

Company

Mind Haven Technologies

Date

April 14, 2021

BRAND IDENTITY STYLE GUIDES



MIND HAVEN
TECHNOLOGIES



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Monogram / Logo Icon

Our logo is the primary visual expression that identify ourselves and our products. This means that we need to use it correctly and to do so consistently.



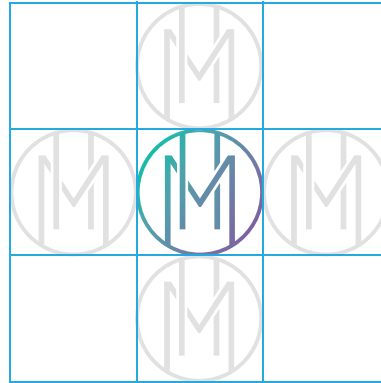
Primary Logomark



MIND HAVEN
TECHNOLOGIES

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R.



Logo Variation

The color and background of our logo on an application will often depend on the material background and production method. When using the logo on a white background, you can use full color version or single color version.



Full color



Full color with background

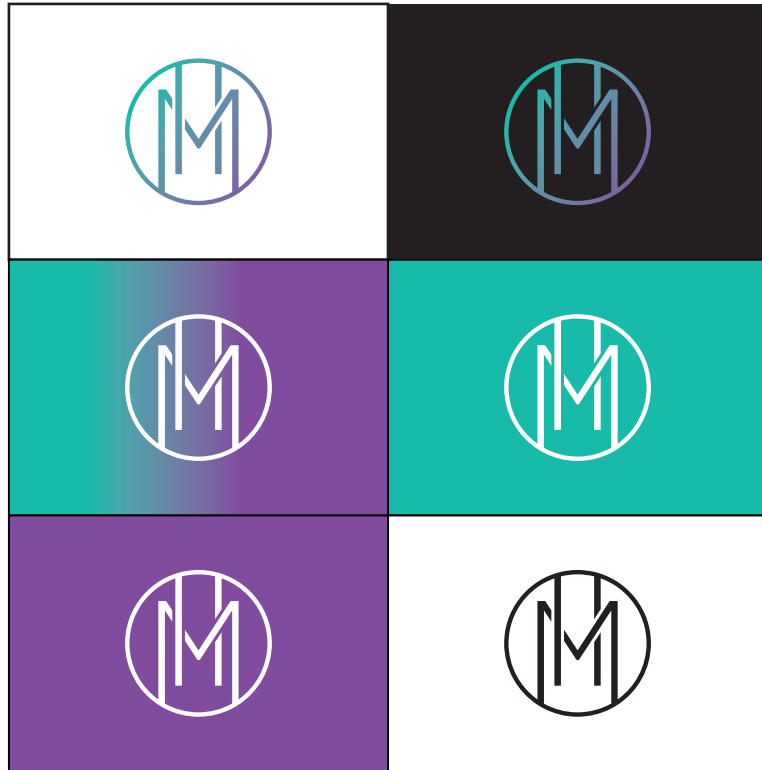


One color



One color : Reverse

Icon



Priamary Colors



CMYK	76 9 44 0	57 83 0 0
HEX	#1EAA9F	#834D9F



CMYK	64 57 56 34
HEX	#525252



CMYK	76 9 44 0
HEX	#1EAA9F

Secondary Colors



CMYK

62 9 0 0

HEX

#834D9F



CMYK 75 68 67 90

HEX #000000

The Typeface Family

Only one font styles are used for the logo, typeface family: Nexa

When to Use:

Nexa Bold is the primary font used for the logotype/logo wording.

Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to Use:

Nexa Light is to be used for all other forms of standard body text, ranging from: stationary, website design, brochures and all forms of general correspondence.

Nexa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Nexa.



Do Not: Sizing

Do not distort, stretch, or change the perspective of the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines. White may be used if in a single color variant of the logo.

