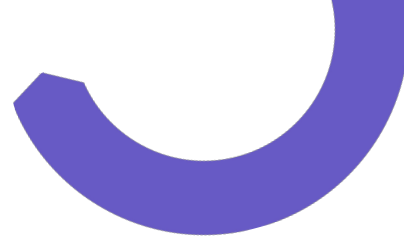




Visual guides

2023 v.1



We have a quite simple identity to express our personality more. The basic palette helps us scale and grow and be as personal we need. When needed.

Visual identity

1. Logo and use.

Section

Hello, **mindmore**

Our logo

120% space

This is our main logo colour
Use EPS for print and PNG or
SVG for screens.

mindmore®

This a good
smallest size.

mindmore®

Use this
position rarely

mindmore®

mindmore®

No never.

mindmore®

Yes, it's ok
but only on
this side.

mindmore®

Place our logo firmly with extra
distance around in a space all
corners, or in the exact center.

mindmore®

Down left is great!

mindmore®

No never.

mindmore®

Main

mindmore[®]

Main png/eps/svg

mindmore[®]

Dark png/eps/svg

Black print? Choose the one marked as Black.

mindmore[®]

Green png/eps/svg

Secondary

mindmore[®]

Pink png/eps/svg

mindmore[®]

Yellow png/eps/svg

mindmore[®]

Mid png/eps/svg

mindmore[®]

Light png/eps/svg

We have one main logo and some supporting extras.

2. Colours and transparency.

Section

mind[®]more

#685BC7
R3104 G91 B199
C70 M70 Y0 K0
Pantone 2725 C
Pantone P 102-6 C

mind[®]more

#E4E4B48
R78 G75 B72
C63 M58 Y60 K39
Pantone 2336 C
Pantone P 172-16 C

mind[®]more

#B7CDC2
R183 G205 B194
C30 M10 Y24 K0
Pantone 622 C
Pantone P 135-1 C

mind[®]more

#ECB3CB
R236 G179 B203
C3 M36 Y4 K0
Pantone 203 C
Pantone P 75-4 C

mind[®]more

#D9DBBD
R217 G219 B189
C15 M8 Y27 K0
Pantone 9602 C
Pantone P 160-9 C

mind[®]more

#979CB9
R151 G156 B185
C38 M33 Y5 K2
Pantone P 105-11
C

mind[®]more

#F2F1F0
R242 G241 B240
C4 M3 Y3 K0
Pantone P 179-1
C

We make our main colour a bit darker for text on white and blocks with white text.

Aa
7.07

#504888 Web colour
for buttons and white text.

We make our weaker colours a bit lighter for blocks with dark or black text.

Aa
9.09

#484943 Web colour
for buttons and white text.

Aa
7.08

#D9E6E0 Web colour
for blocks with dark text.

Aa
7.09

#F3DDE8 Web colour
for blocks with dark text.

3. Font and typography.

Section

It's in our core as well as our visual identity to help reduce cognitive load when needed. Our font can deliver that inclusive simplicity and clearance as well as our colours can be simple and calm.

Lato is a well readable font for screens. Use with auto height.

**Almost before we
knew it, we had left
the ground.**



Lato Bold

Lato Regular

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 Åå
Ää Öö 2022

Lato Designed by Łukasz Dziedzic for the brand

We have one font. One to express
mindmore in a way that excites and
intrigues the reader wanting to learn
more about the brand.