

Corporate Design

a brief overview of branding elements

Chapter 01

Typography

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Typefaces

The Roboto family — a modern and geometric, sans serif typeface — is ideally suited as a display font, with great application in UI and UX design.

The mono cut of the font family offers an ideal choice for displaying and writing code.

Display — Roboto 80pt Bold:

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?()\$%&@°^<>,. _

Subheadlines — 80pt Medium:

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?()\$%&@°^<>,. _

Copy — 80pt Regular:

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?()\$%&@°^<>,. _

Code — 80pt Regular:

Roboto Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?()\$%&@°^<>,. _

Chapter Two

Colours

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Colour Values

A bold choice of colours, based on the vibrant and rich habitat of our marine reefs.

The warm gray used as a base colour, strikes a fine and mature balance with the dark blue tone.

The additional colours serve as highlights and allow a cheerful and more playful touch.

Deep Dark
primary blue

1c2b40

Almost White
base colour

e5e5e5

Signal Fire
secondary red

f5544d

Less White
gray

b2b2b2

Lagoon
blue

32afc3

Sponge
yellow

ebba45

Algae
green

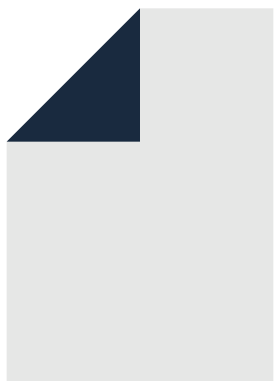
2dbe91

Chapter 03

Logomark

Challenge

The challenge for the logomark, was to represent the machine learning and A.I. component of MLReef’s services, as well as showcase the company’s engagement in an enviromental cause (preserving reefs and reef barriers).



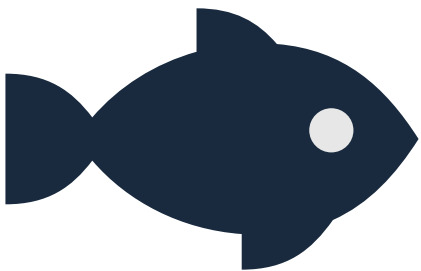
the file icon

represents the data used to train ML models



the code brackets

the most iconic element in lines of code



the fish

one of the many lifeforms found in reefs

Solution

Simplified and with a uniform thickness, the file icon and the brackets form the final logomark.

The four secondary colours are being incorporated – representing MLReef’s four core competences: data, processing, algorithms and training.



Wordmark

Simplified and with a uniform thickness, the file icon and the brackets form the final logomark.

The four secondary colours are being incorporated – representing MLReef’s four core competences: data, processing, algorithms and training.

Roboto – Black

MLReef

Roboto Mono – Regular

MLReef

Roboto – Regular

MLReef

MLReef

Final Logo

Simplified and with a uniform thickness, the file icon and the brackets form the final logomark.

The four secondary colours are being incorporated — representing MLReef's four core competences: data, processing, algorithms and training.



Logo Variations

Simplified and with a uniform thickness, the file icon and the brackets form the final logomark.

The four secondary colours are being incorporated — representing MLReef's four core competences: data, processing, algorithms and training.

Vertical



Horizontal



Monotone



Chapter 04

Stationary

Chapter 05

Screen & Web Design

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Pictography

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