

Social Media Kit

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primary logo

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Mamba Script

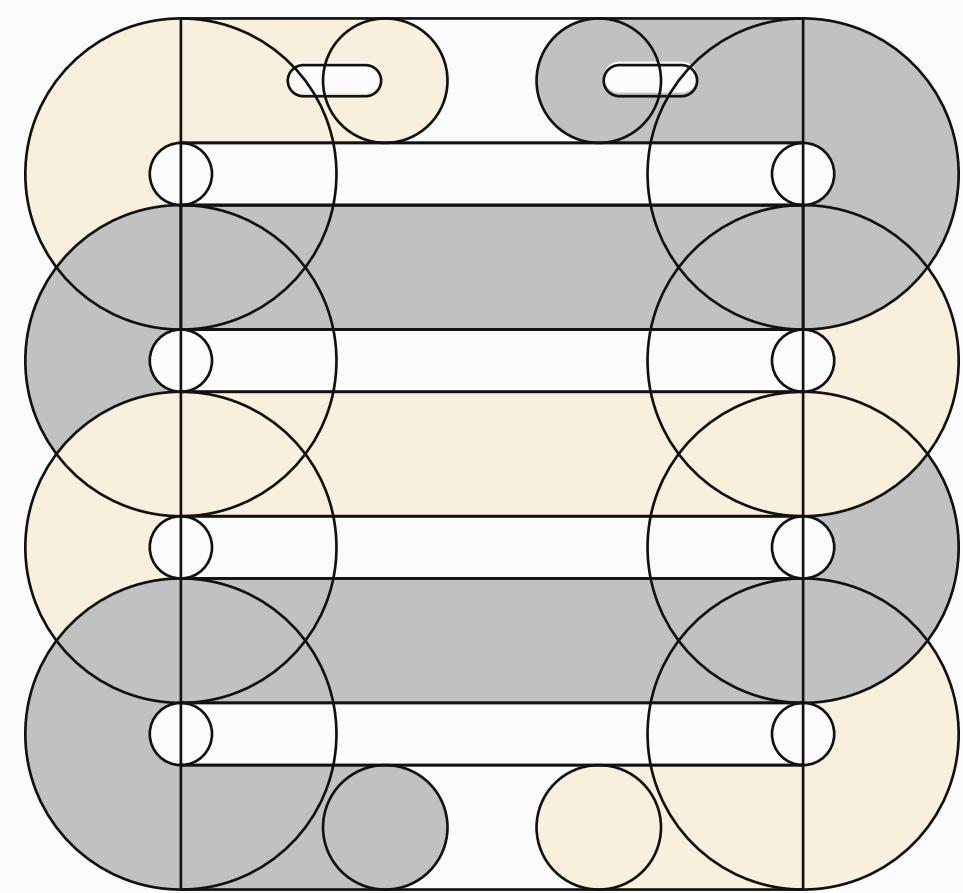


construction

Page 2

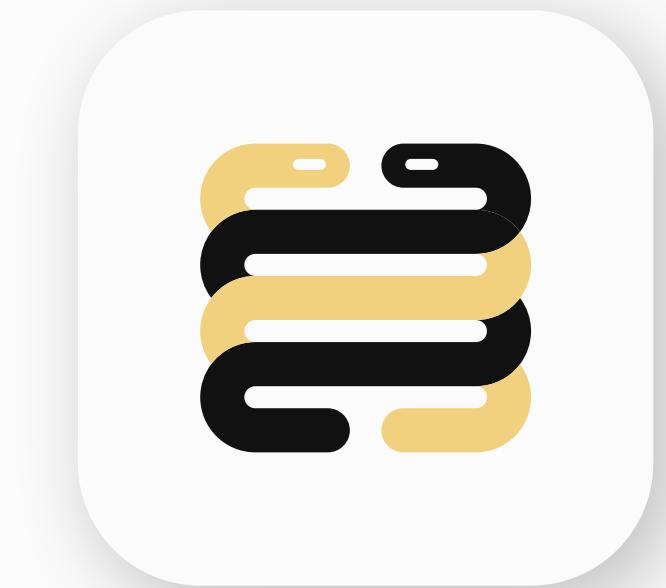


Mamba Script





app icon





Do's

- Use the (transparent version) of the logo on a monochrome background;
- Use the logo in the colours provided by the Branding Guidelines;
- The main goal should be to use the best readable and visually appealing version: Black on white/transparent background, coloured version on white/transparent background, negative version (with white font colour) for dark backgrounds;
- Find an appropriate spot for the logos in your publication. This might be the very end or the very beginning, where the logos are separated from the content of your publication.



Don'ts

- Use a differently coloured version of the logo (e.g. a pink version) which is not provided by the Branding Guidelines;
- Distort or cut parts of the logo;
- Save the logo under 300 ppi or generally in smaller sizes without knowing what you are doing from a technical perspective.





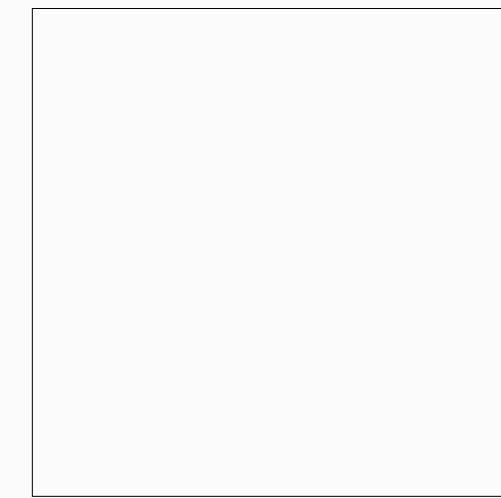
Orange Yellow Crayola

RGB 241 / 209 / 126
CMYK 4 / 18 / 64 / 0
HEX #F1D17E



Rich Black

RGB 17 / 17 / 17
CMYK 79 / 70 / 62 / 89
HEX #111111



White

RGB 251 / 251 / 251
CMYK 2 / 1 / 1 / 0
HEX #FBFBFB



Ubuntu Bold

Ubuntu Bold is the font used for Mamba Script typeface.

**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 - & * # @ ? ! / + (. , : ;)**

Mamba Script



When creating social media content or print collateral for Mamba Script, it is recommended to use Ubuntu font in different weights, depending on the type of text and/ or publication that is being designed.

Ubuntu Regular should be used for all body text and smaller headlines.

Ubuntu Bold should be used for highlighting different parts of text and for the Mamba Script typeface.

Ubuntu Italic should be used for quotes and citations.

Ubuntu 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 - & * # @ ? ! / + (. , : ;)

Ubuntu 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 - & * # @ ? ! / + (. , : ;)

Ubuntu Italic

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 - & * # @ ? ! / + (. , : ;)*