The logo features a stylized 'M' composed of three geometric shapes: a red triangle on the left, a blue circle in the middle, and a yellow triangle at the bottom left.

# **MACK B**

## **DESIGNS**

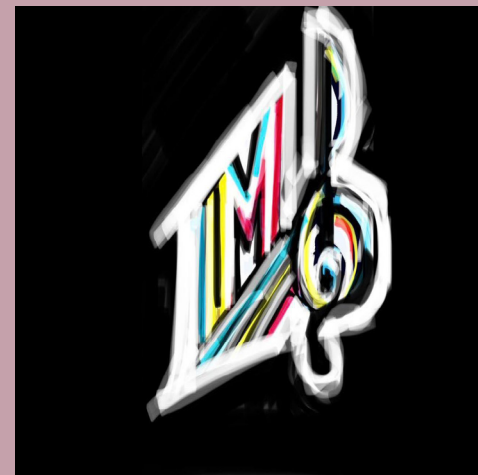
### **BRAND GUIDEBOOK**



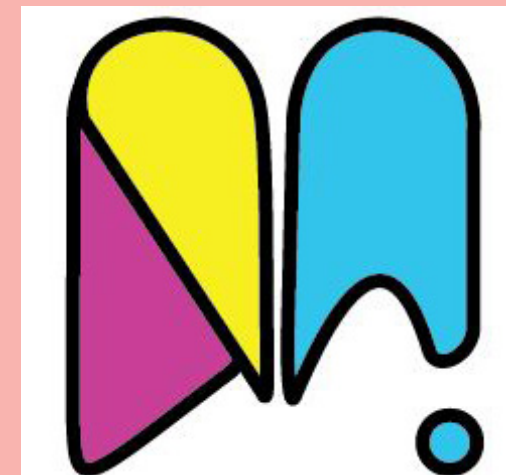
# THE MACKB DESIGNS LOGO

The purpose of this logo design is to convey the initials of the MACKB - DESIGNS name via tertiary/primary colours.

The red angular section represents the "B" in MACK, the rounded blue section representing the "D" while the triangular piece at the bottom creates the resemblance of an "M".



previous versions of the logo.



TYPE  
FACE  
OF

MACKB

DESIGNS

Originally the black on top and white on bottom were two different fonts. The **Black typeface** reading: MACKB displayed a playful and creative typeface whereas the **white text below** looked more ridgid and industrial.

It wasn't until losing my assests several times that I found the **BOURBON** font and the logo felt completed.

It was also about this time we coined out brand's slogan:

BEYOND MERE GRAPHICS; DESIGN EXCELLENCE.

THE COLOURS OF  
MACKB - DESIGNS

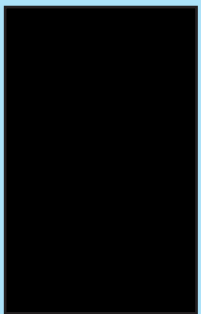
SOOT

CRIMSON

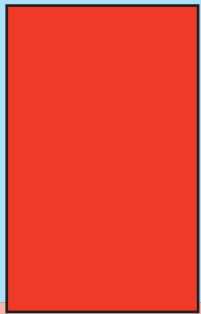
LEMONGIFT

AZURE

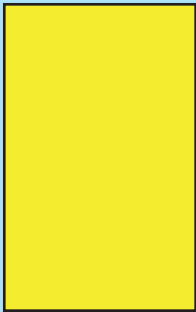
WHITE-ISH



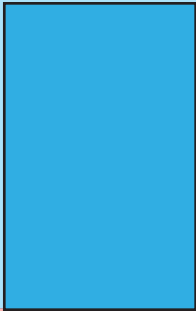
R - 13  
G - 13  
B - 13  
\* - 5



R - 242  
G - 41  
B - 41  
\* - 95



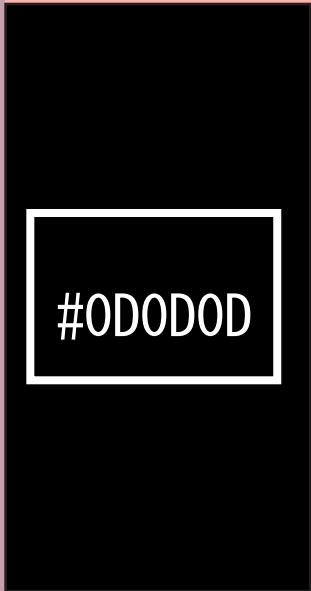
R - 242  
G - 228  
B - 29  
\* - 95

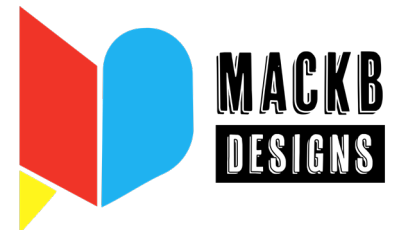


R - 34  
G - 183  
B - 242  
\* - 95



R - 242  
G - 242  
B - 242  
\* - 95





## BUSINESS CARD (FRONT)

MACKB DESIGNS  
1-672-338-2722  
MCKB.DSGNS@GMAIL.COM  
LINKTR.EE/MACKB3

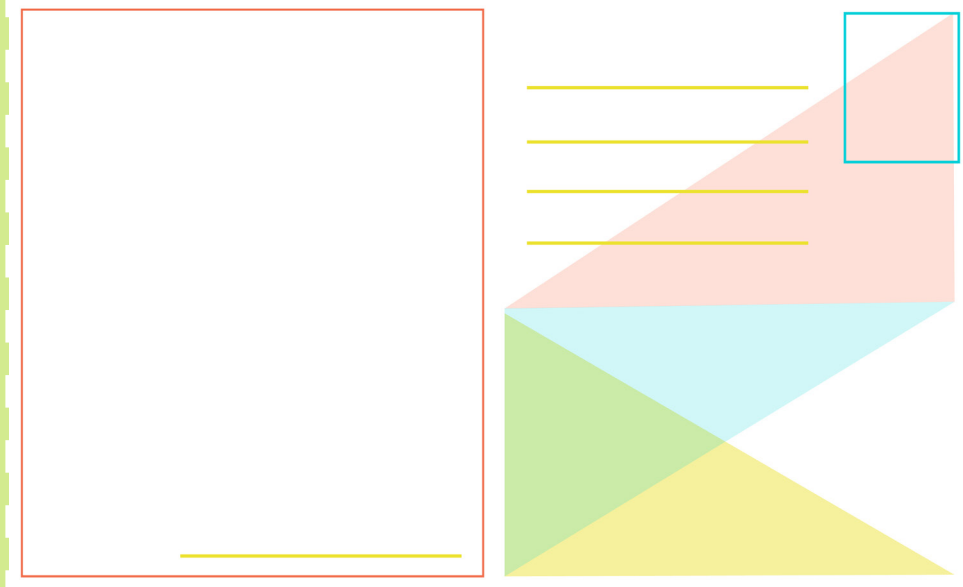
## BUSINESS CARD (BACK)



SPREAD THE WORD  
CAREFULLY CUT ALONG  
THE DOTTED LINE TO  
SEND AWAY YOUR VERY  
OWN . . . .

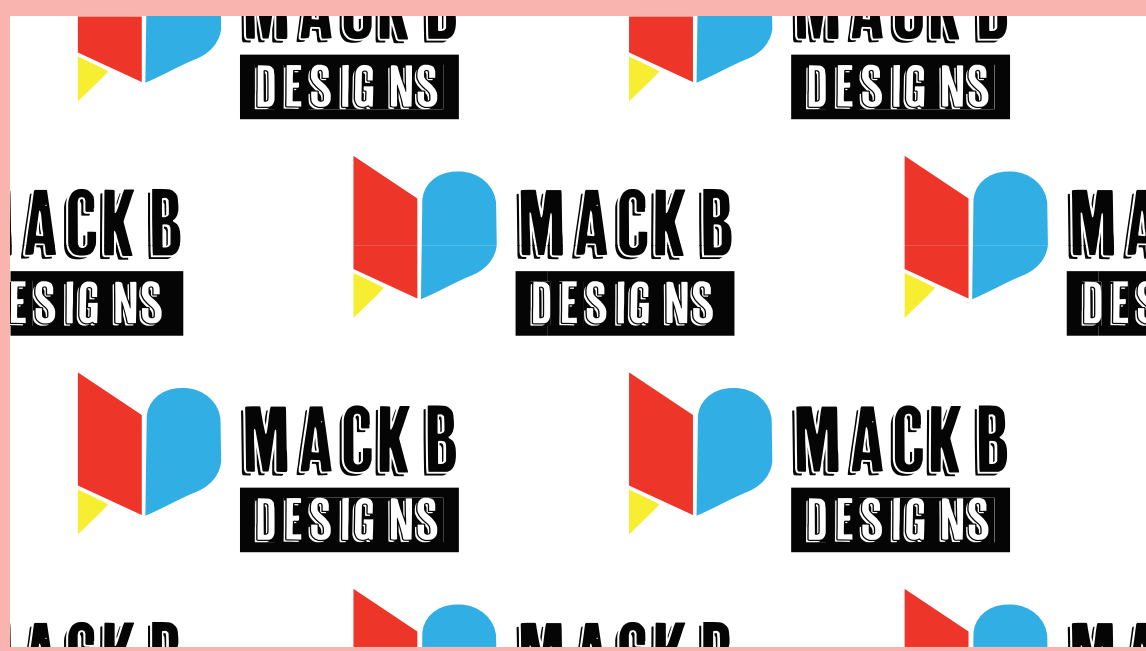
## MACKB DESIGNS POSTCARD!

back of postcard



## TRADE BOOTH BANNER

Beyond mere Graphics;  
design experiences.



## TRADE BOOTH BACK DROP



## BEYOND MERE GRAPHICS; DESIGN EXPERIENCE

NEW INTERESTING DESIGN WITH FAMILIAR STYLES  
UTILIZING THE NEWEST TECHNOLOGY AND THEORY.

SIMPLY STRIKING UI!  
FUNCTIONAL, STYLISH WEB-DESIGN!  
CHAREACTER DESIGN!  
CONCEPT ILLUSTRATION!

## BEYOND MERE GRAPHICS; DESIGN EVERYTHING!

BOOK OR INQUIRE @

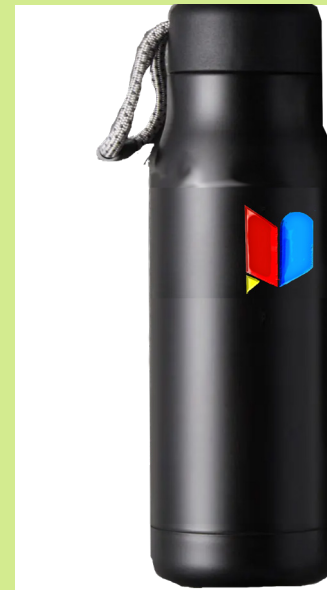
1 - 672 - 338 - 2722  
MCKB.DSGNS@GMAIL.COM



MACKB DESIGNS FLYER



**S W a G !**  
**S W a G ! !**  
**S W a G ! ! !**



**ALUMINIUM  
MACKB LOGO  
WATERBOTTLE**



**BLUE LIGHT RESISTENT  
POLARIZES SHADES**



**DURABLE  
BLACK CANVAS  
16.5' LAPTOP BAG**



**MACKB**  
**DESIGNS**

# **BRAND GUIDEBOOK**