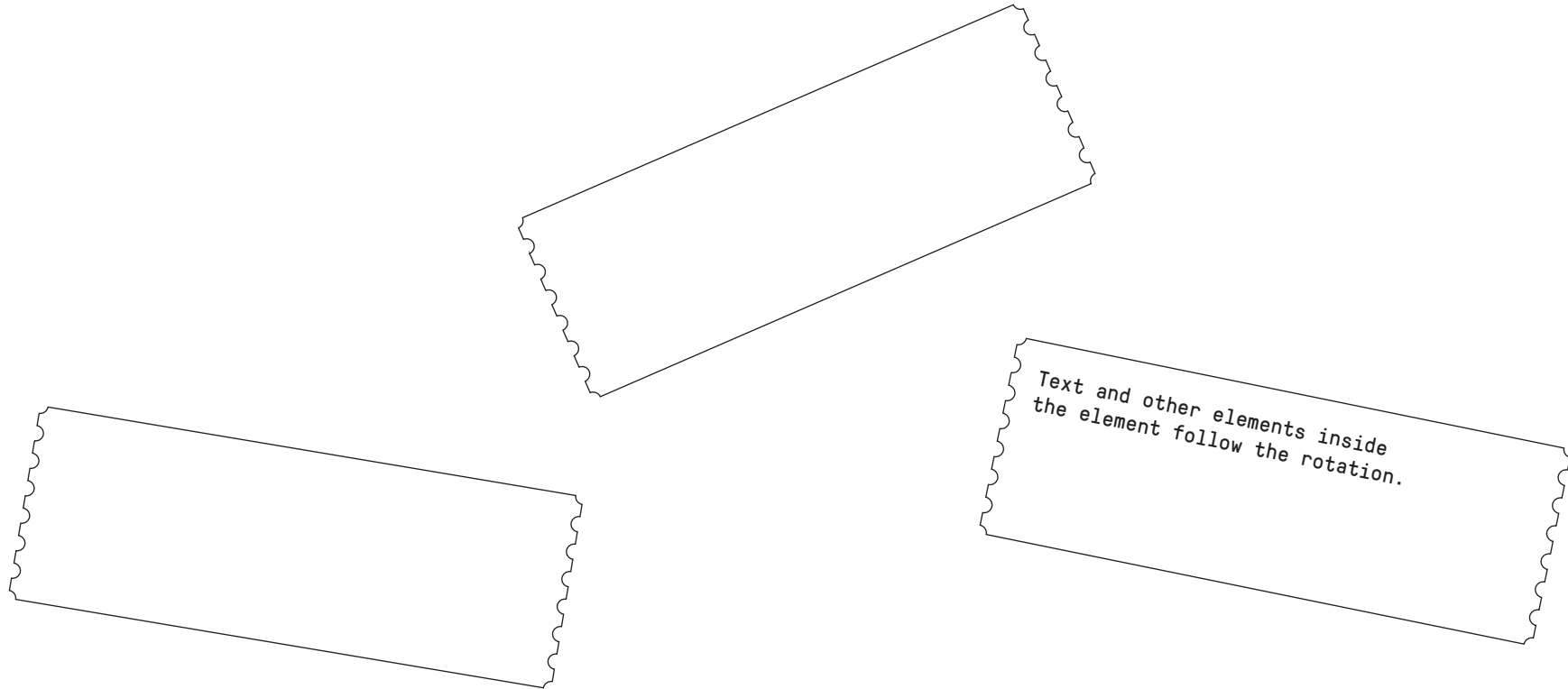


When using the brand element, ensure a safe space area for text as shown above.



## 5.2 How to use the element

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The angle of the element may be changed in a suitable way to enhance the visuality of the material.

## 6.0 Pattern building

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There are several elements provided that can be used to build patterns.  
When building a pattern, please make sure that the contrast between  
the background colour and the elements is strong enough.



## 6.2 Things to keep in mind

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The contrast between the background and the elements should be clear and strong enough. Keep the shapes in realistic proportions in relation to one another.

## 6.3 Avoid these

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There's not enough contrast between the background and the elements.



This composition is crowded and overwhelming.



The elements should never collide in the text.



Here, the elements are distorted and their proportions are violated.

Use the shapes with restraint and in accordance to the overall brand tone of voice, which is vibrant but calm and composed.



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