

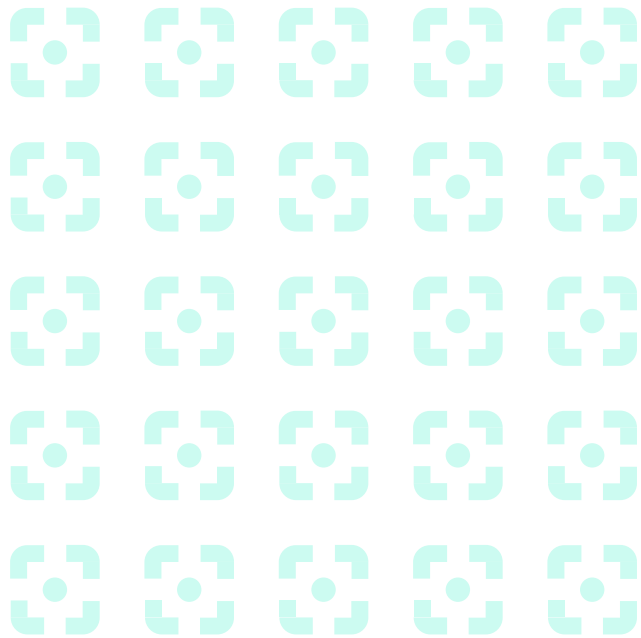


Brand Guidelines

June 2022



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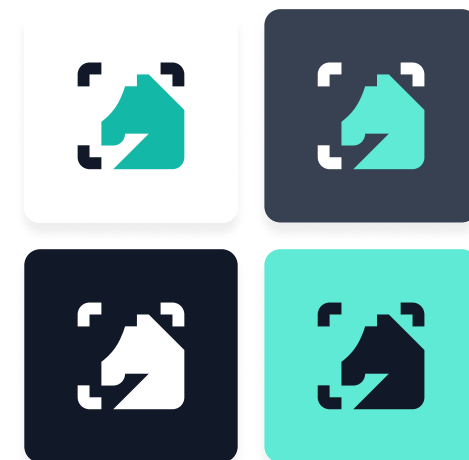
Logo

The logo that represents Makhno is illustrated below. The logo is flexible in terms of colors and usage. It is used as the full logo (icon + wordmark) and the icon only. For accessibility reasons, the logo alternatives should be used on the right backgrounds as shown below.

Full logo



Logo icon






Safe areas

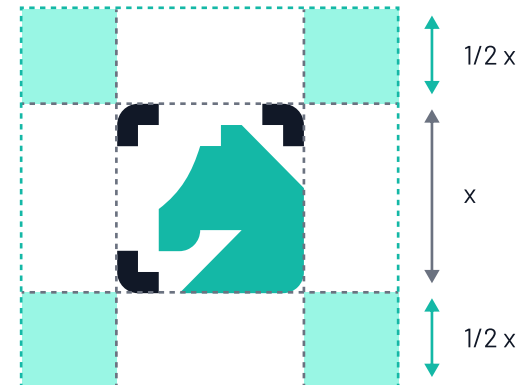
The "1/2 x" refers to the safe area around the logo, which must never be encroached upon by other visual elements or text. It also ensures that the logo is never placed too close to the edge of a document.

Full logo



 Logo  Safe Areas  Logo with Safe Area

Logo icon



Brand Colors

The visual identity of Makhno is flexible for both light and dark mode. The colors illustrated below are also used in the logo (light and dark mode). These are the colors most often used for Makhno's content. If there's a need to use different shades of the main colors there's the extended palette (next page).

Light Mode

Primary	Secondary	Background
Teal 500	Cool Gray 900	White
#14B8A6 R 20 G 184 B 166	#111827 R 17 G 24 B 39	#FFFFFF R 255 G 255 B 255

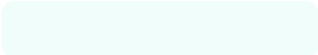
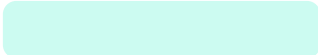




Dark Mode

Primary	Secondary	Background
Teal 300	White	Cool Gray 700
#5EEAD4 R 94 G 234 B 212	#FFFFFF R 255 G 255 B 255	#374151 R 55 G 65 B 81

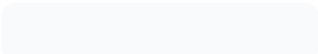
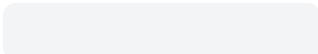
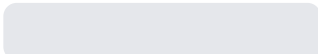
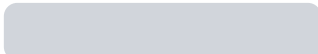






UI Colors

For accessibility and readability reasons, there's the extended color palette of 10 different shades of Teal and Cool Gray. When colors are used in text, according to Web Content Accessibility Guidelines (WCAG) 2, Level AA requires the contrast ratio to be at least 4.5:1. Any color of the palette can be used if this requirement is met.

Primary Color: Teal

				
50 #F0FDFA	100 #CCFBF1	200 #99F6E4	300 #5EEAD4	400 #2DD4BF
				
500 #14B8A6	600 #0D9488	700 #0F766E	800 #115E59	900 #134E4A

Primary Color: Cool Gray

				
50 #F9FAFB	100 #F3F4F6	200 #E5E7EB	300 #D1D5DB	400 #9CA3AF
				
500 #6B7280	600 #4B5563	700 #374151	800 #1F2937	900 #111827

Typography

Barlow Regular

Barlow Medium

Barlow Bold

The font of Makhno's visual identity is Barlow. It can be used in lower and upper cases. The font has three main weights: Regular, Medium, and Bold. Use Barlow font in texts, such as titles, headers, and body texts.

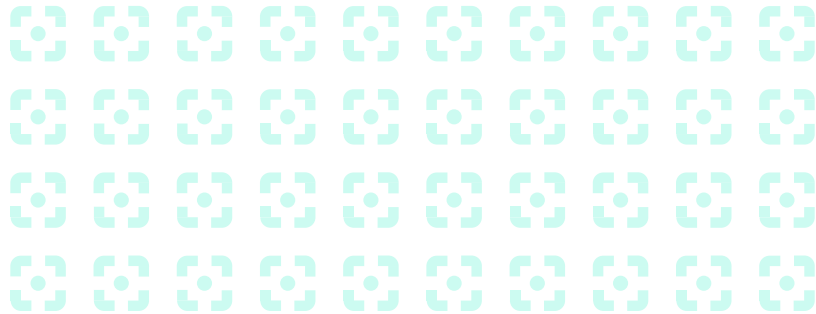
Aa

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	00
01	02	03	04	05	06	07	08	09

Pattern

The repetition of the target icon of the logo represents Makhno's visual pattern. Its function is to support visual identity. You can use the pattern as an additional graphic element for backgrounds. Make sure to use the pattern in a similar color to the background color, (e.g. if the background color is Cool Gray-700, the pattern can be Cool Gray-600). Do not use colors that are not part of the extended color palette shown on page 6.

Light Mode



Dark Mode





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