

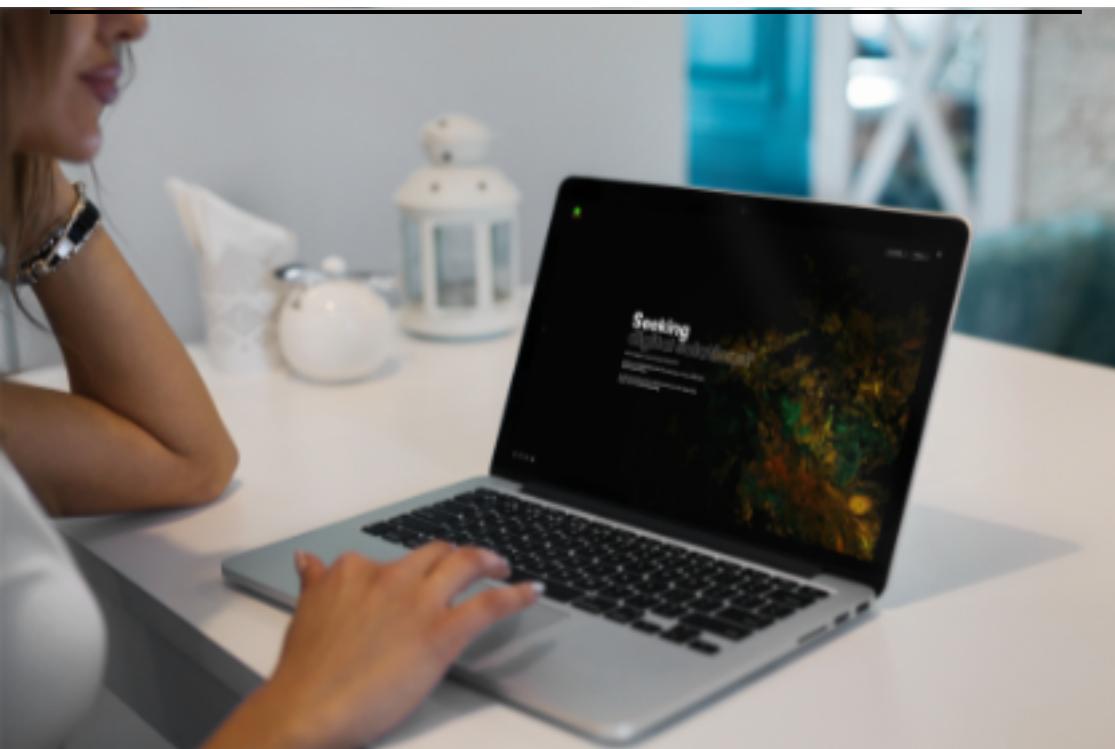


**MALDICORE**  
group pvt ltd

# Brand Book 2022

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# Introduction

Welcome to official guidelines of Maldicore Group Pvt Ltd, the "Maldicore" brand & assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the Maldicore brand.

It is important that we share basic understanding of how & when to use our identity. These identity Standards are intended to introduce you to the basic usage.

We want to make it easy for you to integrate Maldicore in all media formats while respecting our brand & legal/licensing restrictions.

Note that by using these resources, you accept our Terms of Service. Usage of these resources may also be covered by the Maldicore End User License Agreement & our Privacy Policy.



**The Maldicore  
way of doing  
business**

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# Who?

Maldicore provide consultancy, design, development & support service of digital solutions.

We were established in Maldives in 2009.

We are a team of experienced designers, developers & consultants who share a common concern about the progress of your business.



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# What?

Short

Transforming successful businesses to extraordinary brands, in a snap.

Long

For Businesses seeking to expand and modernize, we deliver consultancy, design, development and support services, using digital solutions that transform their venture to a brand.



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# Why?

The Universe is governed by laws, both scientific & mystic.

We remain curious, seeking to understand.

As visionary innovators, seeking knowledge of the laws of how the world or universe works, we are bound to apply these principles to get things done.

So we defy, what common believe to be the 'reality', as more often than not, other's perceived realities are the limiters.

Thus, we envision a better future in which we can make dreams a reality. This change must happen from within, starting from attitudes & behaviors.

We can't help it but take you on a transformative journey of truly fascinating moments.

Where your imagination is the limit.



# Vision

Powering tomorrow's  
unique business brands.

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# Mission

- Short Increase your return on investment, productivity & user engagement while transforming your business to a brand.
- Long We innovate modern & scalable digital solutions to transform your business to a socially connected & excellent brand, that scales well with measurable profits & increased productivity with protected loyal user engagements... It's about having a relationship with strong ethical values & respect to all.

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# Core Values

Maldicore's core values matters.

Every success we ever had is derived from our core values, that assists everyone in achieving their goals as well as that of Maldicore's.

Core values are the essence of the identity & summarises the purpose of our existence.

Values guide on how we run & are integrated in the mission statement.

Values are established as a team, so everyone feel a sense of belonging & are needed, rather than neglected.

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## Core Values

# 1. Innovation

**High tech, great taste**

Innovative solutions that's intuitive to use & easy to understand.

Our solutions give you peace of mind, so you can take control of your Dreams & Quality of Life.

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Core Values

## 2. Strong Ethics

**Sincerely Smooth**

Your day is never the same, & neither is the business you create.

We make smart, connected & digitally powered solutions that work tirelessly so you can make justifiable choices at ease.

With data, you're always informed.

## 3. Excellence

**Focused, Stylish and Agile.**

Our commitment to your branding is complemented by our streamlined digital services.

Your dreams are actualized with staff productivity & customer satisfaction, so the stakeholders can take a deep breath.

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Core Values

## 4. Social Connection

### Smart & Welcoming

Connections is an essential & dynamic variable in all our lives.

Maldicore's solutions illuminates your business world & invites people to participate in the invisible online space of interests & connections.

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Core Values

## 5. Respect for All

**Outstanding the warmth**

The health impact of stress is as invisible as the air we breath.

Innovation & education position Maldicore as the trusted expert defining the path to a warming brand.



# Brand Persona

Our brand persona is a live representation that is created taking into consideration all the business nuances & the brand's concept.

A character that everyone can relate to. Our brand persona defines how people see us & comprehend the brand.

It also defines, how the brand sound, look & behave in certain situations. Brand persona also dictates the values & views on life.

This full-fledged brand persona, is our guide to personalizes and structures the branding strategies.

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01

# Maldicore Brand Persona

Strong intuition with the ability to piece together seemingly unrelated information from multiple sources.

Maldicore is a visionary that has an uncanny knack for turning flights of fancy into charming realities.

Charisma & unique point of views frequently allowing to do the impossible.

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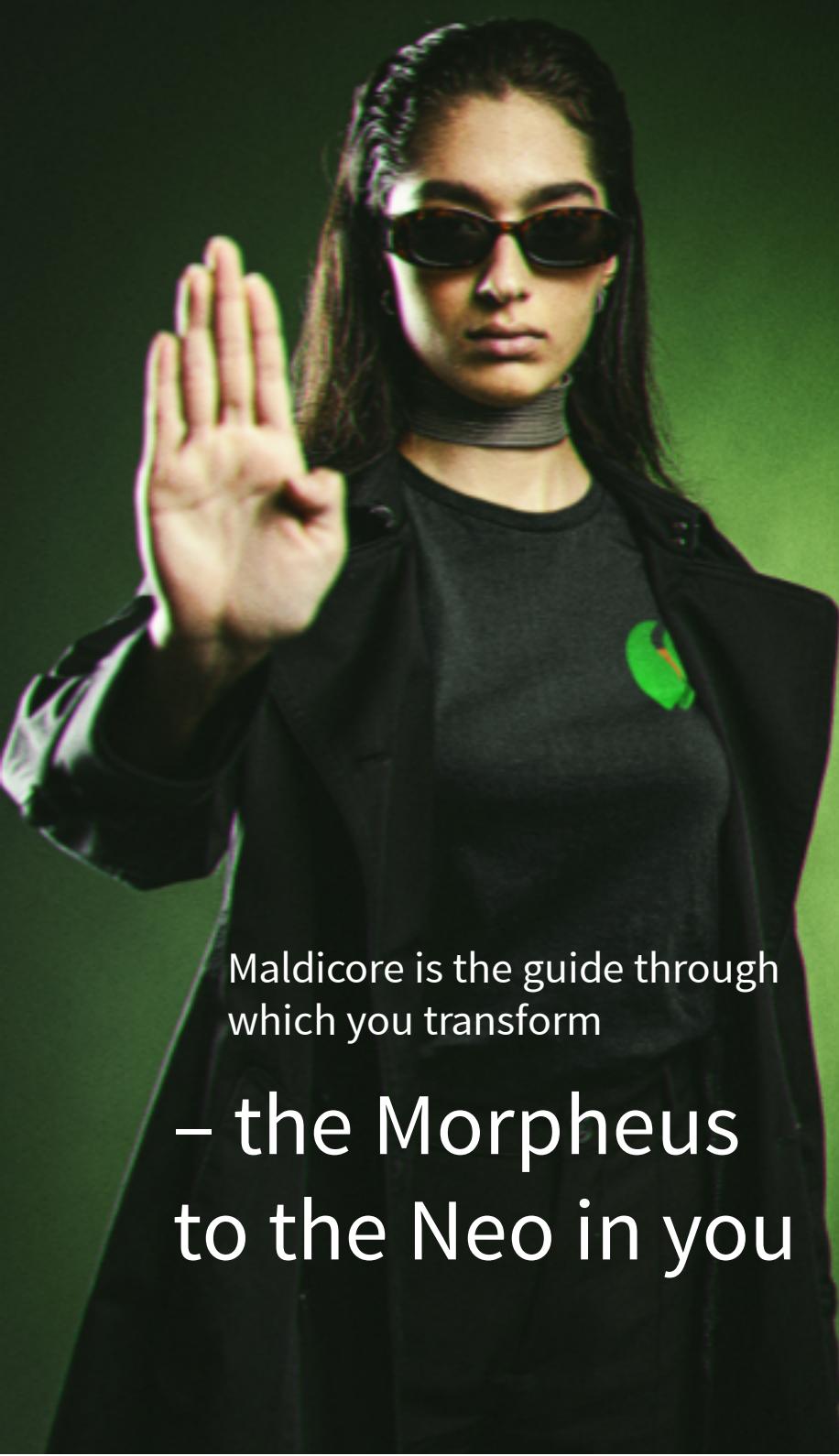
02

# Maldicore Brand Persona

At worst a master of finding win-win solutions.

Encouraging you to know yourself truly & deeply.

A Guru offering enlightenment for pragmatic transformations.



Maldicore is the guide through  
which you transform

– the Morpheus  
to the Neo in you

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# Brand Voice

Offer change & self improvement opportunities to make the transformation easily accessible.

Share before & after case studies to present these transformational processes.

Share the brand DIYs & trainings as a way to “pull the curtain” back on the process & allow a window into where the magic happens.

## Ideal Clients

# Balancers

Age 30 – 55+

Balancers are kind people who like doing many things and doing them fast. They try to balance everything.

Most try to stay true to themselves. The hobbies can vary from running to swimming, also they like spending their time in a peaceful way, reading an article or playing football with friends.

They have groups of friends with whom they meet during the weekends. Balancers like trying new products & pay extra for the quality. Deal hunters & brand loyals.

They expect ads to be fresh & engaging, get tired of the same old ads. Like useful information & do not gossips or talk aimlessly.

The majority use the internet on a daily bases, mostly for consuming information & some times for social networking.

A soft-focus background image of a woman with dark hair and glasses, wearing a white button-down shirt. She is looking down at a white smartphone she is holding in her hands. A small green circular graphic is overlaid on the image, centered on her chest.

Ideal Clients

# Revitalisers

Age 30 – 55+

Revitalizers are generally people who are not satisfied with what they are & how they live. Very concerned with their appearance, like caring for themselves & they think that those give appreciation & recognition.

They dress fashionable, go to gym, lose weight in order to be fit. They are ambitious while working & want to get as far as they can go. They like to work on their own.

They do not worry about future & live for the moment. Family & traditional values are not so important to them. Do not like having the same partner for a long time & do not think that being faithful is important.

They like being with friends, going to lunches, dinners & socializing.

They are quick brand adopters & are brand loyal.

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# Logo

We are proud of our logo, & we require that you follow these guidelines to ensure it always looks its best.

Maldicore's Logo should be used mostly with the Clementine & Green.

A white or black background with high contrast, should be added if the background is busy with Clementine or Green.

The monochrome version logo should be used on documents that are printed in black and white.

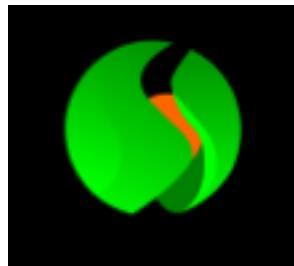


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# Logo Versions



Positive on Black -  
Monochrome



Color on Black

**MALDICORE**  
group pvt ltd

Typography Logo

**bringing  
your  
wildest  
dreams  
to life**

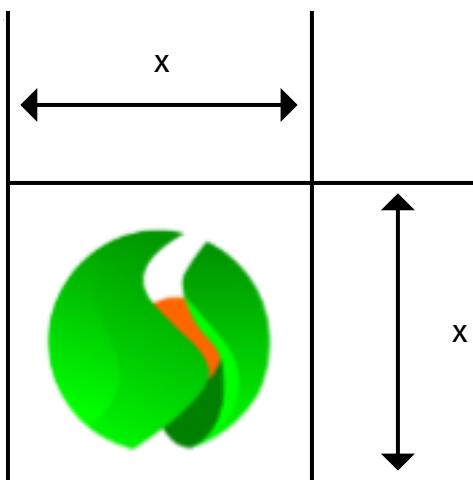


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# Logo Proportions

**The Maldicore Logo has a neat proportion of 1:1 Square Ratio width.**

These proportions were chosen carefully & they are not to be changed.

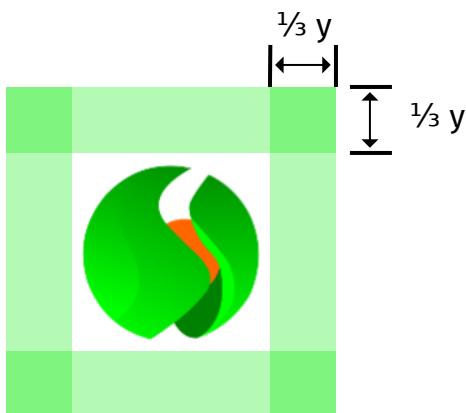


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# Logo Spacing

**Clear space is the area surrounding the global signature & Icon that must be kept free of any elements, including text, graphics, borders, or other logos.**

The minimum clear space required for the preferred global signature is equal to  $\frac{1}{3}$  the height & width of the Maldicore Logo.

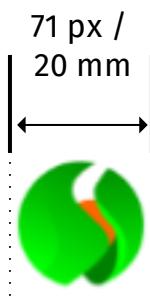


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# Logo Minimum Size

**Establishing a minimum size ensures that the impact & legibility of the logo is not compromised in application.**

The logo should never be small than 71 px in digital & 20 mm in print.



# making innovation almost a snap



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# Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color & composition should remain as indicated in this document - there are no exceptions.

Do not distort or alter the proportion of the logo



Do not add contours to the logo



Do not add a drop shadow to the logo



Do not make the logo bolder



Do not change any elements respective to each other



Do not rotate the logo to any angle



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# Color Palette

The colors selected for the Maldicore signature reflect the company's values.

The colors have been specifically chosen to represent the brand & should not be altered under any circumstance.

The color palette is color blind safe.

#F9F8F8	#E3D49A	#00FF01	#FC6700	#008000
RGB 249,248,248 HSV 0,0,98 CMYK 0,0,0,2 LAB 98,0,0	RGB 227,212,154 HSV 48,32,89 CMYK 0,7,32,11 LAB 85,-3,31	RGB 0,225,1 HSV 120,100,100 CMYK 100,0,100,0 LAB 88,-86,83	RGB 252,103,0 HSV 25,100,99 CMYK 0,59,100,1 LAB 62,54,71	RGB 0,128,0 HSV 120,100,50 CMYK 100,0,100,50 LAB 46,-52,50

ALABASTER	SAPLING	MALACHITE	TANGO	GREEN HOUSE
Light shades	Light accent	Main brand color	Dark accent	Dark shades
Use this color as the background for your dark-on-light designs, or the text color of an inverted design.	Accent colors can be used to bring attention to design elements by contrasting with the rest of the palette.	This color should be eye-catching but not harsh. It can be liberally applied to your layout as its main identity.	Another accent color to consider. Not all colors have to be used - sometimes a simple color scheme works best.	Use as the text color for dark-on-light designs, or as the background for inverted designs.



#### CARDS

Cards are a part of the material design guidelines, but beyond that they're easy to use and look great on desktop and mobile.

#### Accents

Accent colors should be used sparingly to draw attention to important design elements. Overuse of accent colors can make your designs look俗氣 (tacky).

[INVERTED BUTTON](#)

#### COLOR EXAMPLES

Applying a color palette is an interpretive art. This page might give you some ideas.

Beautiful Stranger

• 342 • 45



#### DATA CARD

#### Be subtle

Layer colors with an abstract design or subtle background pattern. Patterns load a lot faster than images and can support retina resolutions automatically via SVG.

Avery

• 5 min read

#### CREATIVE BLENDING

#### Incorporate colors in your graphics

Colors look more natural when blended into shadows and gradients.

Reed

• 3 min read

#### Twitter

A shade of the dark color can be used for differentiation, or to provide more contrast.

Jane

• 2.4K • 45

## Light on dark

#### PHOTOGRAPHY

### Inject your color scheme into photography

Photo manipulations can be a great way to emphasize brand colors.

[#HIGHLIGHT](#)

[WATCH LATER](#)



## Dark on Light



#### CARDS

Cards layout with a dark-on-light theme. Combine photos, text and inverted cards.

Twitter

[Use inverted cards to grab attention](#)



[#HIGHLIGHT](#)

Colors should be fun, not stressful. Have a cup of coffee

Jane

• 3 min read

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# Primary Font

**The primary font is League Spartan and we generally uses 3 weights: Extra Light, Regular & Medium.**

A new classic, this is a bold, modern, geometric sans-serif that has no problem kicking its enemies in the chest.

Taking a strong influence from ATF's classic Spartan family, starting its own family out with a single strong weight. With a few unique touches into a beautiful, historical typeface, with an extensive character set – currently totaling over 300 glyphs.

The open-source license has allowed League Spartan to expand into a full family, with multiple weights and styles.

# League Spartan

8 WEIGHTS VARIABLE

**Extralight**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Light**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Regular**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Medium**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Semibold**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Bold**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Extrabold**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

**Black**

AMAZINGLY FEW DISCOTHEQUES PROVIDE JUKEBOXES  
amazingly few discotheques provide jukeboxes

grow  
wiser  
and  
more  
influential



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# Secondary Font

**Our secondary font is Fira Sans and we generally uses 2 weights: Thin & Regular.**

Fira Sans, a sans-serif humanist typeface, was designed by Erik Spiekermann and Ralph du Carrois. It is also used by Anja Meiners, Botio Nickoltchev of Carrois Type Design, and Patryk Adamczyk from Mozilla Corporation. Telefonica originally commissioned this typeface to develop Firefox OS as part of the collaborative effort.

It is a slightly larger and calmer version of Meta Spiekermann's typeface, used in Mozilla's branding typeface. However, it has been optimized for easy reading on small screens.

Mozilla chose Fira to convey the ideas of fire, light, and joy in a universal language to indicate the project's global nature. Fira was originally released under the Apache License in 2013. Later, it was reissued under SIL Open Font License.

FiraSans Light

FiraSans LightItalic

FiraSans Regular

FiraSans RegularItalic

FiraSans Medium

**FiraSans MediumItalic**

**FiraSans Bold**

**FiraSans BoldItalic**

FiraMono Regular

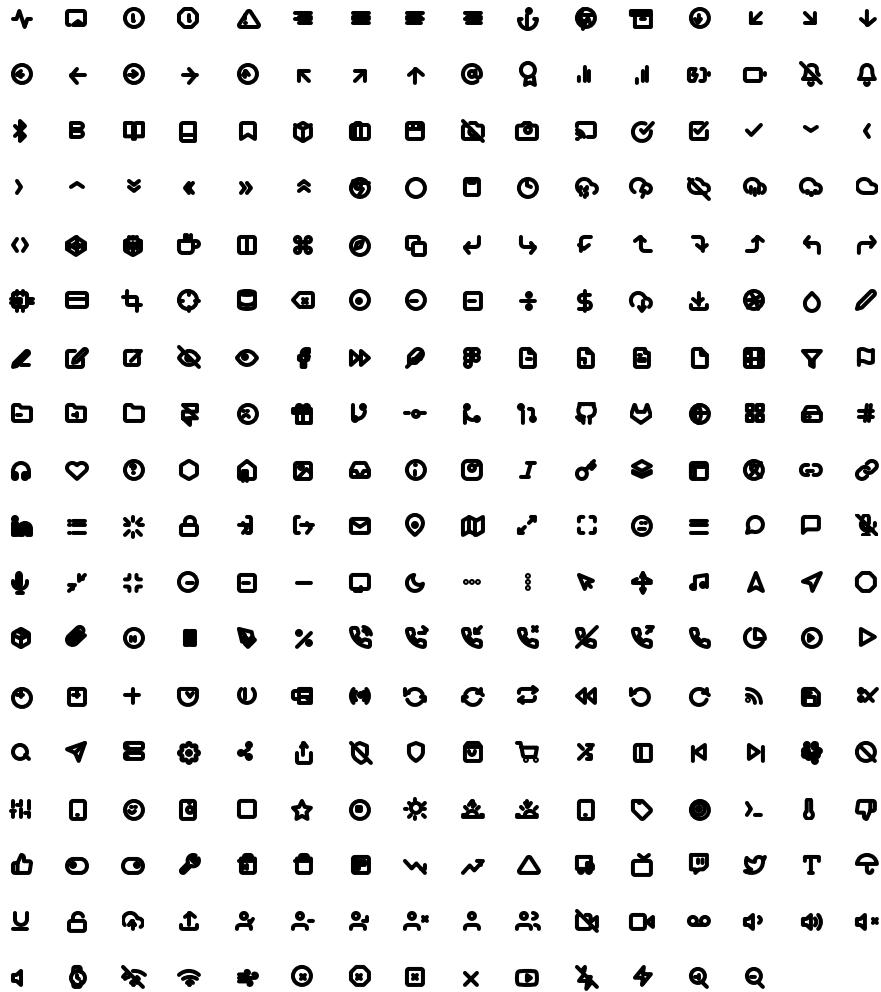
**FiraMono Bold**

Designed 2012/2013 for Mozilla Foundation  
by Erik Spiekermann & Ralph Du Carrois  
@ Edenspiekermann in Berlin.  
Distributed under an OpenSource License.

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# Icons

<https://github.com/feathericons/feather>



A close-up, profile shot of a young woman with dark, curly hair tied back. She is wearing a grey sweater and is captured in the middle of taking a sip from a black, starry-patterned coffee cup. The cup features a green and orange logo on its side. The background is a plain, light color.

Just  
maybe,  
you belong  
among the  
stars

2022

**MALDICORE**  
group pvt ltd

This guidelines document & design of the Maldicore Brand & Brand Book  
was created by Maldicore Group Pvt Ltd | [maldicore.com](http://maldicore.com)