BRAND OVERVIEW

OUR BRAND LOGO

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TOPICS COVERED

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ABOUT THE LOGO

MASHWRKS LIMITED LOGO TODAY



MASHWRKS LIMITED, IT'S A LIFESTYLE.

NO MATTER WHAT HAPPENS, THE WORK STILL NEEDS TO BE DONE.

AT MASHWRKS LIMITED OUR LOGO STANDS FOR EXACTLY THAT.

MASHWRKS LTD COLOURS

OUR COLOR PALETTE FOR LOGO USAGE



- #000000
- #FFFFFF
- #F05510



- #5B5B5B
- #FFFFFF
- #F05510



- #FFFFFF
- #000000
- #F05510

LOGO FONT

MASHWRKS LIMITED

OUR OFFICIAL LOGO FONT ▸

THIS FONT IS TO BE USED FOR ANY TYPOGRAPHY IN ASSOCIATION WITH MASHWRKS LIMITED.

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

EXCLUSION ZONES

THE SAFE DISTANCE TO PUT THE LOGO IN



A MINIMUM OF 200PX SHOULD BE KEPT ON ALL 4 SIDES OF THE MASHWRKS LIMITED LOGO AT ALL TIMES TO MAINTAIN BRAND CONSISTENCY AND CLEAR IDENTIFICATION OF THE BRAND LOGO.

LOGO VARIATIONS



MASHWRKS LIMITED 1.1



MASHWRKS ALT 1.2



MASHWRKS ALT 1.3



MASHWRKS ALT 1.4

LOGO VARIATIONS



MASHWRKS 2



MASHWRKS ALT 2.1



MASHWRKS ALT 2.3



MASHWRKS ALT 2.4

LOGO POSITIONING

THE SAFE DISTANCE TO PUT YOUR LOGO IN

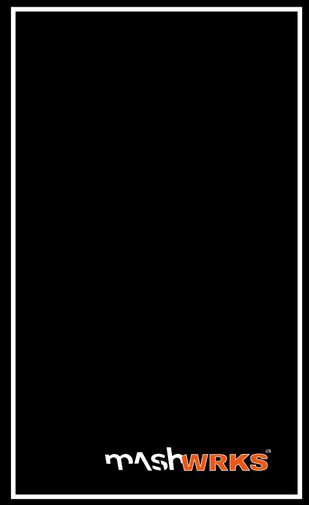
THE LOGO CAN BE PLACED BASED ON WHERE IT IS BEST SUITED DEPENDING ON APPLICATION AND TONE.



SQUARE



LANDSCAPE



PORTRAIT







LOGO APPLICATION

THE RULES ON PROPER POSITIONING

REMINDERS

RULES ON LOGO USE TO KEEP IN MIND



DO NOT CHANGE THE COLOR.
USE ONLY THE COLORS IN THE PALETTE.



DO NOT CROP
THE LOGO.



DO NOT ADD SHADOWS OR EFFECTS.



DO NOT ROTATE
THE LOGO.



DO NOT PUT OVER ANOTHER
ILLUSTRATION



DO NOT USE TINT
OR OPACITY.