



NAMING PROCESS

1.What is being named?

Video Game
Company

3.Type of name

suggestive

2.Key concepts to communicate

sci-fi
Animals
Action
and
Suspense
a bit
sofisticated
puzzles
and
Strategy

4.Key criteria

cat
related

5.Tone

Playfull

Fantasy

Futuristic

Science
Fiction

7.Competitors

Stray

Volume

Invisible Inc

Mark of the Ninja

6.Target customer

cat lovers

spy games

age group

12 to 25

people who like
puzzles

suspense

8.Notes

Problem?

Spread awareness
about desires

ancient cats?
(MAU)



Brand-Kit 2024

TABLE OF CONTENTS

1



- 1 our brand
- 2 mission, vision & values

2



- 1 logo
- 2 variations
- 3 clear zone
- 4 dimensions

- 5 placement
- 6 dont's

3



- 1 color pallate
- 2 backgrounds

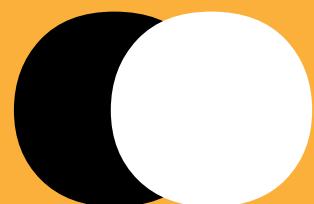
4



- 1 typography
- 2 our team



1 our brand
2 mission, vision
& values



OUR BRAND

Mau Productions is a start-up gaming company that derives its name from the worshiped Mau cat breed of ancient Egypt. Specializing in a minimalist, modern, yet playful approach allows our company to stand out in the industry. Guided by a modern design philosophy, Mau Productions leverages contemporary aesthetics to create visually striking and engaging gaming environments. The team's playfulness infuses creativity into their development process, ensuring that players are not only challenged by the puzzles but also immersed in a fun gaming journey.

MISSION, VISION & VALUES

- 1. Team Collaboration:** The company places importance on fostering a collaborative and creative work environment. Mau Productions believes that a united and inspired team is crucial for developing innovative games and achieving success.
- 2. Responsibility:** Mau Productions is committed to ethical and responsible gaming. The company aims to create content that is inclusive, respects diverse perspectives, and avoids promoting harmful behavior.
- 3. Fun-Centric Approach:** At the core of Mau Productions, we have a strong emphasis on fun. The company values the joy and entertainment that gaming brings to players and is dedicated to creating inherently enjoyable experiences.



- 1 logo**
- 2 variations**
- 3 clear zone**
- 4 dimensions**
- 5 placement**
- 6 don'ts**

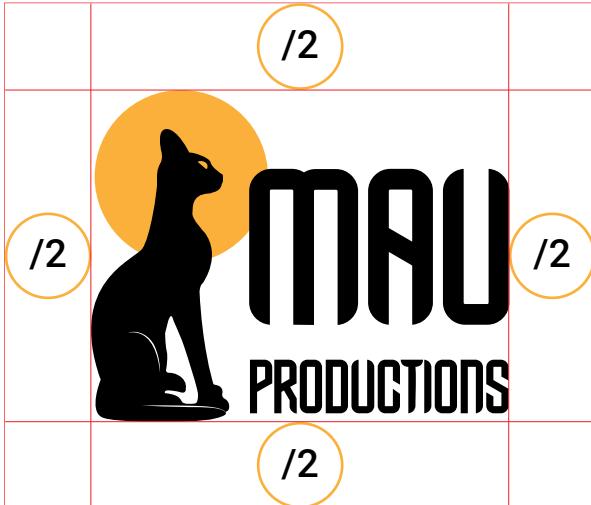
LOGO



VARIATIONS



CLEAR ZONE



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DIMENSIONS

The dimensions for the Mau Productions logo is demonstrated down below
(printed and digital)

Printed version



Height 30 mm



Height 15 mm

Digital version



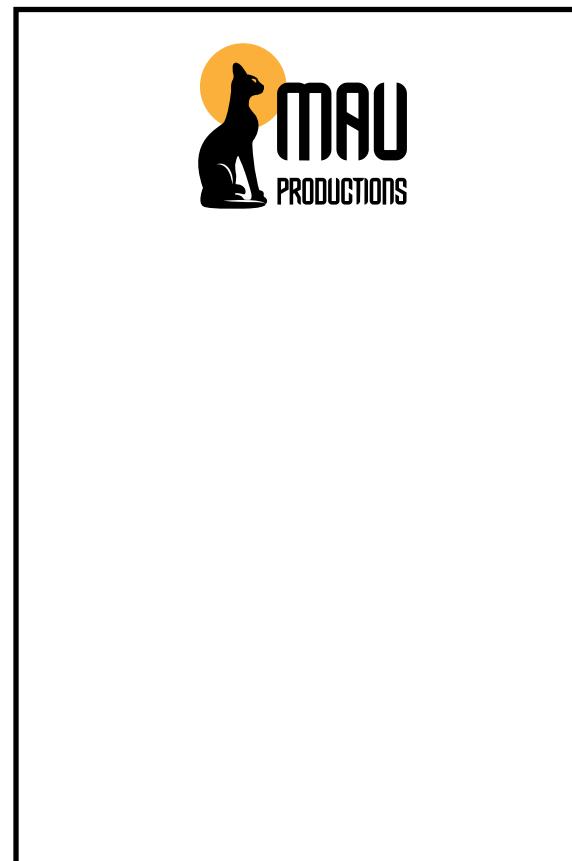
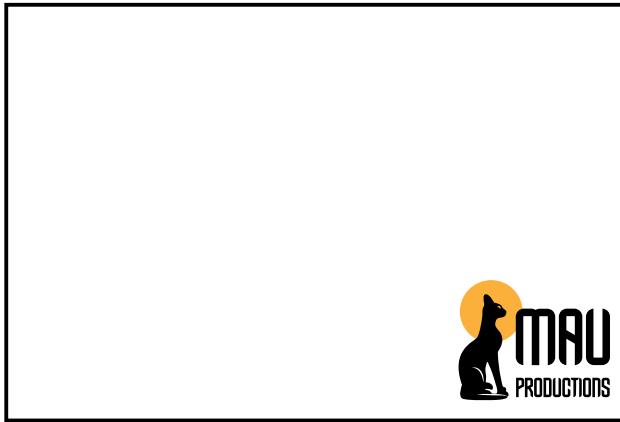
Height 90 pixels



Height 50 pixels

PLACEMENTS

The placements for landscape and vertical formats. (printed and digital)



DON'T'S



Do not change the color or tone of the logo.



Do not change the proportions of the logo or its elements.



Do not distort the logo in anyway.



Do not change the font of the logo.



Do not separate or change the layout of the elements that make up the logo. Always use the set layout of elements and proportions for the main and secondary logos.

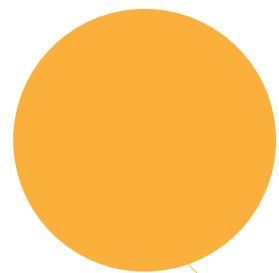


Do not tilt the logo.



1 color pallate
2 background

COLOR PALLATE

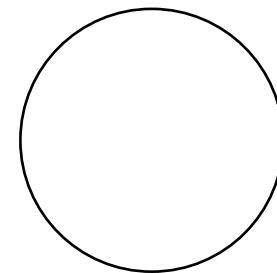


Yellow

#FBB03B

R251 G176 B59

C0 M35 Y87 K0

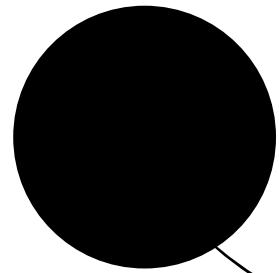


White

#FFFFFF

R255 G255 B255

C0 M0 Y0 K0



Black

#0000

R0 G0 B0

C100 M100 Y100 K100



mau
PRODUCTIONS

BACKGROUNDS

The logo should only ever sit on white or a non-duotoned photograph.
For a black background use the appropriate variation of the logo.
For a color background use one of the versions of the logo depending,
if the color has high contrast or low contrast.





1 typography
2 our team

TYPOGRAPHY

Logotype font
Also can be used for titles

ARENA TYPEFACE

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

ROBOTO medium

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z

Official company typeface for all
documents/presentations

OUR TEAM

Designers



Alvia Merchant



Ana Sophia Ribeiro



César Cruz



Guilherme Drago



Ruheer Hudda

Programmers



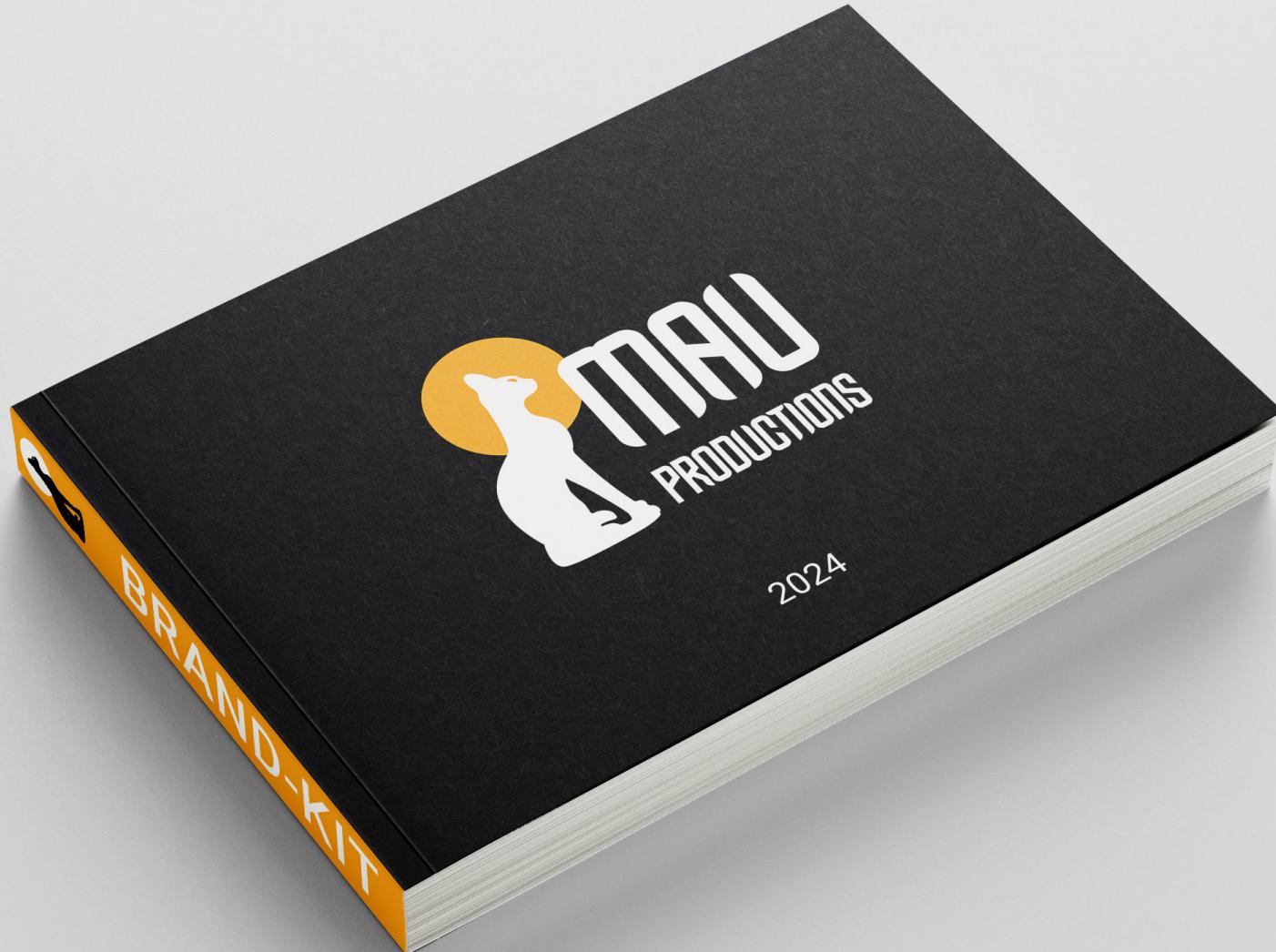
João Cunha



Khevynn Sá



**WHAT MORE
TO SELL?**















THANK YOU