Brand-Kit 2024

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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.

# 2.

1 Logo
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LOGO

# VARIATIONS

MAU
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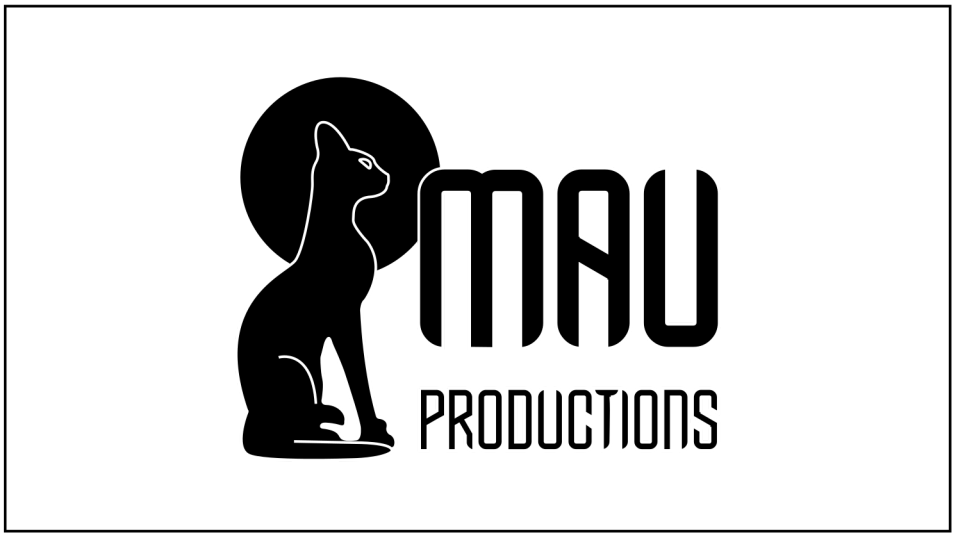
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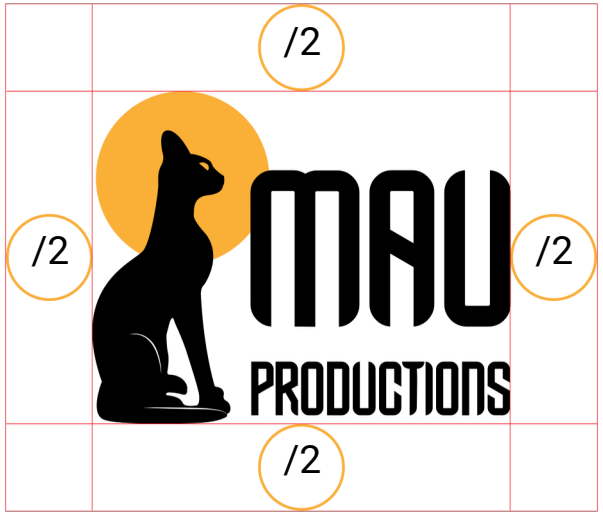
# CLEAR ZONE

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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

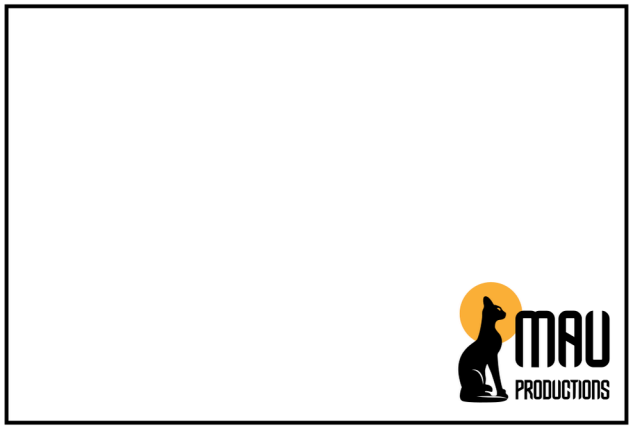
## Digital version

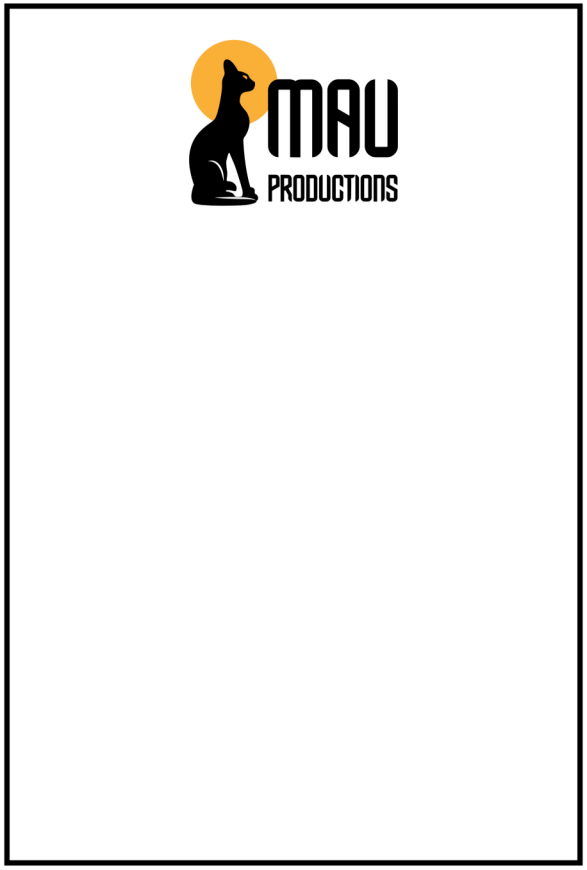
Height 90 pixels

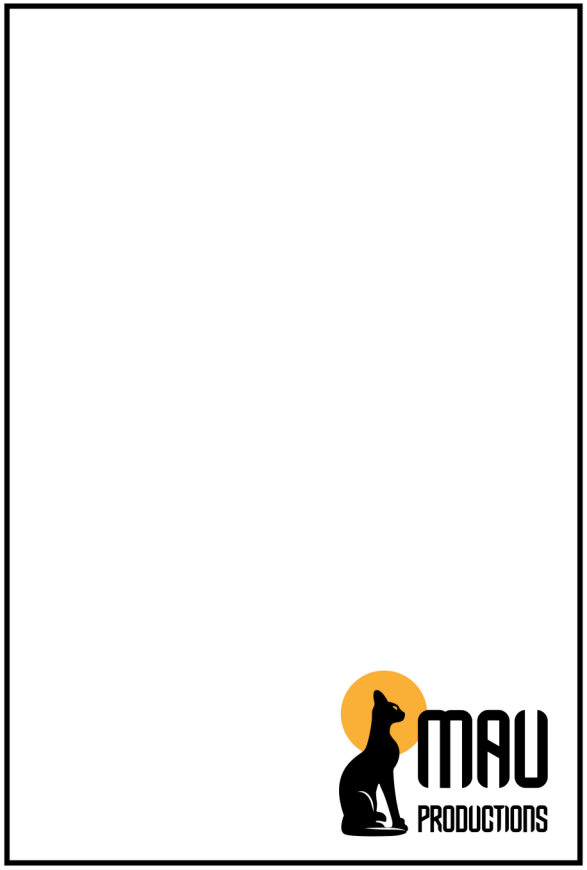
Height 50 pixels

# PLACEMENTS

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





# DONT'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.

# 3.

1 Color pallete
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

# BACKGROUNDS

The logo should only ever sit on white or a non-duotoned photograph.
For a black background use the apropriate 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.

# 4.

1 Typography
2 Our team
3 Mockups

# TYPOGRAPHY

## ARENA TYPEFACE

Logotype font
Also can be used for titles

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

## ROBOTO medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

Offical company typeface for all documents/presentations

# OUR TEAM

## Designers

Alvia Merchant

Ana Sophia Ribeiro

César Cruz

Guilherme Drago

Ruhee Hudda

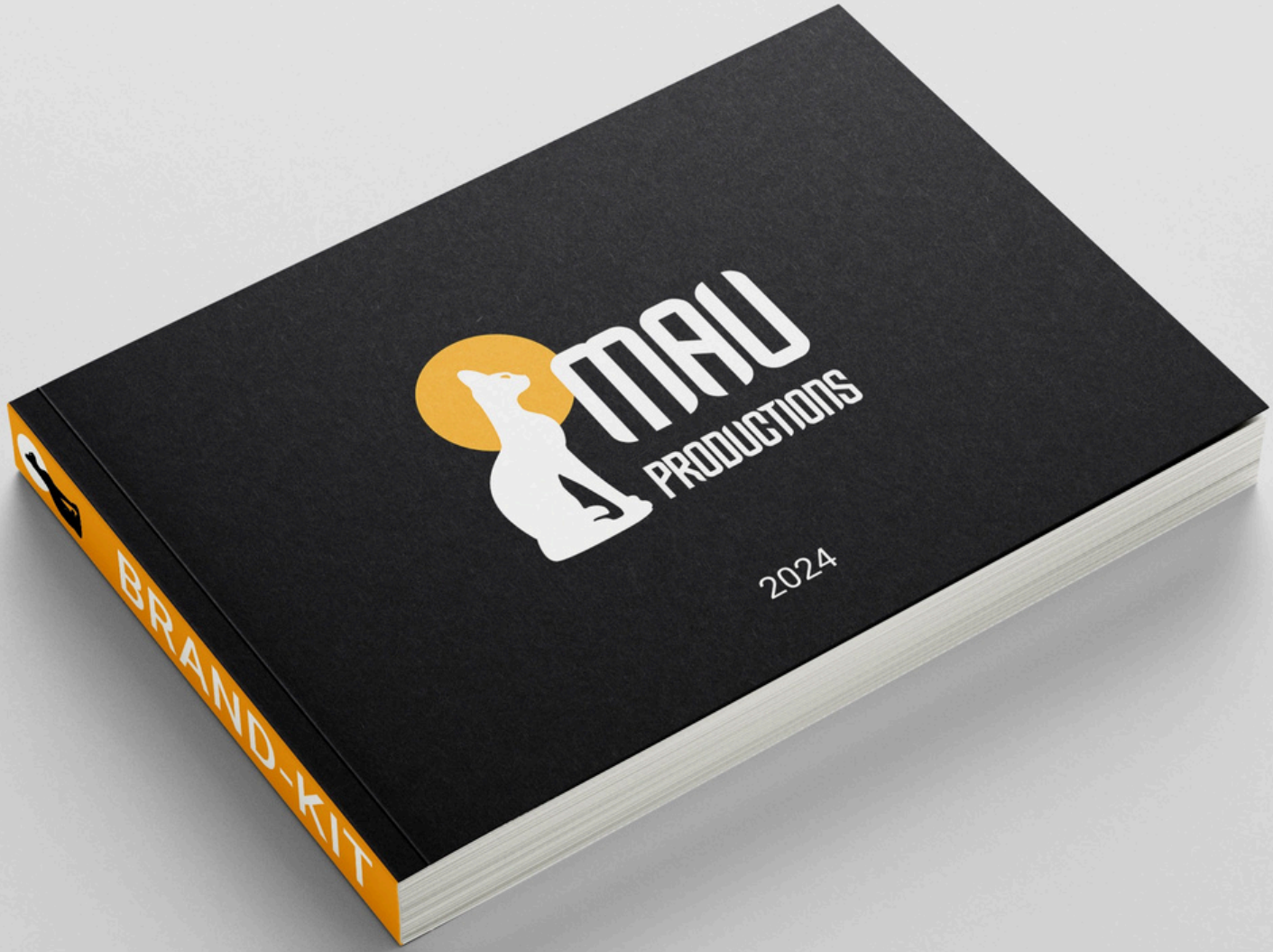
## Programmers

João Cunha

Khevynn Sá

MAU PRODUCTIONS

# MOCKUPS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2024
BRAND-KIT

1 our brand
2 mission, vision
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1.
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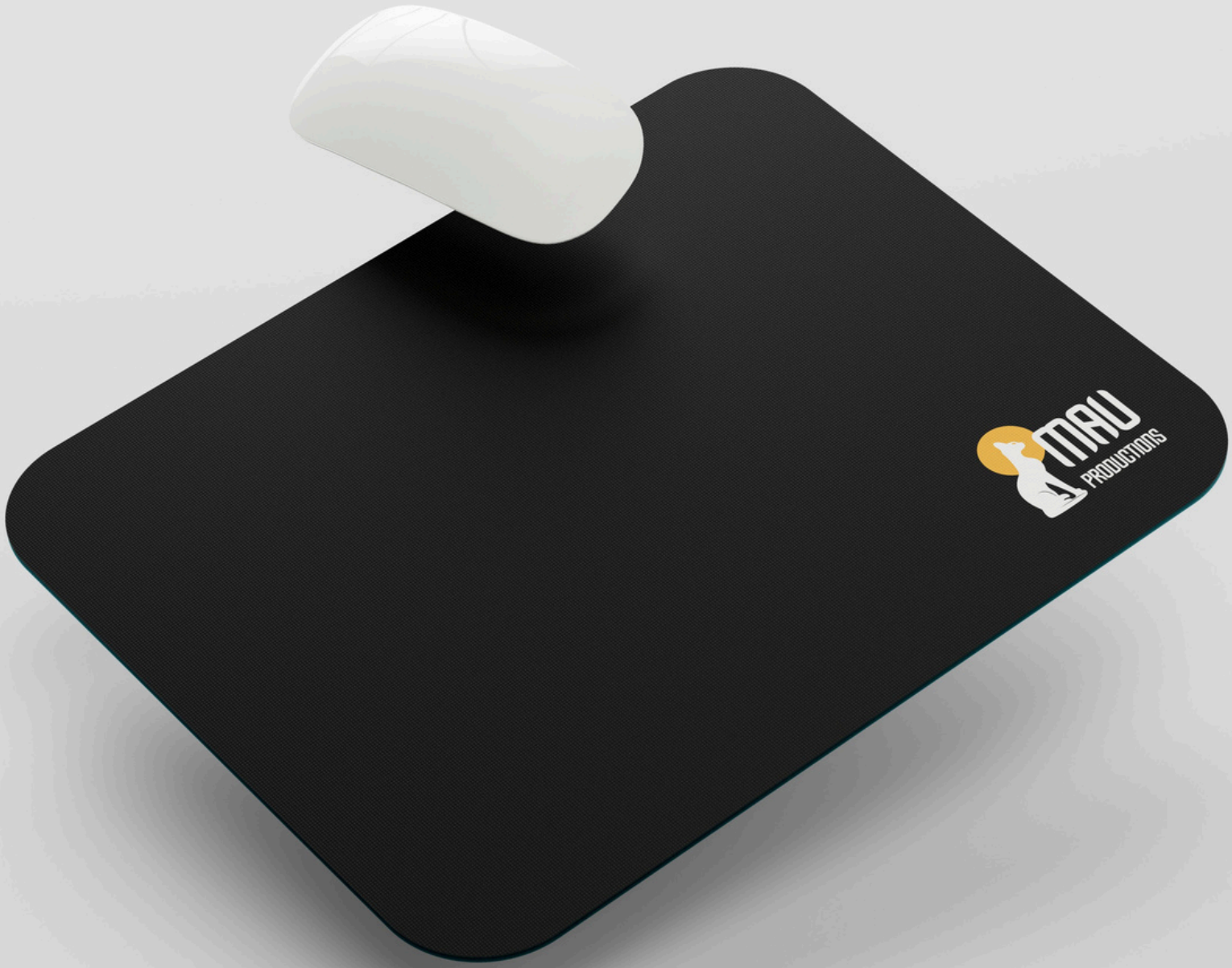
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# THANK YOU