# 

MadeIT StyleGuide

# Official Guidelines for Brand Styling

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# Main Brand Colors

|  |  |
| --- | --- |
|  | #0072bc - Standard Blue. |
|  | #013b60 - Standard Dark Blue. |
|  | #c7c7c7 - Standard Light Grey. |
|  | #333333 - Standard Grey. |

Main Brand Colors should always maintain a clear contrast. Id est, a dark color cannot be used on top of another dark color. Main Brand Colors may be used in font, as long as the contrast between them is kept.

# Font Colors

|  |  |
| --- | --- |
|  | #ffa500 - Main Text Gold. |
|  | #2e2e2e - Main Text Grey. |

Font colors are exclusive for usage in fonts. Font Colors are not to be used as background or for other non-text elements.

# Fonts

‘Merriweather, Serif’ for Titles.

‘Dosis, sans Serif’ for main text.

# Exceptions

|  |  |
| --- | --- |
|  | #f8f8f8 - Standard Off-White (Can be used in combination with any color). |

# Color Combinations

Text-Main Color Combinations

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  | #0072bc | #c7c7c7 | #333333 | #013b60 | #f8f8f8 |
|  | ✔ | ✔ |  |  | ✔ |
| #2e2e2e |  |  |  |  |  |
|  | ✔ |  | ✔ | ✔ | ✔ |
| #ffa500 |  |  |  |  |  |

Main-Color Combinations

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
|  | #0072bc | #c7c7c7 | #f8f8f8 |
|  |  | ✔ | ✔ |
| #013b60 |  |  |  |
|  | ✔ | ✔ | ✔ |
| #333333 |  |  |  |

# Logotype

# 

Our logo is simplistic and follows our color combination conventions. The font used is disclosed and only used in the logo.

The graphical logotype consists of four circles: a dark-light border for emphasis, an inner border in standard dark blue, a middle circle in standard blue and lastly, an inner circle in standard dark blue.

Inside the inner circle are the digits one (1) and zero (0) alternating *per saltire* with an X in the middle separating each digits. The digits represent binary computer code.

Our logo may be used with or without text, albeit if used with text, it must be used in it’s original form. Any editing or changes to the logo might be liable to legal compensation or a swarm of wasps.