

MEMOP K

Brand Guideline 2025

Brand Guideline

Following the brand guidelines is essential for maintaining brand consistency and trust in its audience.

01. Logos

02. Colour Palette

03. Fonts

04. Avoid the following

05. Application and inspiration

01. Logos

01. Logos

Primary logo



Use cases: Website homepage, signs, business cards, billboards

01. Logos

Secondary logo



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Use cases: Website footer, stickers, branded assets

01. Logos

Submark



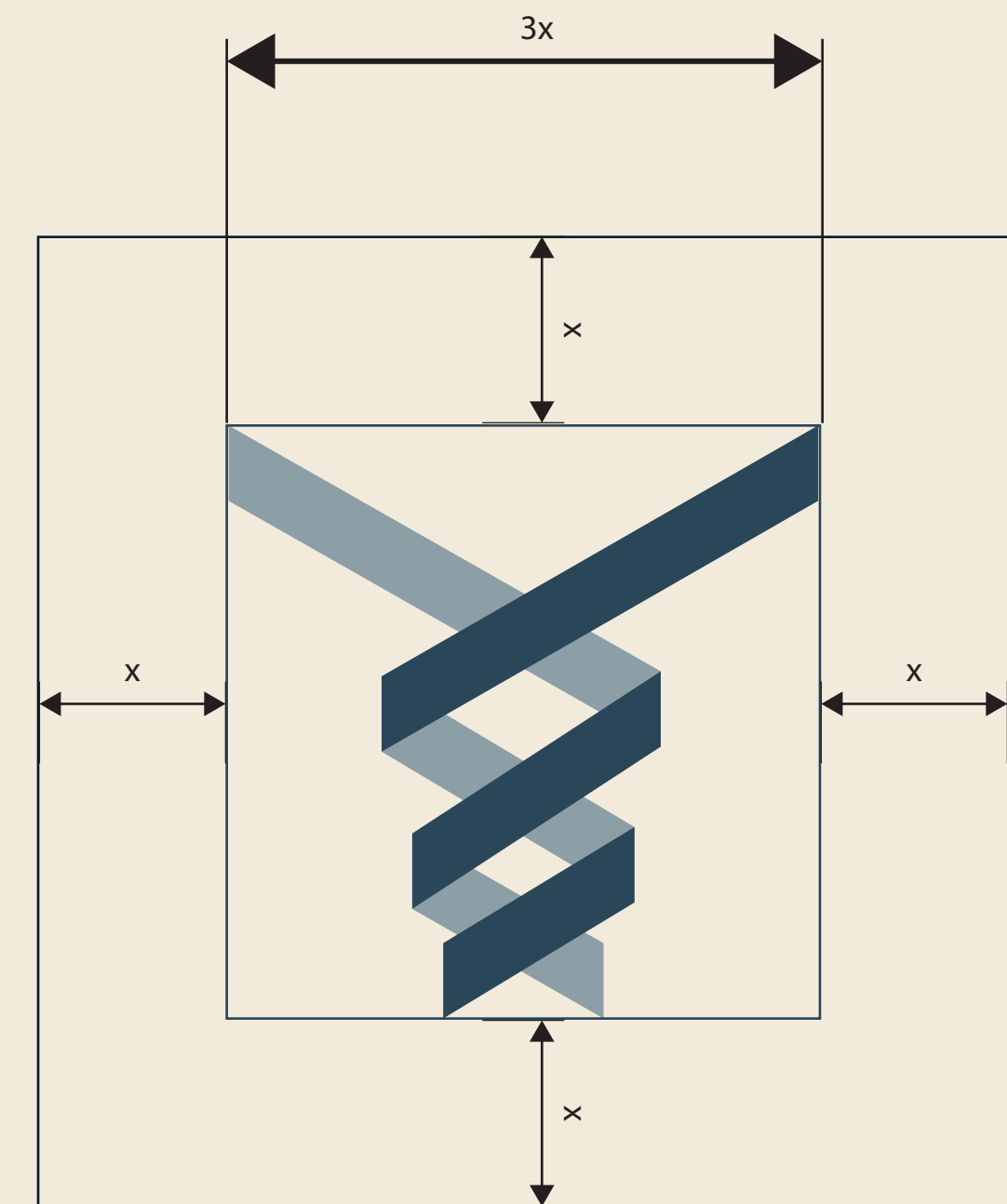
Use cases: Social media, stamps, patterns, watermark

01. Logos

Logo Mark



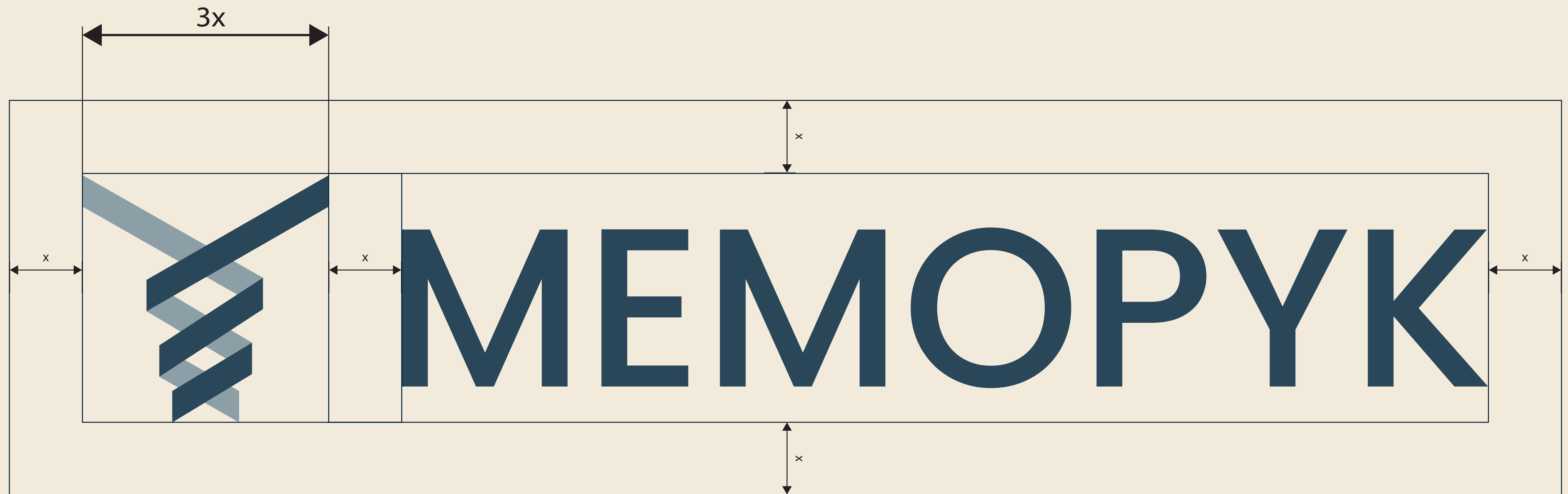
Spacing



Use cases: Social media, patterns, watermark, branded assets, favicon


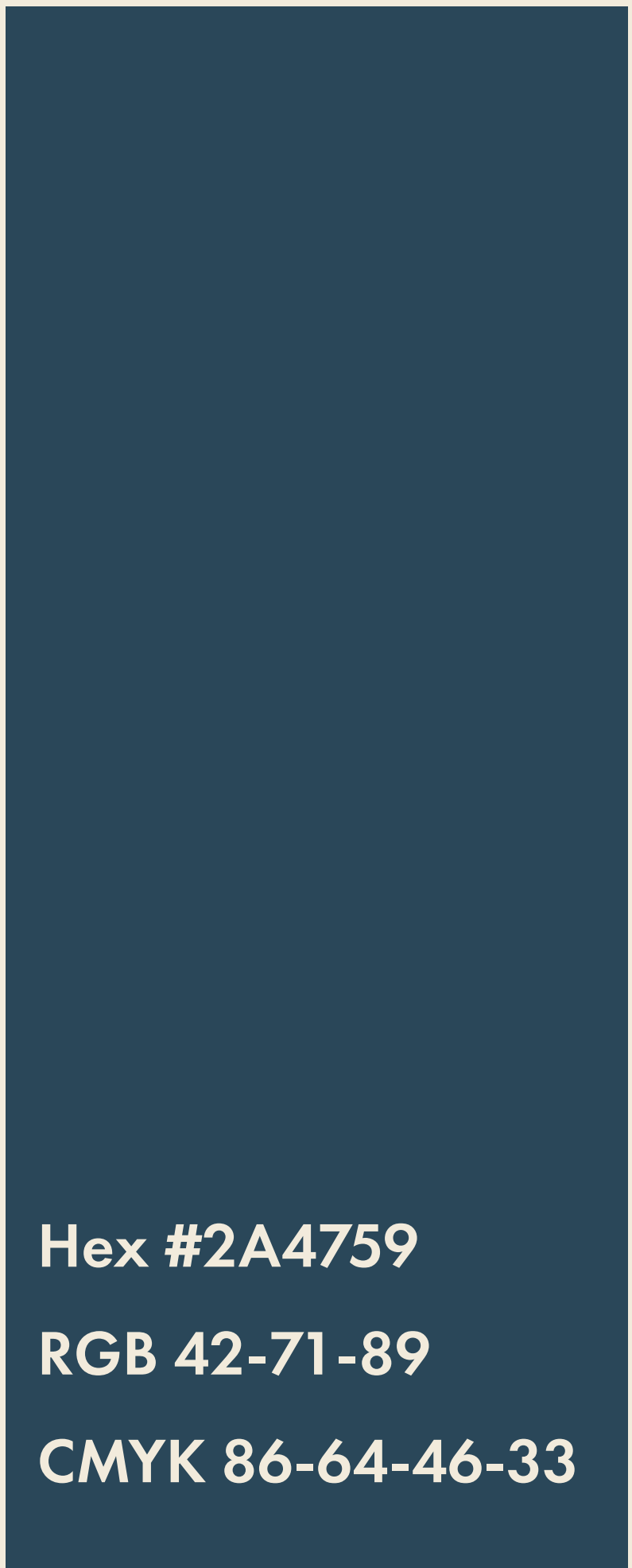
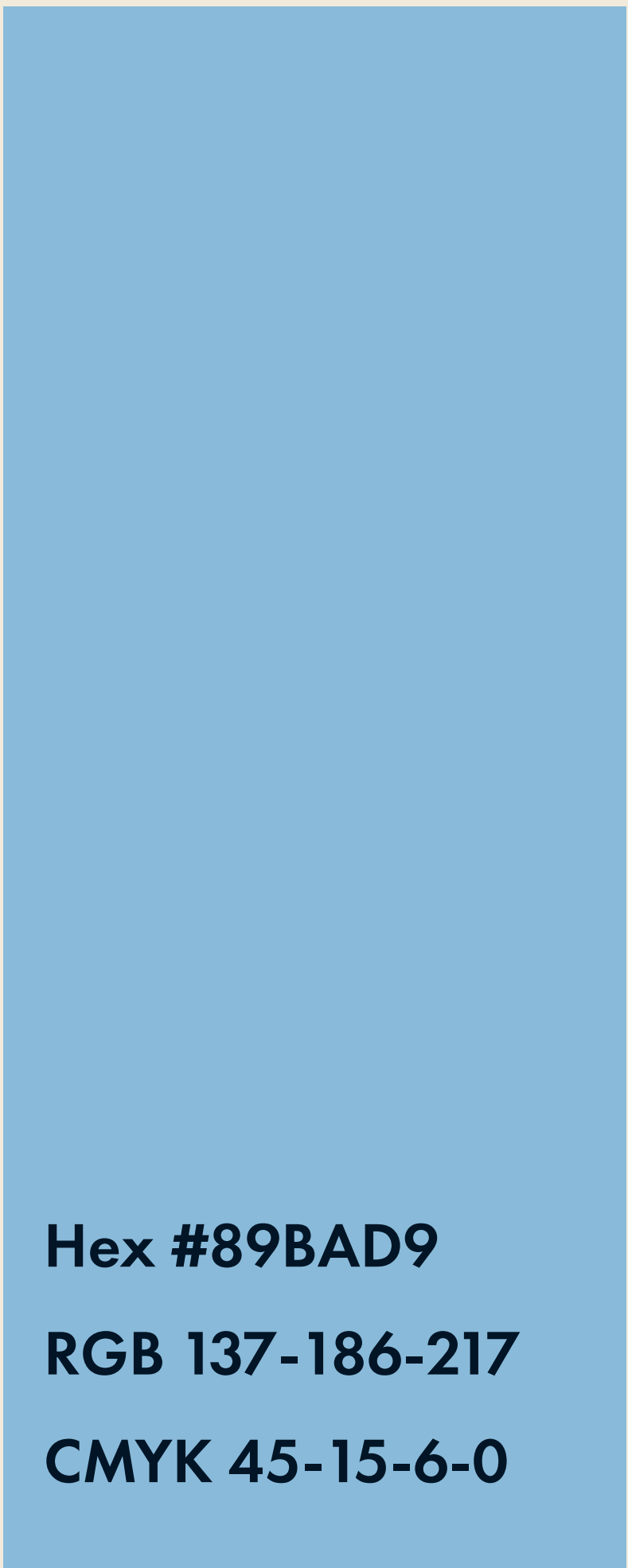

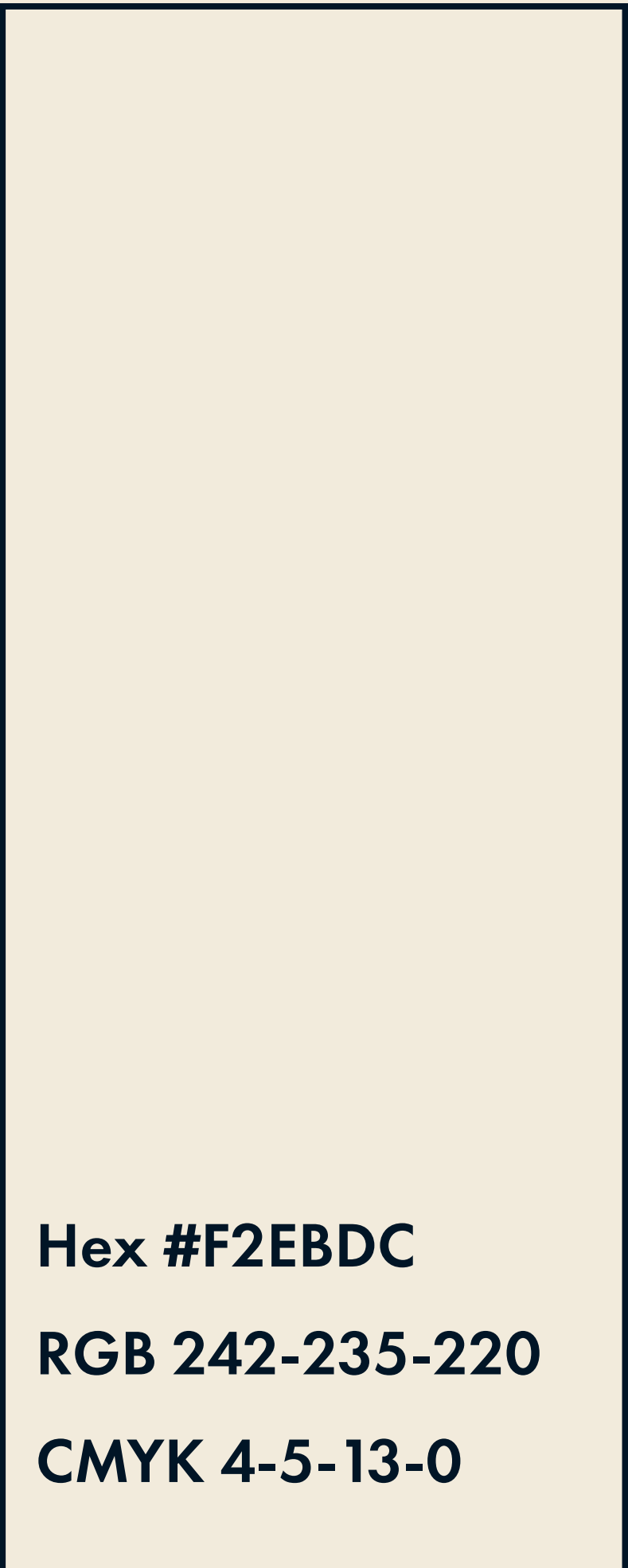
01. Logos

Spacing



02. Colour

02. Colour

 <p>Hex #011526 RGB 1-21-38 CMYK 90-76-56-71</p>	 <p>Hex #2A4759 RGB 42-71-89 CMYK 86-64-46-33</p>	 <p>Hex #89BAD9 RGB 137-186-217 CMYK 45-15-6-0</p>	 <p>Hex #8D9FA6 RGB 141-159-166 CMYK 48-30-30-0</p>	 <p>Hex #F2EBDC RGB 242-235-220 CMYK 4-5-13-0</p>
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03. Fonts

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Primary Font

Aa **Poppins**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
0123456789

Use cases: Headings, highlighted text

Secondary Font

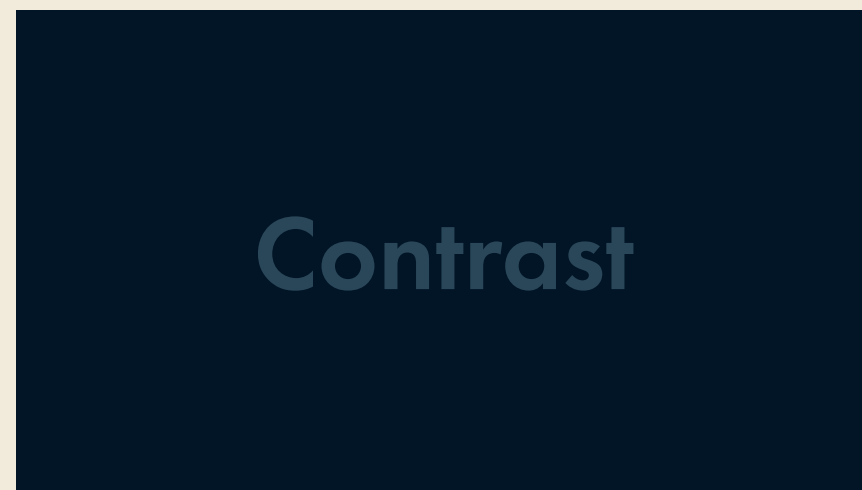
Outfit **Aa**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
0123456789

Use cases: Descriptions, subtitles, paragraphs

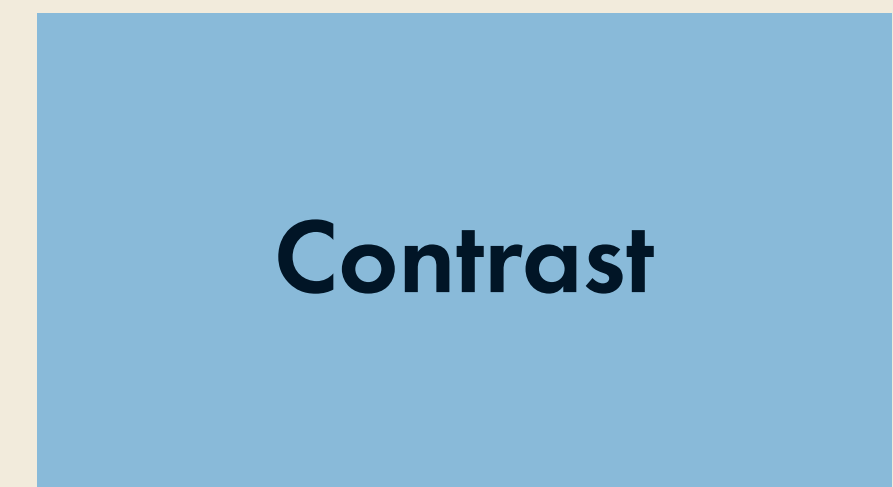
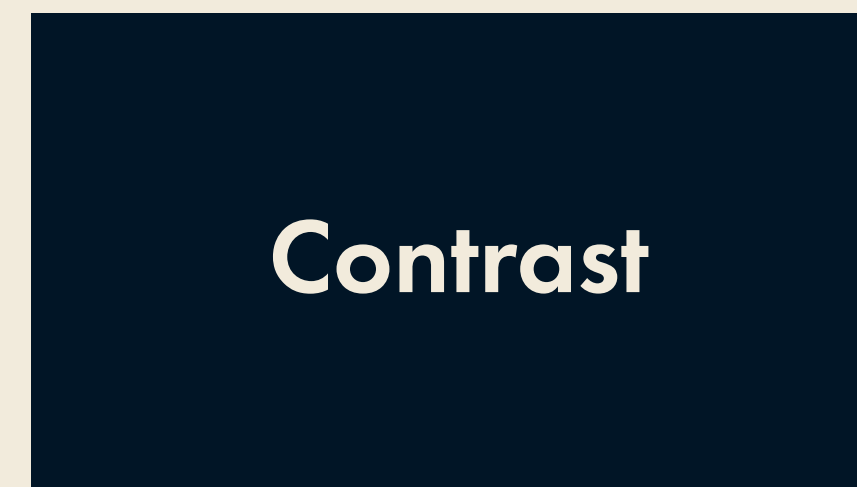
04. Avoid the following

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Avoid using low contrast colour combinations



Make sure it is easy to read and understand

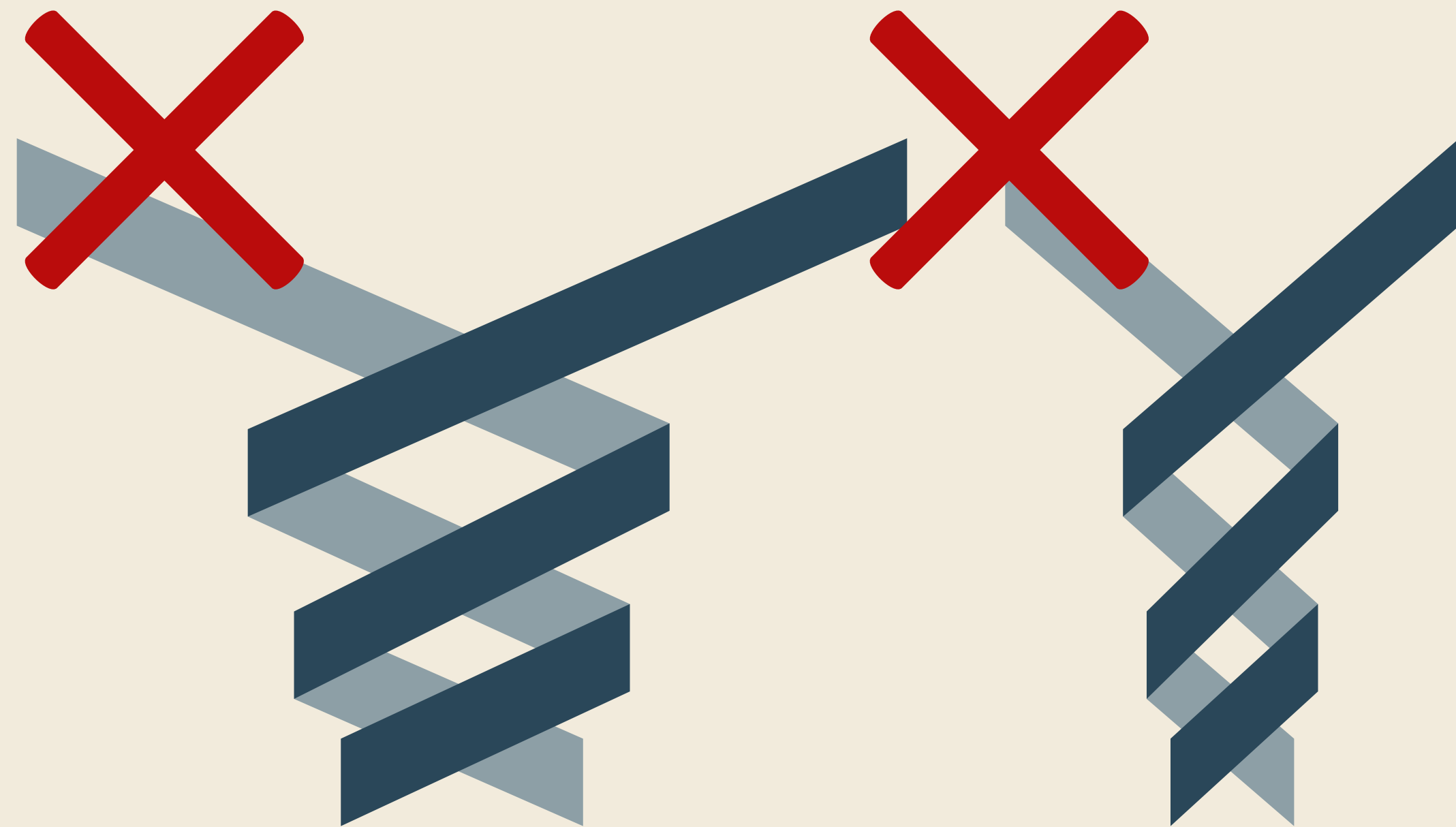


04. Avoid the following

Do not use squish or squash the logo. Any resizing must maintain proportion.



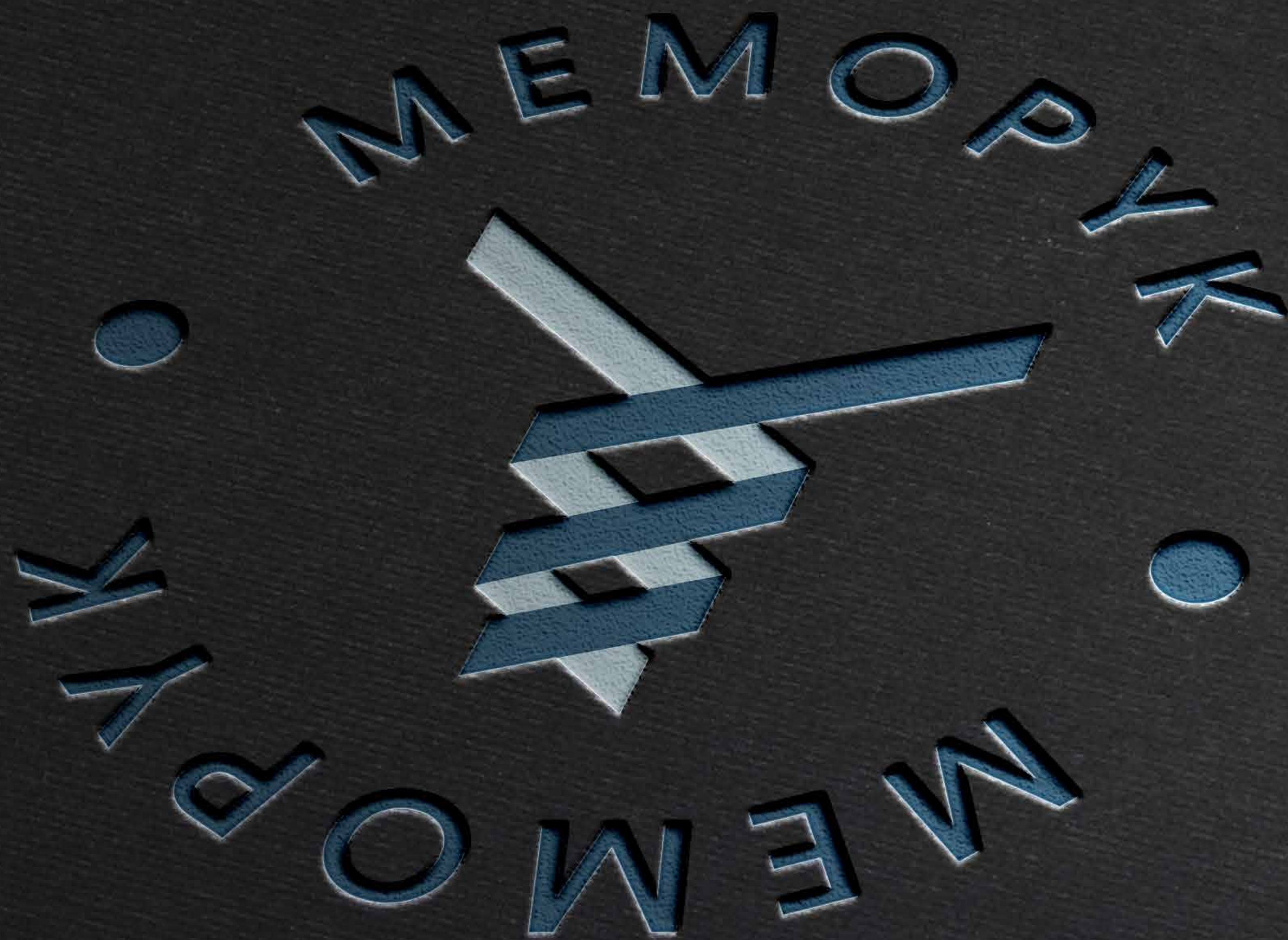
Maintain proportions



Do not stretch or squeeze the logo at any point

05. Application and inspiration





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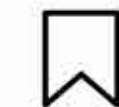
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McDonald's

Instagram



Memopyk



25 likes

jermanos #awesome

layla great work !

