



MINDFULLY MADE  
DESIGN CO.

# An at-a-glance visual brand reference guide.

Frame it in your office, carry in your notebook so it's ready at all times, or laminate it if you're into that kind of thing :)

TOTALLY #DROOLWORTHY

PRIMARY LOGO + BRAND MARK



MINDFULLY MADE  
DESIGN CO.



COLOR PALETTE



#3D3D5E



#7587B0



#C76E47



#94B2B5

BRAND TYPOGRAPHY

AA

ABENDA

1234567890

Aa

BRANDON GROTESQUE BOLD

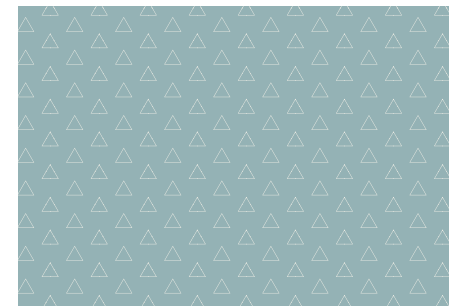
1234567890

Aa

BRANDON GROTESQUE

1234567890

BRAND PATTERNS



## Ample breathing room is everything when it comes to your brand.

Your primary logo, secondary logo or brand marks should have a clear space margin equal to, at a minimum, half of the x-height of the logo or mark being used. No other visual elements (type, photos, your favorite cat gif) should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly.

Be aware of legibility through sizing as well – if items within the logo becomes unreadable, do not size that small and opt for a brand mark usage instead.



TOO SMALL



USE THIS INSTEAD



## Let's talk some logistics, because we're nerdy and here to help.

Using the proper file types and color modes are just as important as being consistent through typography, spacing and color palettes.

### FILE TYPES

.EPS

Scalable vector with transparent backgrounds. Best for printed items.

.SVG

Scalable vector with transparent backgrounds. Preferred for web if file type is accepted.

.PNG

Raster file with transparent background. Great for web when transparency is needed.

.JPG

Raster file without transparency. Great for web (typically for photos).

### COLOR MODES

FOR PRINT

For printing, it is best to use the CMYK color breakdowns.

If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors for offset printing.

FOR WEB

For web use, it is recommended to use the HEX (#) or RGB color values.

It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

**USING TYPE**

**Intentional typeface selections and usage will help ensure the success of your brand.**

ABENDA

**THIS IS AN EXAMPLE OF HEADLINE TYPE. USE IT SPARINGLY, BUT DON'T BE AFRAID TO GO BIG AND BOLD.**

BRANDON GROTESQUE BOLD

**Supporting text for subheads.**

BRANDON GROTESQUE REGULAR

This is an example of body copy used in a paragraph. Venenatis a condimentum vitae sapien. Placerat duis ultricies lacus sed turpis. Ultrices eros in cursus turpis massa tincidunt dui. Sociis natoque penatibus et magnis dis parturient. Venenatis urna cursus eget nunc scelerisque viverra mauris in aliquam.

## USING COLOR

**Correct color usage will anchor brand consistency across all platforms.**

Indigo is the primary brand color, which perfectly evokes the inviting and warm vibe the Mindfully Made brand is known for. Use this key color (marked with ●) most often, especially for call-to-action buttons on a website.

PRIMARY COLORS

**Indigo**

HEX: #3d3d5e  
 CMYK: 82, 78, 38, 28  
 RGB: 61, 61, 94  
 PMS: 4144 C

**Teal**

HEX: #95b3b7  
 CMYK: 42, 20, 25, 0  
 RGB: 149, 179, 183  
 PMS: 551 C

ACCENT COLORS

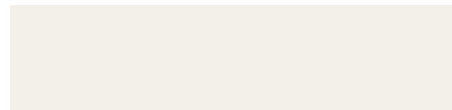
**Blue**

HEX: #7587b0  
 CMYK: 59, 43, 15, 0  
 RGB: 117, 135, 176  
 PMS: 535 C

**Burnt Orange**

HEX: #c76f48  
 CMYK: 18, 65, 78, 4  
 RGB: 199, 111, 72  
 PMS: 7583 C

NEUTRAL COLORS

**Cream**

HEX: #f2f0e8  
 CMYK: 4, 3, 7, 0  
 RGB: 242, 240, 232  
 PMS: 7527 C

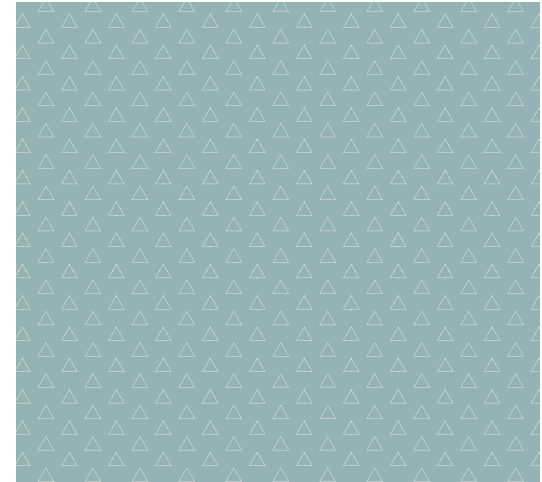
**Tan**

HEX: #f7d6b8  
 CMYK: 2, 17, 27, 0  
 RGB: 247, 214, 184  
 PMS: 719 C

USING PATTERN

**The unique + expressive patterns add life to the brand while still maintaining consistency to the visual core of the brand logos, colors and type.**

Patterns make their debut through branded collateral such as packaging, social media, footers, etc.



This guide was created with love by Dox Design,  
which means you are now a part of the #droolworthy design club!

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