

# Masari Brand Guidelines

Version 1.0  
(Updated Apr. 22, 2018)



#4CB860

CMYK: 70, 0, 85, 0

#658289

CMYK: 65, 40, 40, 5

Font Used:  
Fivo Sans Medium

It is generally considered best practice to have minimum whitespace surrounding a logo. There's no magic formula to calculate the distance, so we have determined our own minimum based on a fraction of the logo icon's size, which is exactly 1/4 of the height or width, as shown below. While increasing this space is welcome, decreasing it is discouraged.

