

Missing Maps Logo Guidelines

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1/ Logotype and its elements

As part of Missing Maps visual identity, we use the full version of the logotype, which includes the symbol, circular section of coloured fragments and typography. This version is to be used in all offline materials and in print.

Logotype Elements

Symbol

Typography

Logotype version for light backgrounds

Logotype version for dark backgrounds

Monochromatic version for light backgrounds

Monochromatic version for dark backgrounds

2/ Colour definition and typography

The colours above are used for section-dividing slides in presentations, charts, sheets, illustrations etc.

Typography

The primary font is Raleway and its typefaces.
Default font size is 9 with 12 leading.

Raleway Regular

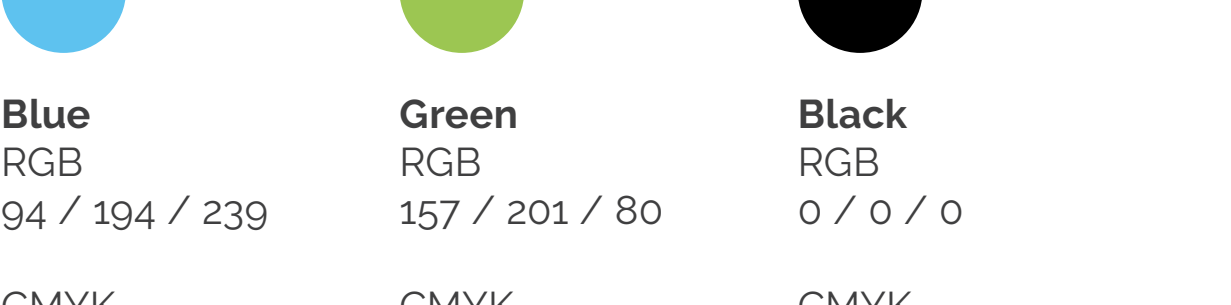
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! @

Raleway Bold

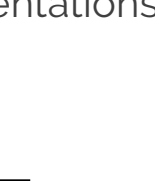
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ? ! @

3/ Protection zones

In order to protect the integrity of the logotype, there is a protection zone around the logotype's edges. Under no circumstances may any text, picture or other content be placed in the protection zones. The orange fragment of the symbol is used as a reference of the size of the protection zone.



4/ Minimal size of the logotype



5/ Incorrect variations of logotype usage

It is not allowed to change the logotype's font, colour or to deform it in any way. In case the logotype is used in a photograph, it is necessary to keep the logotype's visibility and readability in mind. The logotype shouldn't cover distinctive elements of the picture (i.e., a person's face).



5/ Customization of the logo for the local

Logo can be supplemented with the name of a place, state or city. Font Raleway Bold (that is used for the Missing Maps logo) is supplemented in this case with a Raleway Regular.

Missing Maps
Slovakia

Monochromatic version for light backgrounds

Monochromatic version for dark backgrounds