

BRAND BOOK



Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. The typeface is best known for its usage by Apple Inc., replacing Apple Garamond as Apple's corporate font since 2002. Myriad is easily distinguished from other sans-serif fonts due to its special "y" descender (tail) and slanting "e" cut. Myriad is similar to Frutiger.

Myriad Pro is the OpenType version of the original Myriad font family. It first shipped in 2000, as Adobe moved towards the OpenType standard. Additional designers were Christopher Slye and Fred Brady. Compared to Myriad MM, it added support for Latin Extended, Greek, and Cyrillic characters, as well as oldstyle figures.

Myriad Pro originally included thirty fonts in three widths and five weights each, with complementary italics. A "semi-condensed" width was added in early 2002,[citation needed] expanding the family to forty fonts in four widths and five weights each, with complementary italics.

Myriad Pro Regular, Bold, Italic and Bold Italic are bundled with Adobe Reader 7 and 8. In Adobe Reader 9 and onwards, the fonts are included, but not installed in the system fonts directory.

FONTS



The symbol represents a stylized "S" Letter and its related with social networking / synapse connection It has the modern and techno feel and can be used on any media.

SYMBOL



C 71
M 14
Y 0
K 0



C 0
M 60
Y 100
K 0

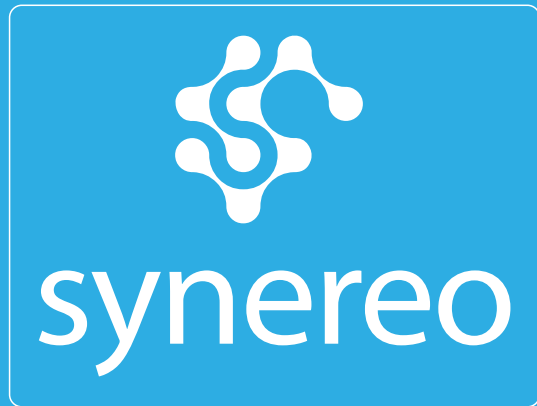


C 40
M 0
Y 100
K 0



C 0
M 0
Y 0
K 50

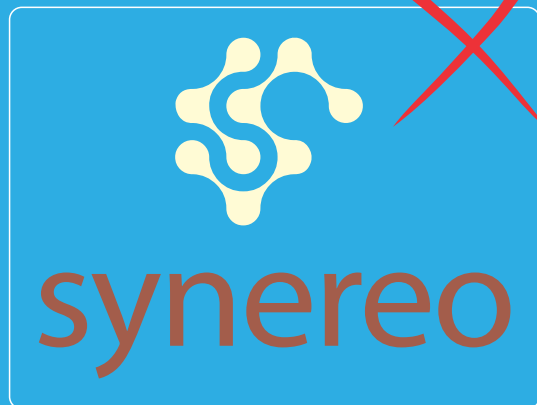
COLOR



Always leave 3mm per side



NEVER distort the logo



NEVER use other colors

USE



VARIATIONS



With proportions for iOS7

ICON