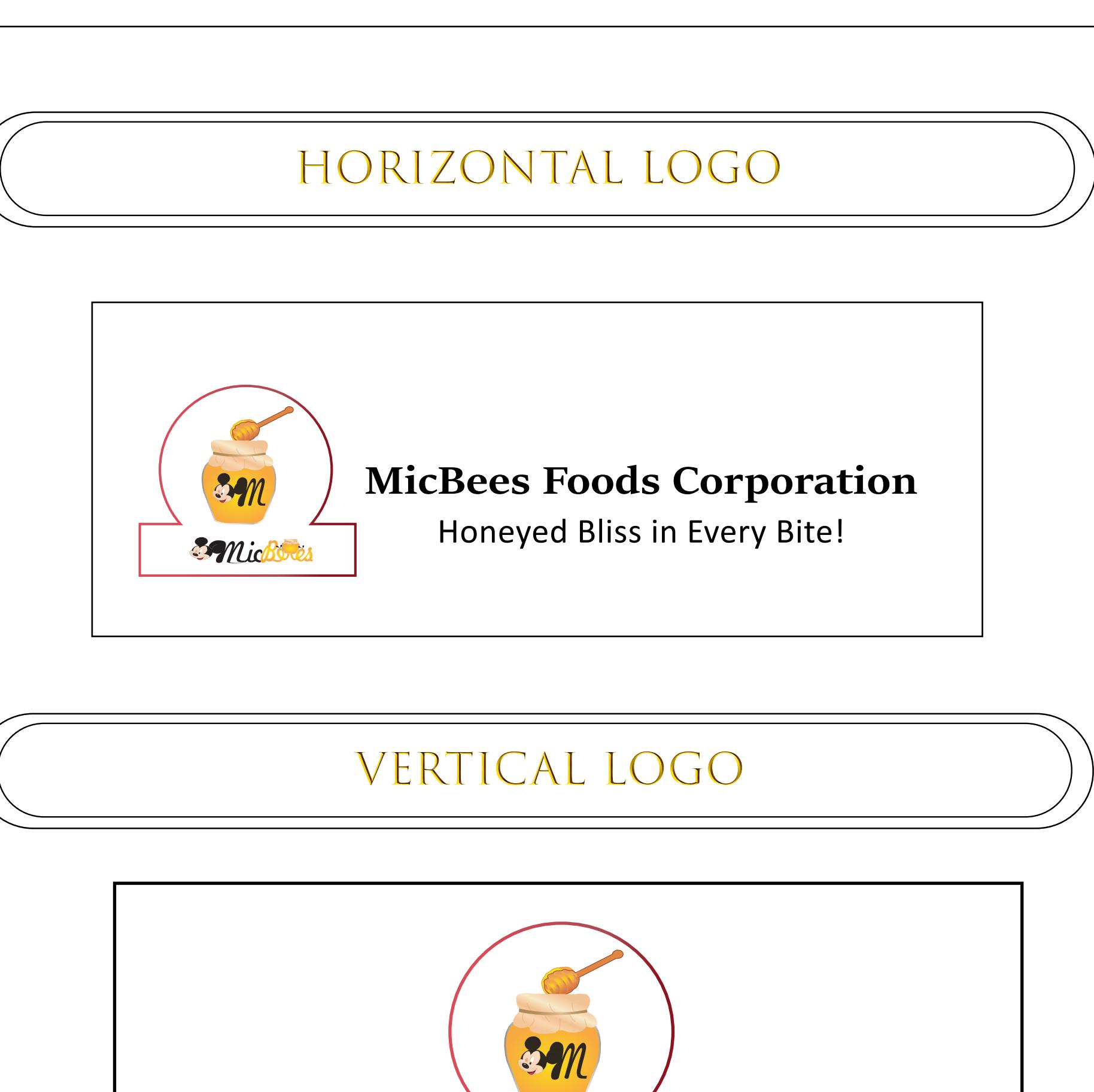
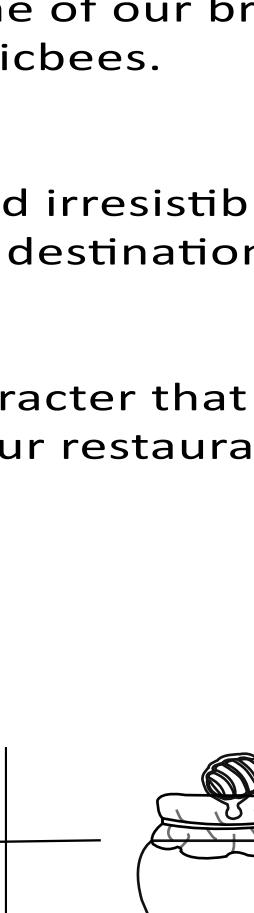


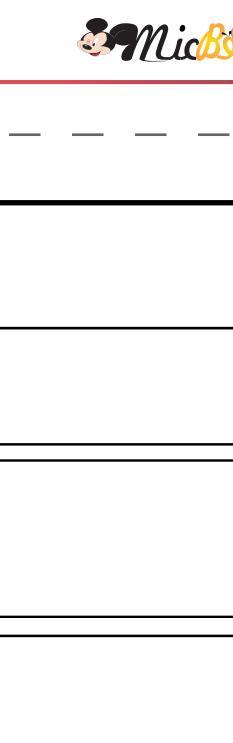
## BRAND GUIDELINES

### THE COMPLETE GUIDE

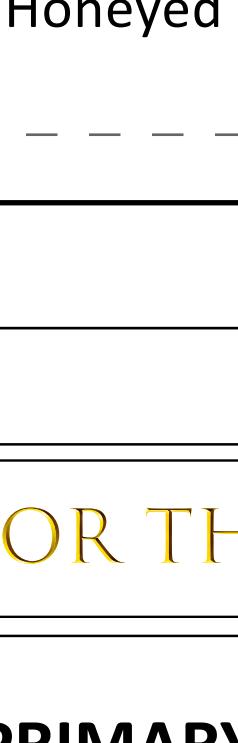
#### LOGO MARK CONSTRUCTION



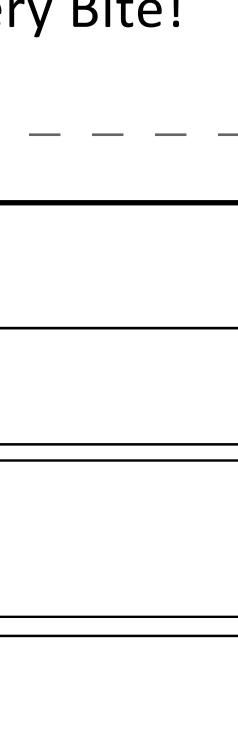
#### LOGO MARK VARIANTS



Standard color



Bright Theme



Dark theme

#### MARK STRATEGY

Our distinctive logo for Micbees is crafted to encapsulate the essence of our brand, with each component thoughtfully selected to convey its significance.

##### The Letter "M":

Stands as the cornerstone of our brand identity, providing a strong and recognizable symbol for Micbees.

##### The Honeypot:

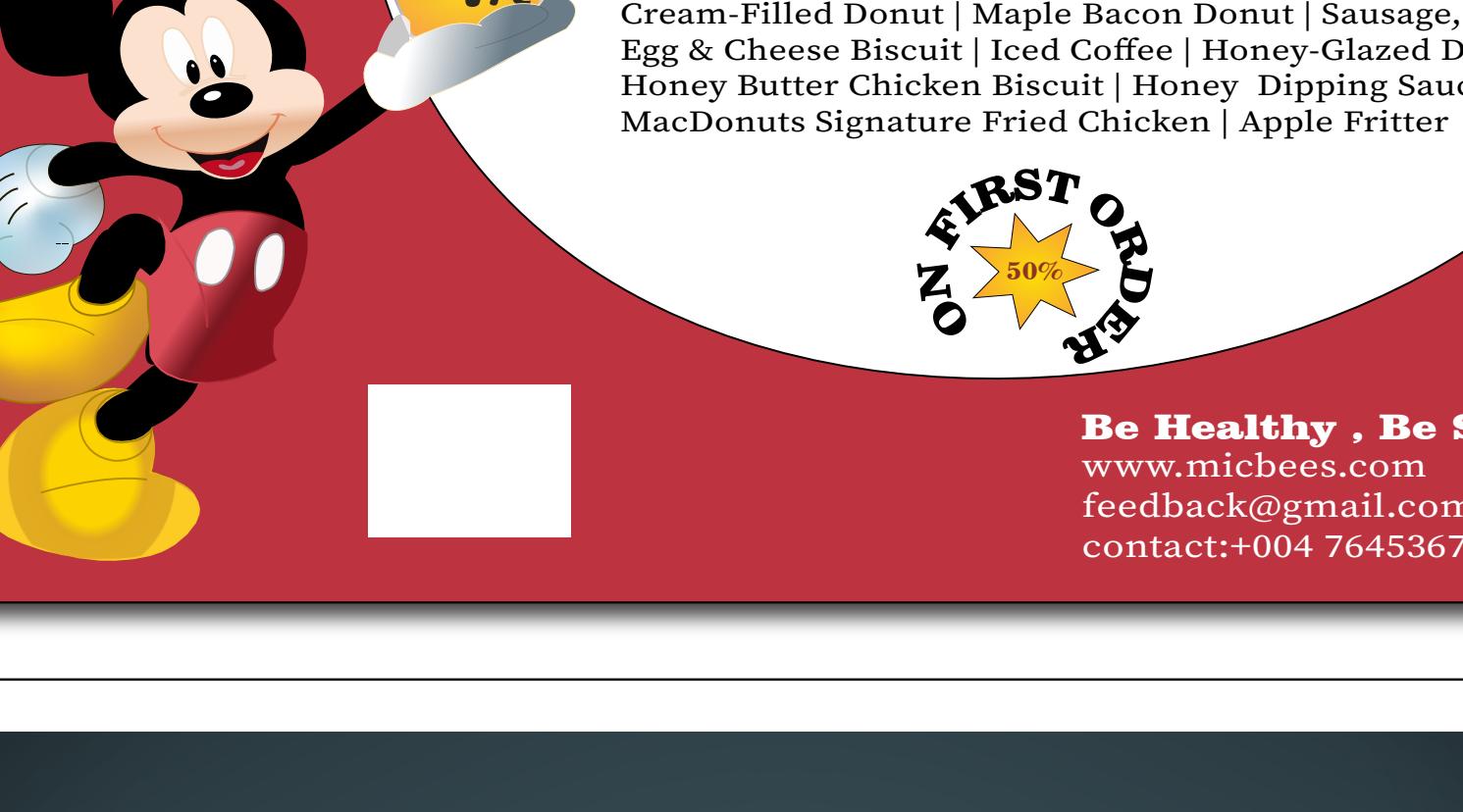
Symbolizes the sweet and irresistible nature of our menu, suggesting that Micbees is the ultimate destination for indulgence.

##### The Mickey:

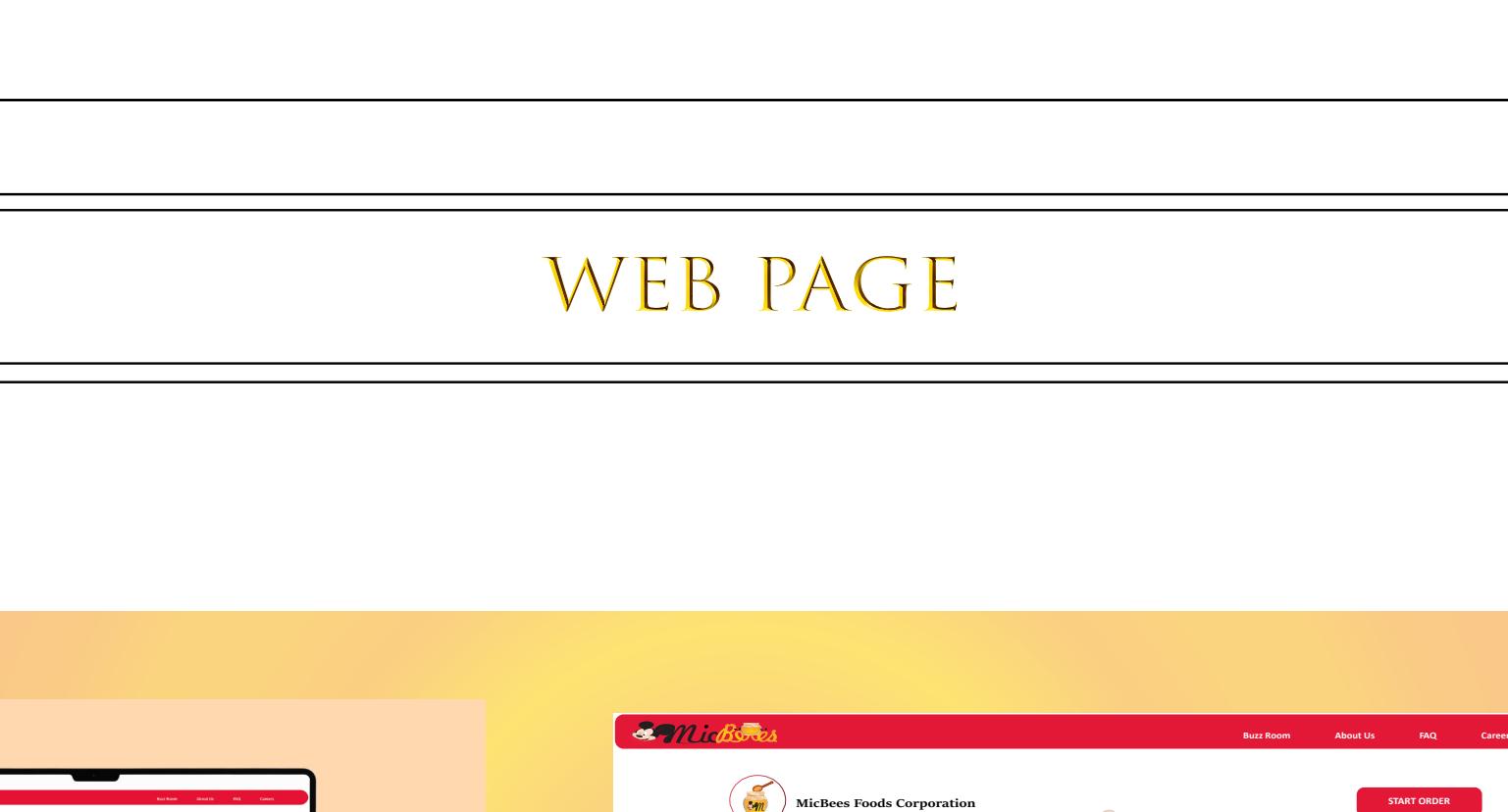
A uniquely designed character that evokes joy and nostalgia, embodying the fun and lively spirit of our restaurant.



#### HORIZONTAL LOGO



#### VERTICAL LOGO



#### SAFEZONE



#### COLOR THEORY

##### PRIMARY COLOR



##### SECONDARY COLOR



##### GRADIENT COLOR



#### TYPGRAPHY

##### TRAJAN COLOR

A  
Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;?

##### Calibri

A  
Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;?

##### News706 BT Bold

A  
Aa

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;?

#### BUSINESS CARD



#### WEB PAGE

