

Mycelia

Brand Guidelines

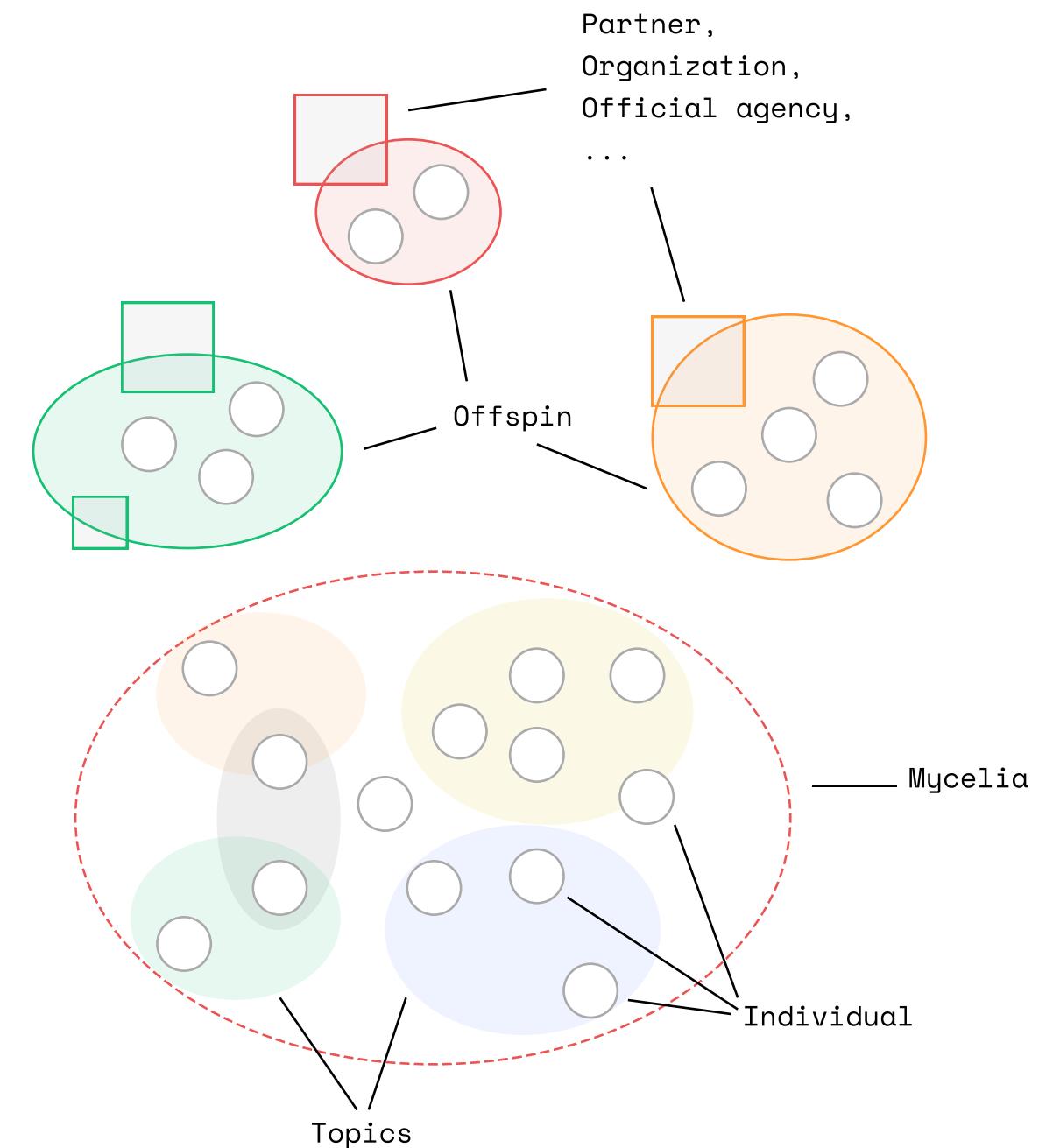
v0.1

Who, what and how?

Mycelia is a loose network of individuals from a diverse range of professional backgrounds who come together to develop solutions for environmental issues by harnessing their knowledge and expertise, latest scientific research, comprehensive datasets and modern technologies.

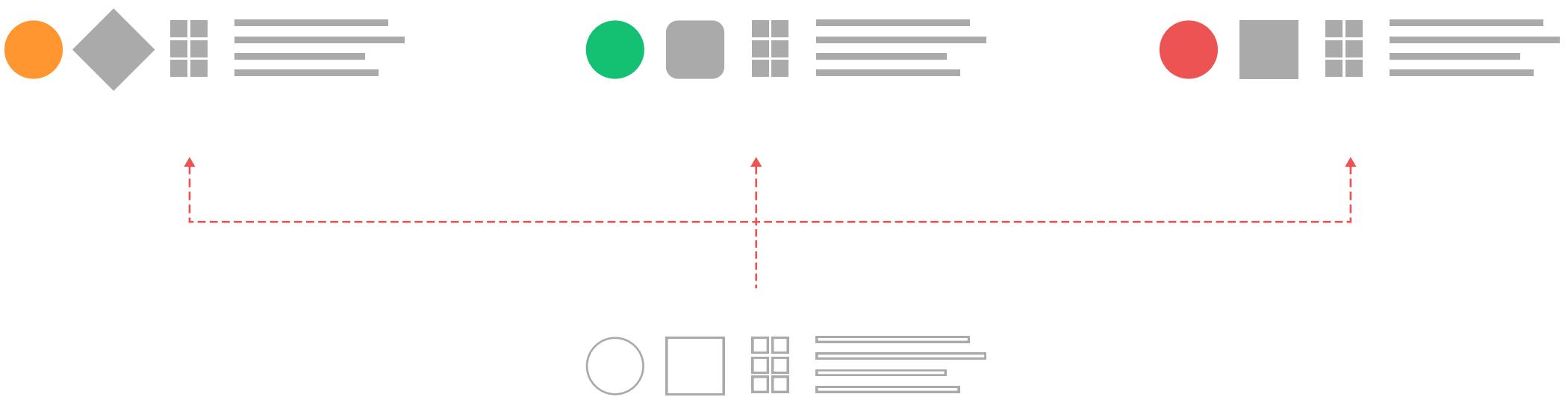
Promising solutions get embedded in commercial enterprises in cooperation with other companies, organizations and official agencies. They get tested for technical feasibility and economic viability by launching them as quickly as possible in their respective market.

These enterprises then act as independent entities but with recognizable ties to each other and the Mycelia network. Together they form a loosely coupled conglomerate acting in the field of environmental sustainability.



The brand architecture

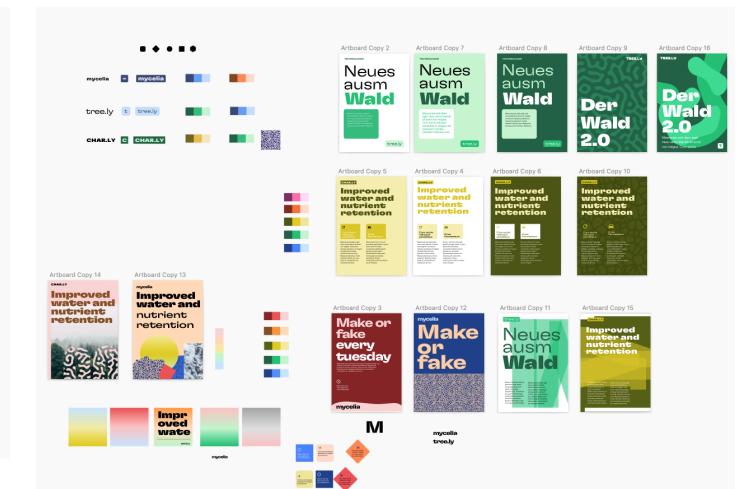
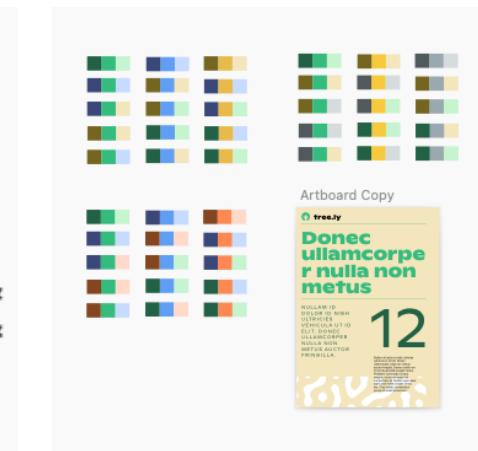
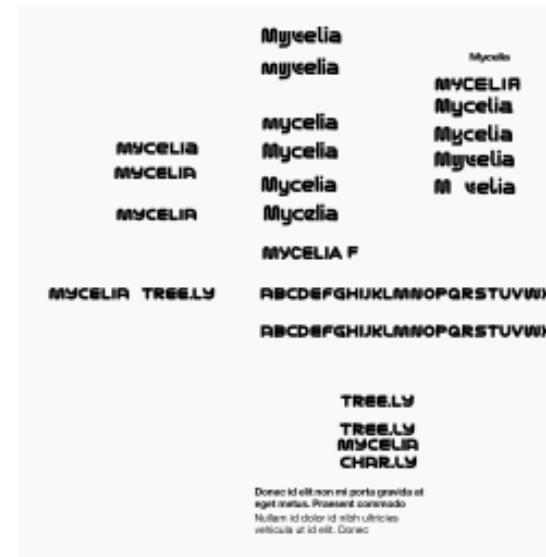
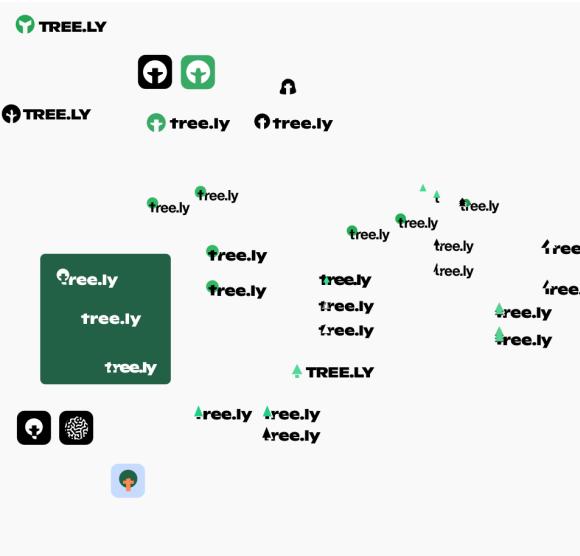
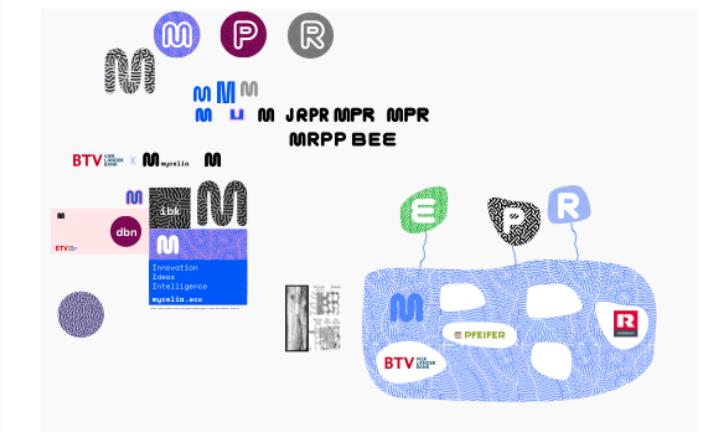
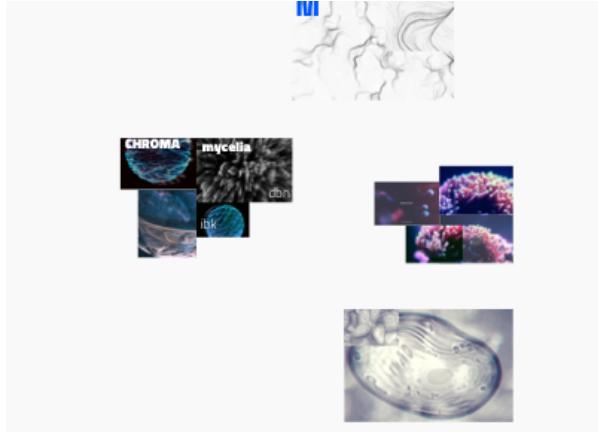
The goal of the brand architecture is to create a simple, flexible and strong framework for Mycelia and its potential spin-offs. The framework defines the guidelines for creating basic elements like logo, colors, typography, layout and graphics for each entity.



Exploration

The initial rough idea was to create a brand system based on organic forms.

From color palettes to bespoke typography, from patterns to logo symbols etc.



Brand concept

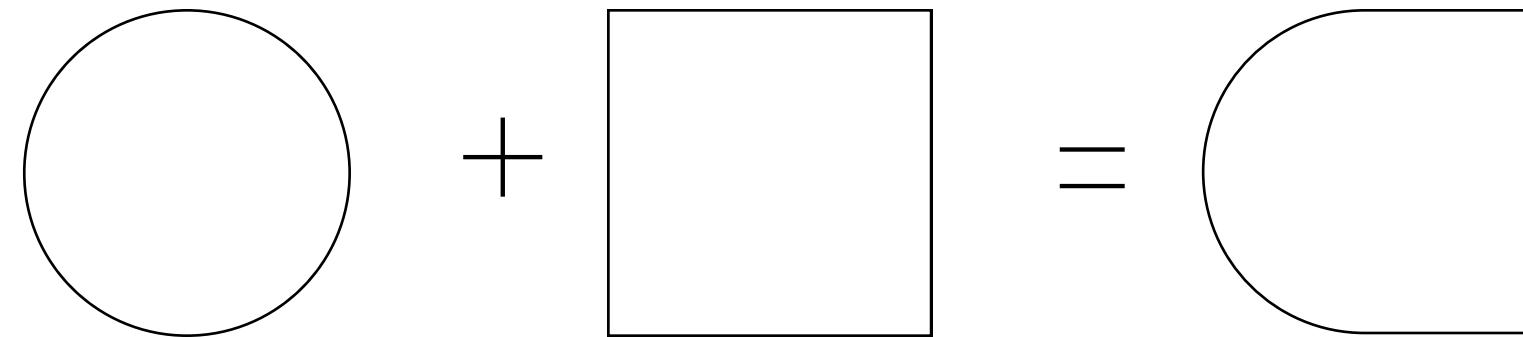
Previous explorations lead to the higher level concept of merging the organic and the technical.



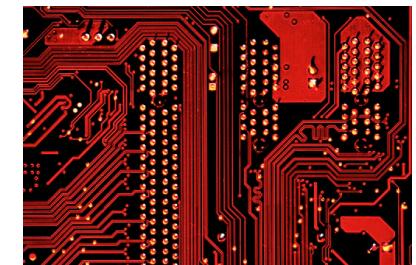
ORGANIC

Brand concept

Following that basic principle
stylistically, round forms get mixed,
merged and intertwined with
angled forms.



round
organic
fluid
natural



angular
technical
robust
crafted



mixed
hybrid
optimized
bionic

Logo

The first and most important incarnation of the concept is the logo symbol.

Logo symbol for Mycelia



Logo

Each brand features a logo which is a combination of an abstract logo symbol depicting the first letter of the name and the name set in type.



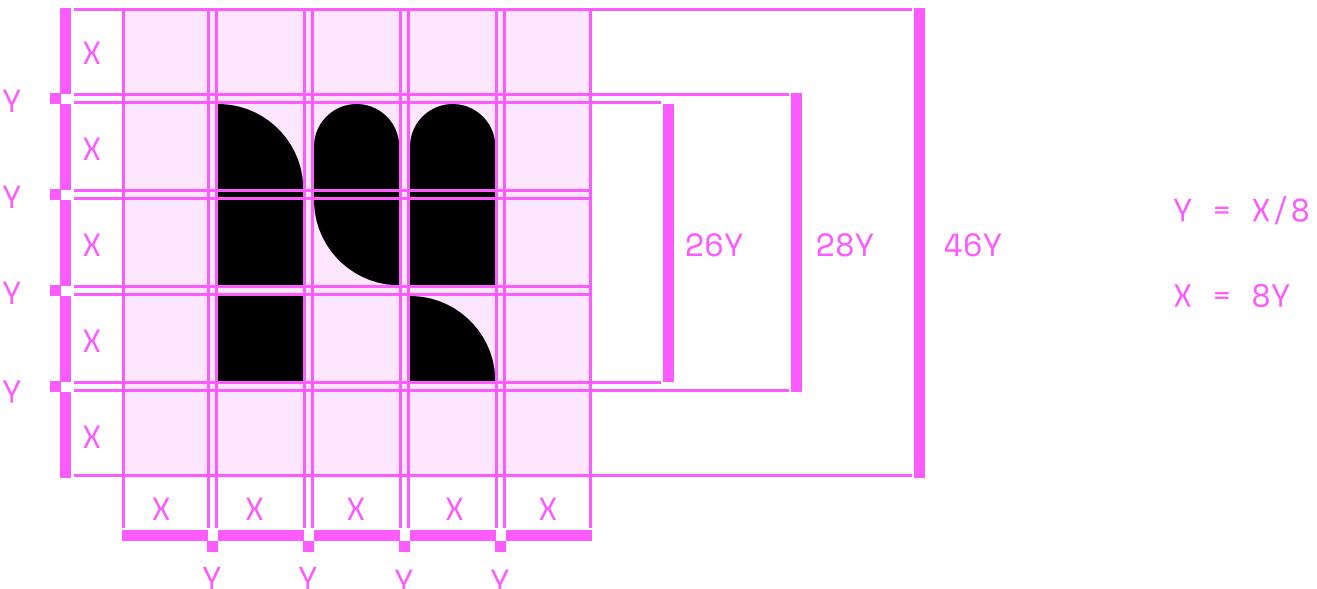
Symbol

The logo symbol is constructed within a **3×3 block grid**. Each block is separated by one eighth of its own square dimension.

One block can be filled with one of three shapes. The shapes can **rotate and even expand** to neighbouring blocks to form new shapes.

There is a **X+X/8** clear space around.

The grid



Basic shapes



Combinations (Selection)

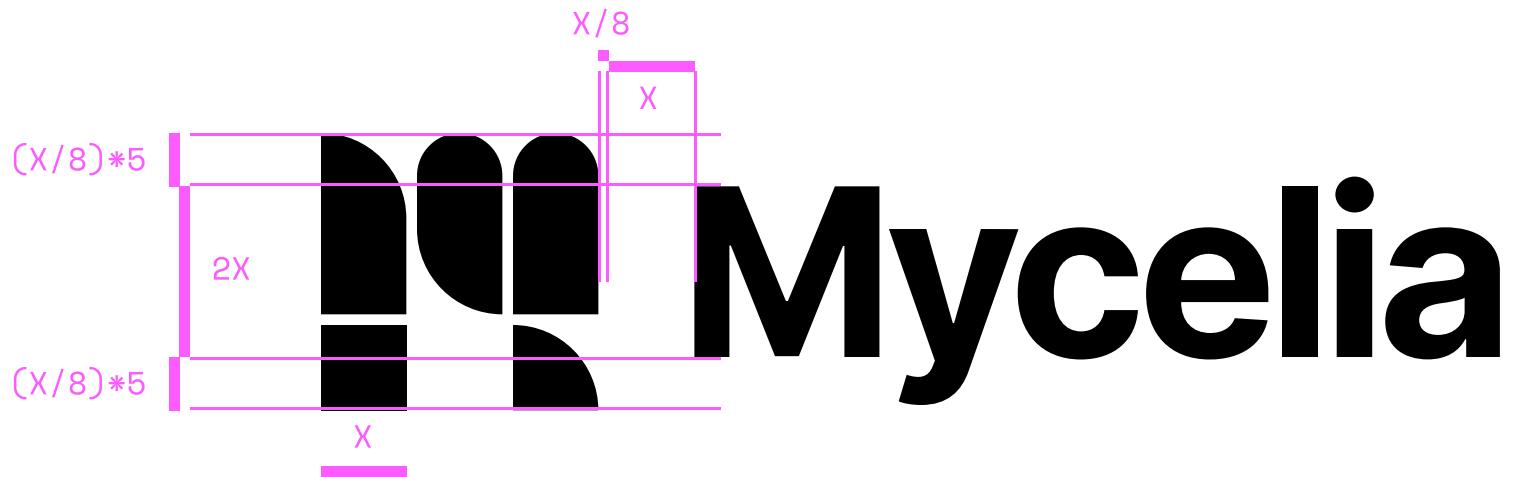


Logo symbol with type

The logo type is set in **Inter Bold** with custom letter-spacing applied.

The positoning of the two elements is based on the symbols dimension.

Combined logo



Safe space

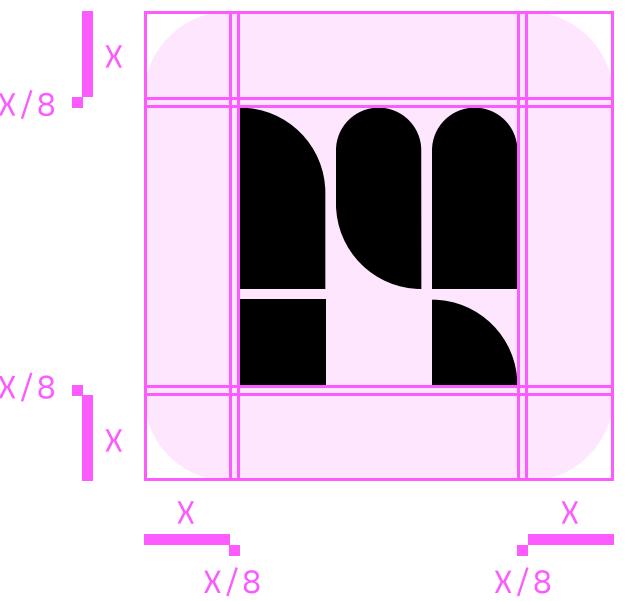


App icon

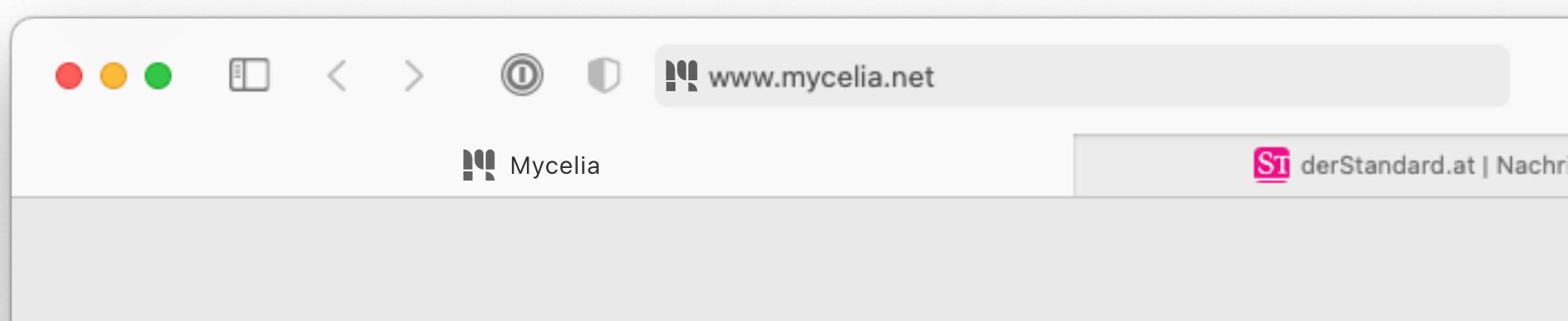
Depending on the context, e.g. as an app icon, a background color and rounded corners with a radius of X (or predefined) can be applied.

For small applications, e.g. as a favicon, the shape/space ratio of the symbol is 1/4 instead of regular 1/8.

App icon

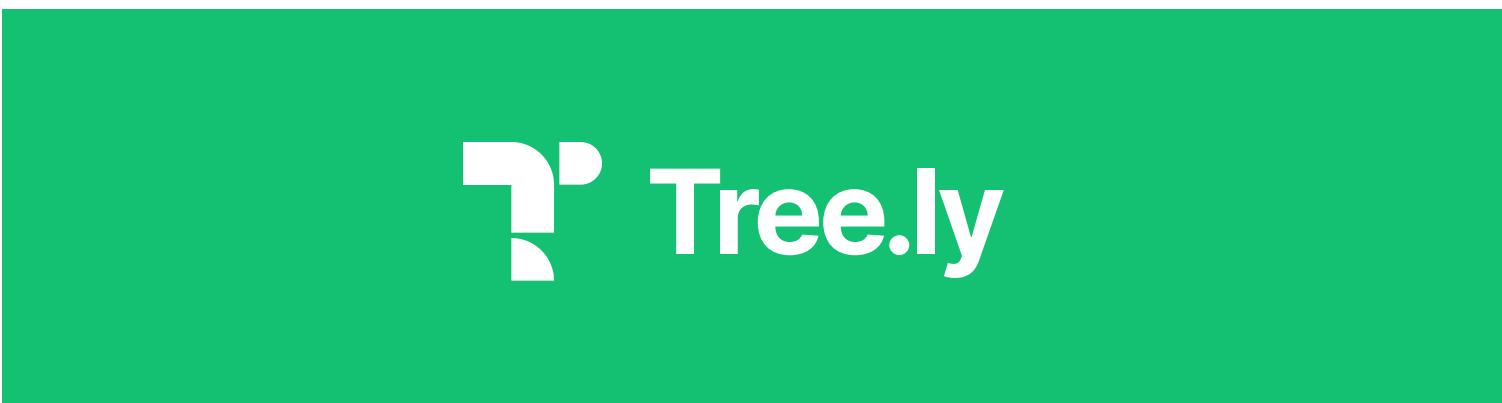


Favicon



Colored logo

The logo symbol can be visualised in the **primary brand color**. The logo type always stays black or white.



Size & Positioning

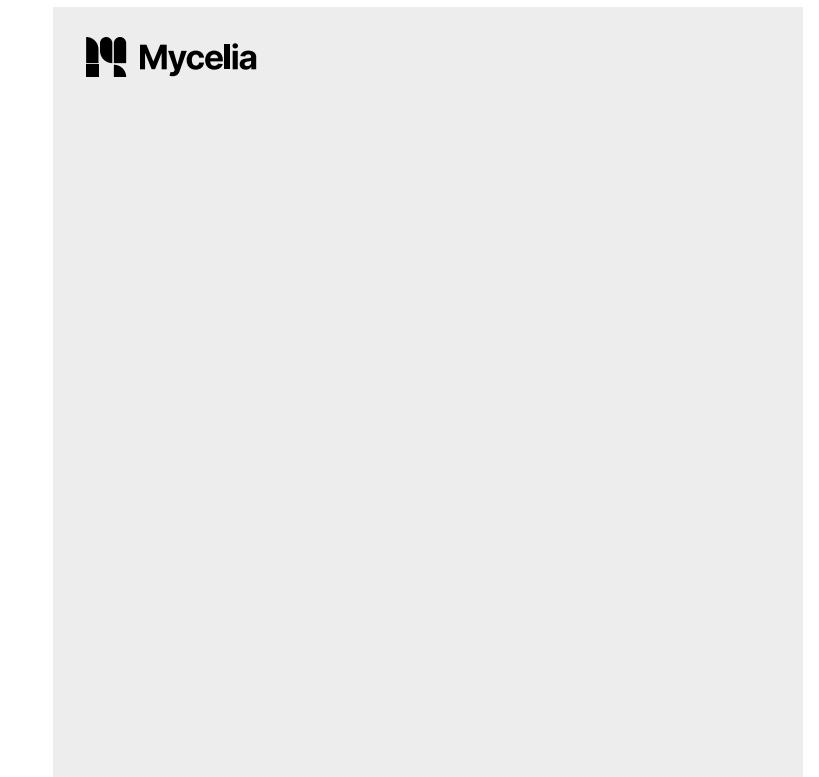
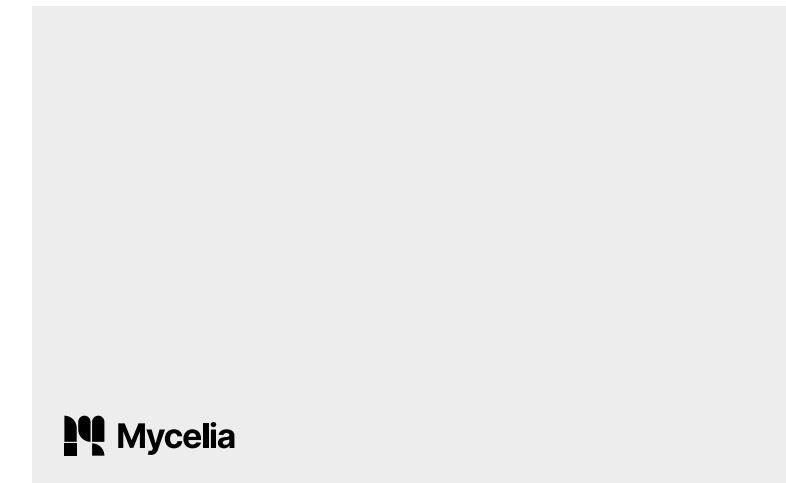
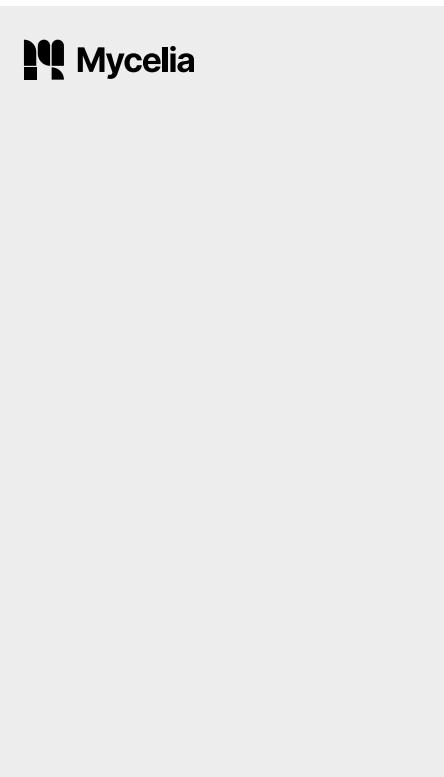
The size of the logo is dependent on the size of the medium and is roughly calculated as follows:

- 1) Divide the longer side of the canvas by a number from 16 to 24
- 2) The result is the height of the logo
- 3) Exceptions may occur (e.g. non-promotional applications)

The logo is always positioned in a corner of the canvas.

Logo symbol and type can be positioned separately in different corners. The proportions stay the same

It is possible to use the logo symbol without the logo type but not the other way around.



Colors

Colors play an important role across the brand system. Each entity gets its own color scheme to be chosen from a predefined color palette.

Primary and secondary colors define the color scheme of the entity's brand.

	dark	full	light
Red	#852525	#EC5353	#FAD3D3
Orange	#835022	#FF962F	#FFD9B6
Yellow	#51600F	#DEC800	#F3EC9D
Green	#1F6244	#14C072	#C0F6CB
Blue	#223E8B	#528BFF	#C7E3FF
Grey	#000000	#AAAAAA	#FFFFFF

Secondary

Primary

Typography

The logo is set in **Inter Bold** which is also the standard font in all applications. It is used in body copy but also for headlines in bold. It is a well-rounded, all purpose, open-source font family, supporting a wide range of languages.

Ginto Nord Bold is mainly used for marketing headlines. The font expresses a lot of character and provides plenty of recognition.

Space Mono is used for code examples but also as an alternative font with a technical character.

Arial is used as a system-font alternative to Inter.

Aa

Aa

Aa

Aa

**The quick brown
fox jumps over
the lazy dog**

The quick brown fox
jumps over the lazy
dog

The quick brown
fox jumps over the
lazy dog

The quick brown fox
jumps over the lazy dog

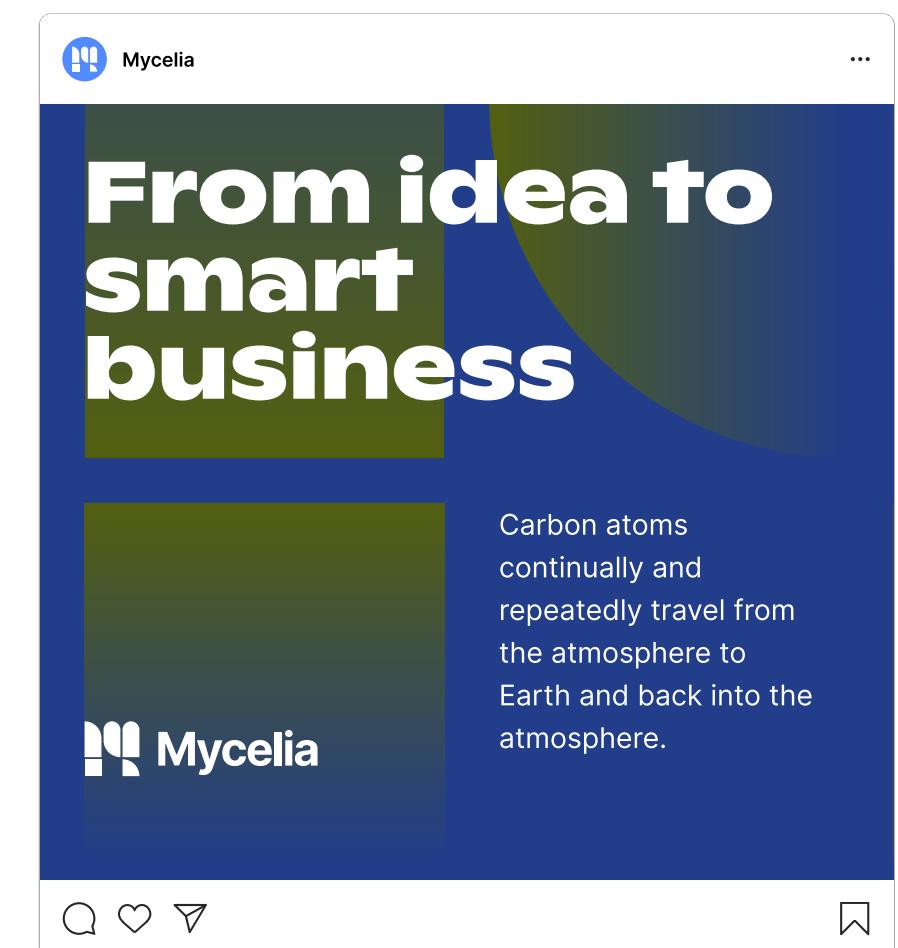
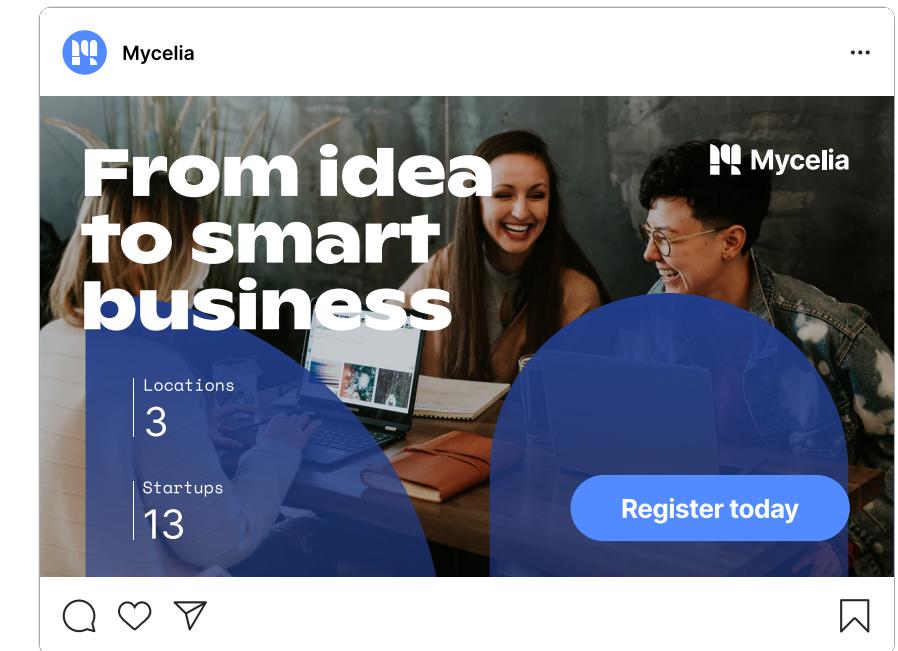
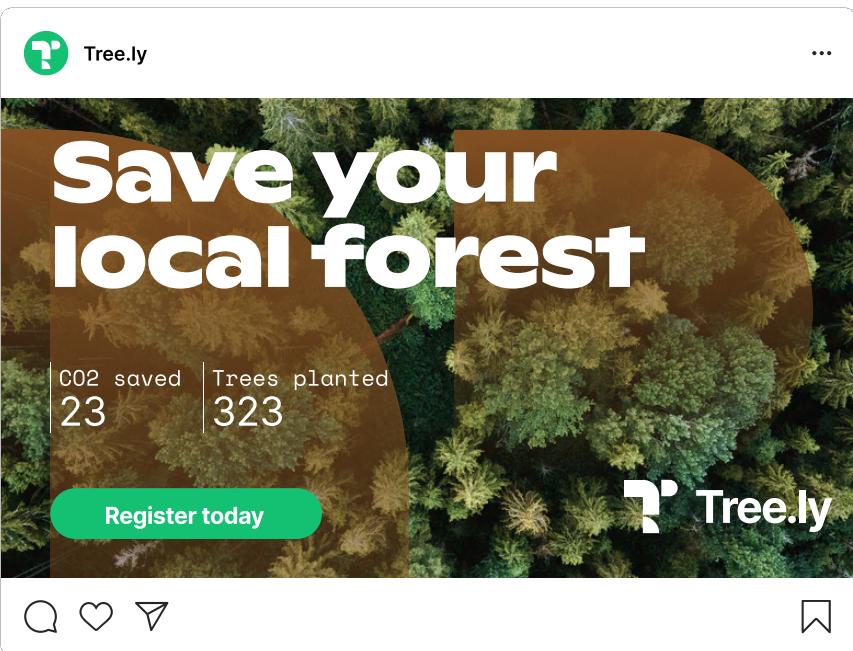
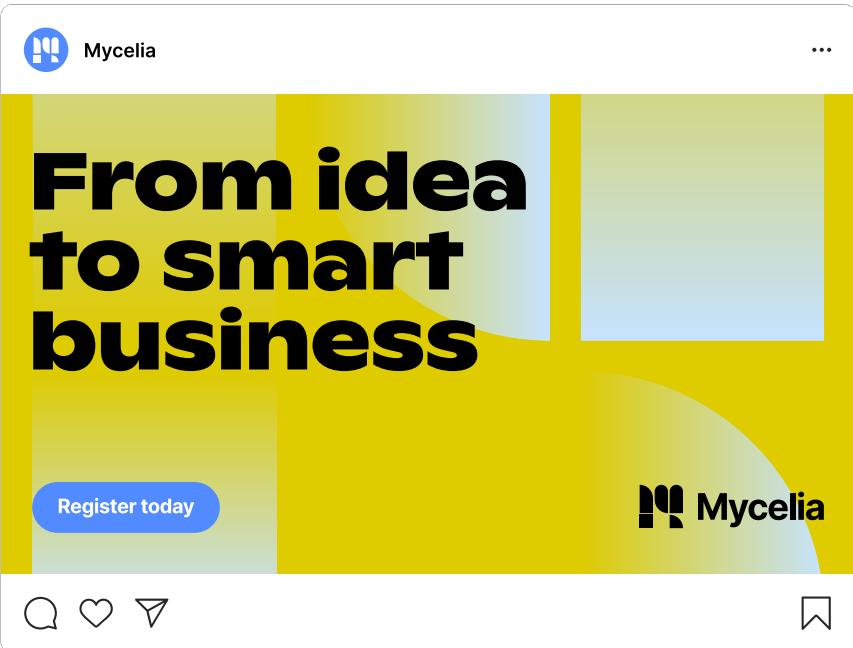
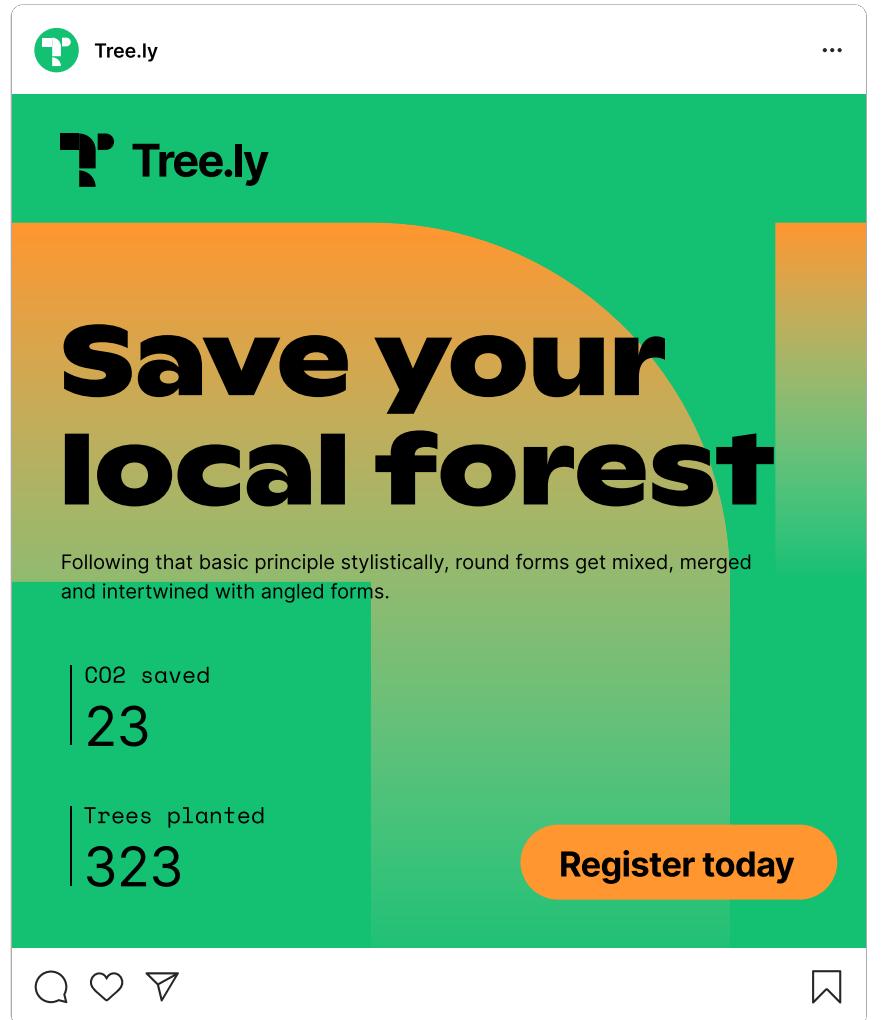
Ginto Nord Bold

Inter

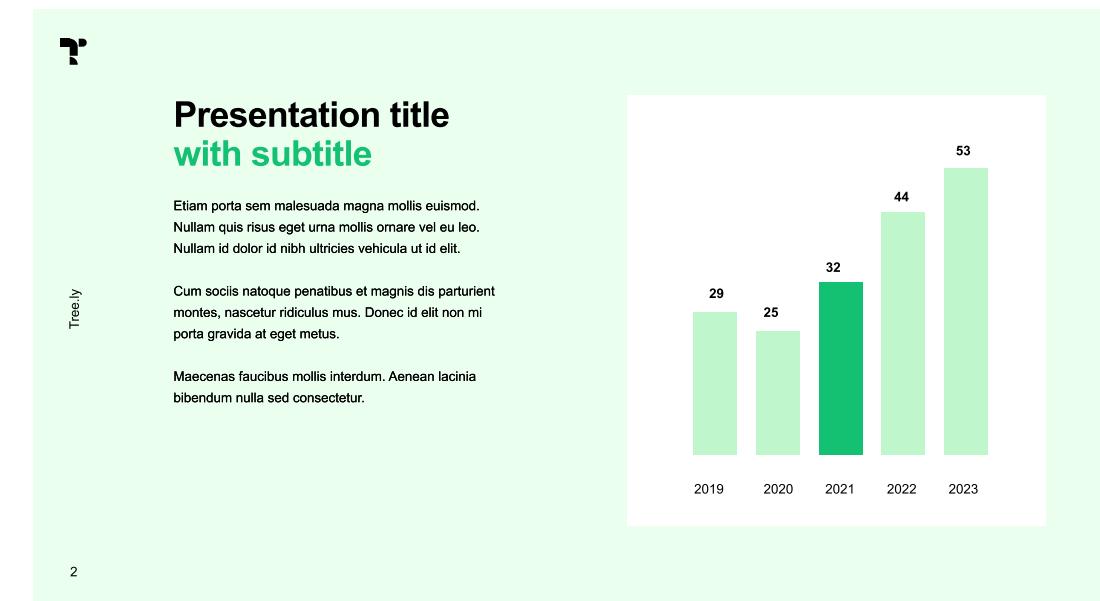
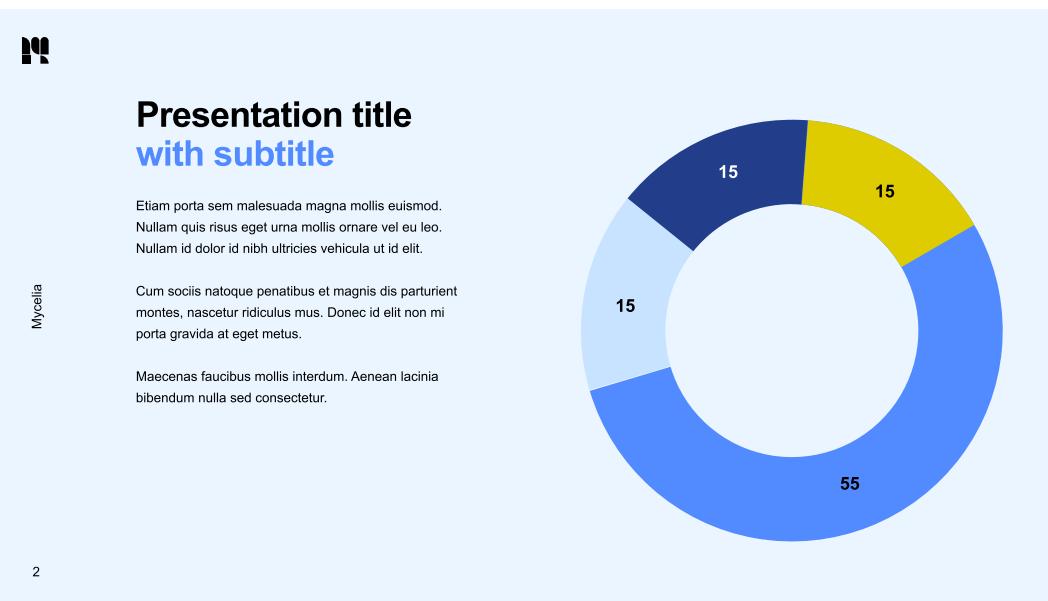
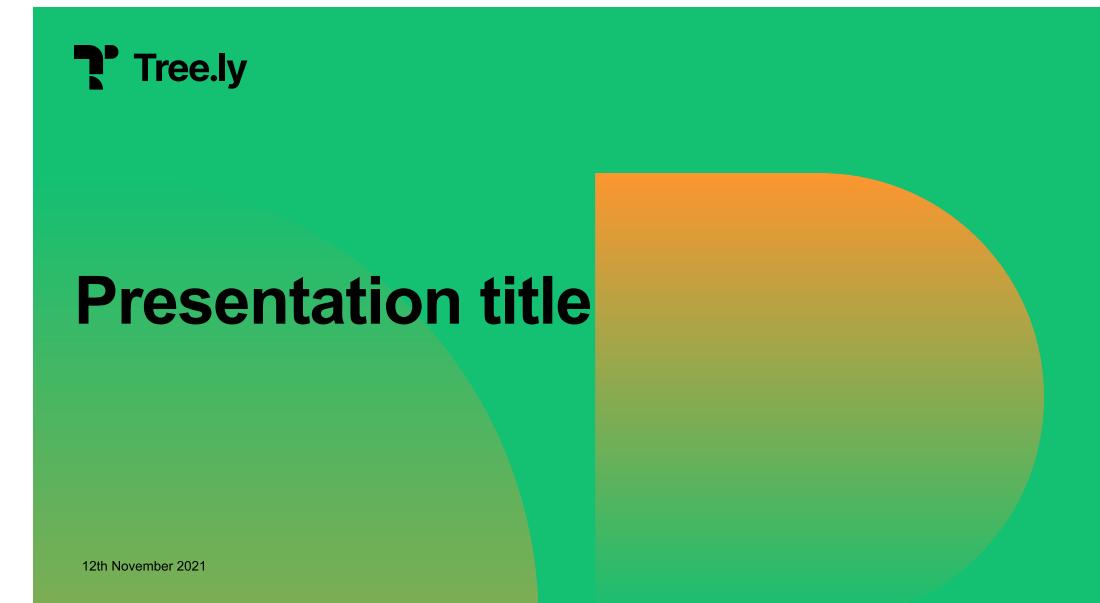
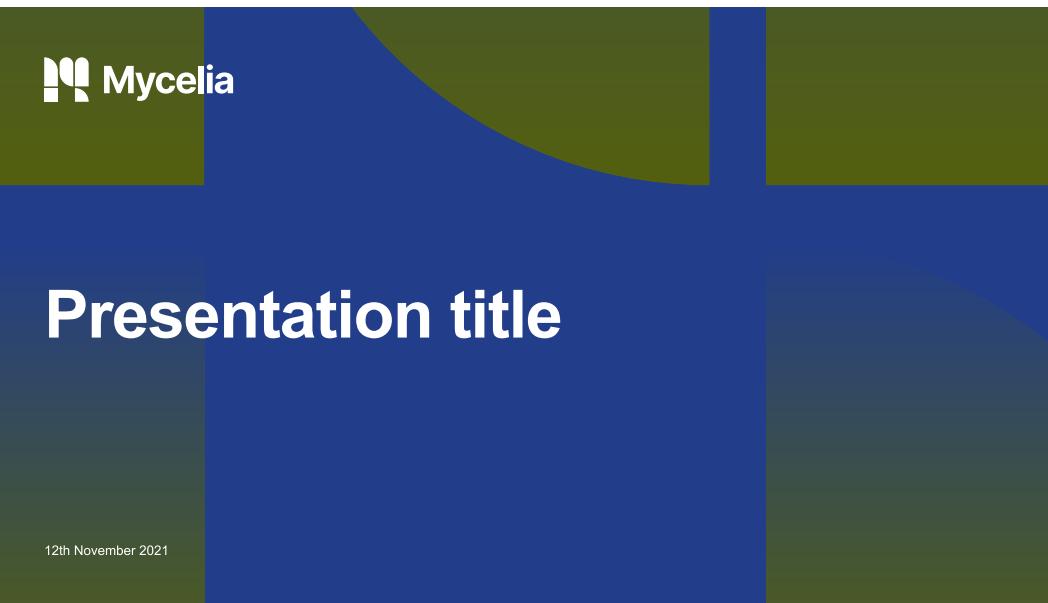
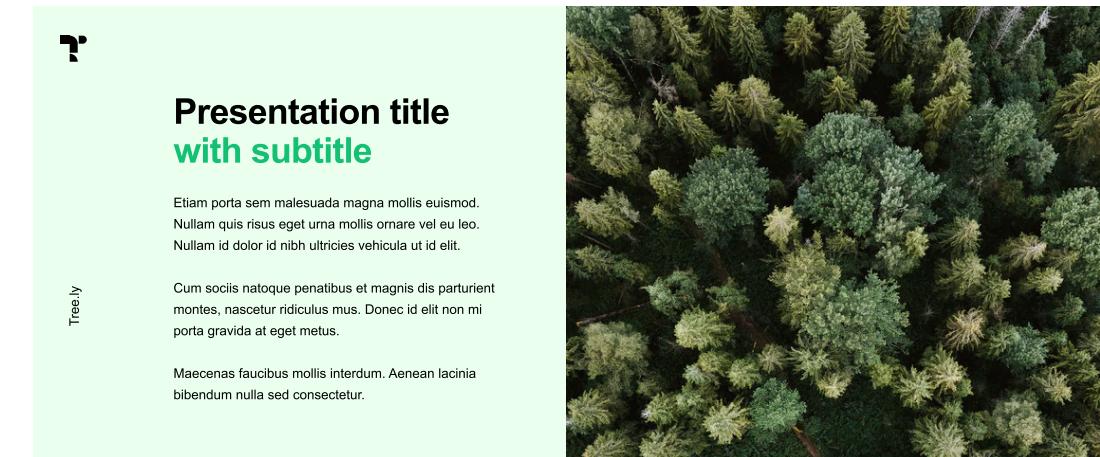
Space Mono

Arial

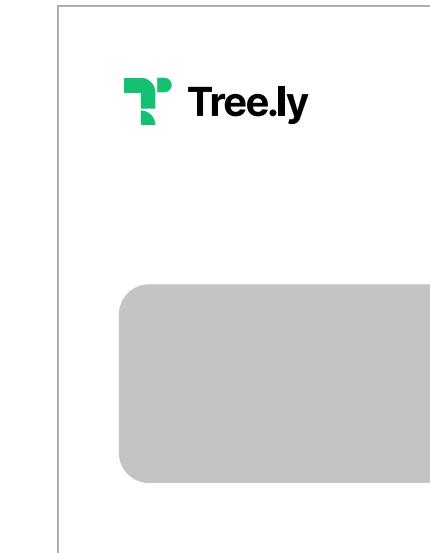
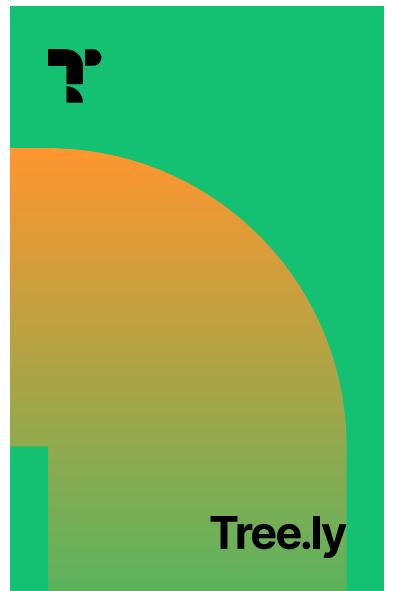
Applications Social Media



Applications Presentations

A presentation slide for Mycelia. The title 'Presentation title with subtitle' is at the top. The date '12th November 2021' is at the bottom left. The background is white. A grid table in the center contains two rows of text: 'Maecenas faucibus' and 'Duis non commodo'. The text is repeated in each cell of the grid.

Applications Stationary



TREE.LY GMBH SEBASTIANSTR. 6B 6850 DORNBIRN AUSTRIA

Vorname Nachname
Straße Hausnummer
PLZ Ort
Land

Betreff

Sehr geehrter Herr,

nachfolgend unterbreite ich Ihnen mein Angebot zum Projekt XY.

Ich würde mich freuen, wenn Ihnen das Angebot zusagt und wir die anstehenden Aufgaben und Projekte gemeinsam angehen können. Sie können mich gerne jederzeit kontaktieren, um die weiteren Vertrags- und Angebotsdetails zu klären.

Mit freundlichen Grüßen

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Applications Wear



Applications Ads

