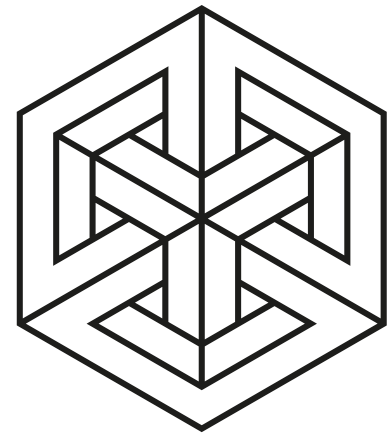




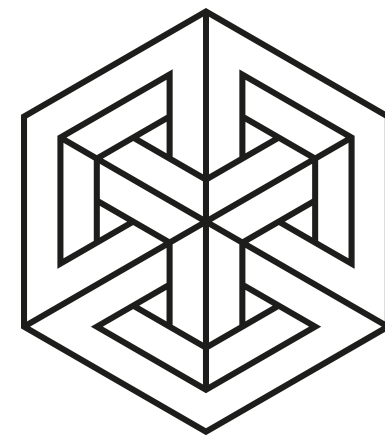
MANUFACTURO®



Brand Identity Guide

2023

BRAND IDENTITY



MANUFACTURO[®]

Manufacturo Logo is a treasured piece of corporate branding and should be treated with respect when paired with other elements in a design environment.

It should be easy to spot, easy to read, and recognizable to the viewer. For this reason, it is important to maintain spatial and sizing rules when using the logo.

LOGO CLEARSPACE



Outside elements should maintain a reasonable distance from the perimeter of the logo. Marginal spacing is defined by the height of the letter "M" from the logotype

LOGO USAGE

Basic Logo



The basic logo should be used only on white backgrounds. The symbol can appear independently whereas logotype should always appear along with symbol.

Avoid using logo on photographs unless the logo sits on a white/black area of the image or is placed on a white/black background. Remember about the clear space.

White Logo



The white logo should be used on dark backgrounds. You can also use it on pictures but it must lay on a background with no opacity.

Examples of usage



LOGO USAGE



Minimum logo sizes - printed materials

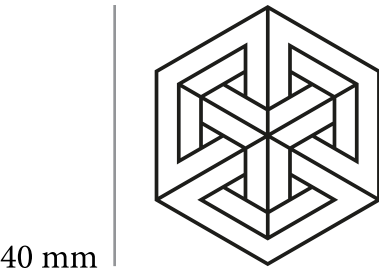
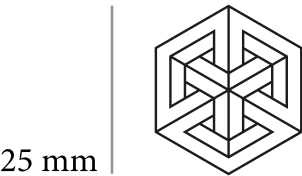
Full Logo

Minimum Size
H: 20mm



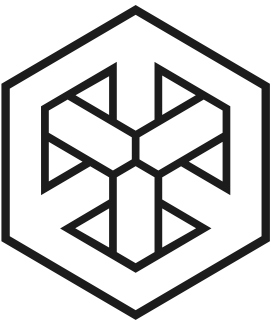
Symbol

Minimum Size
H: 20mm



Favicon

Use Favicon for sizes less than 20 mm



COLOUR SYSTEM



The choice of colour palette signifies Manufacturo’s brand persona that is modern, dynamic, scalable and responsive. The Primary purple is also the accent colour for the CTA buttons.

PRIMARY

#9056F1

C	60
M	71
Y	0
K	0

R	137
G	74
B	242

PRIMARY

#2E49BD

C	87
M	77
Y	0
K	0

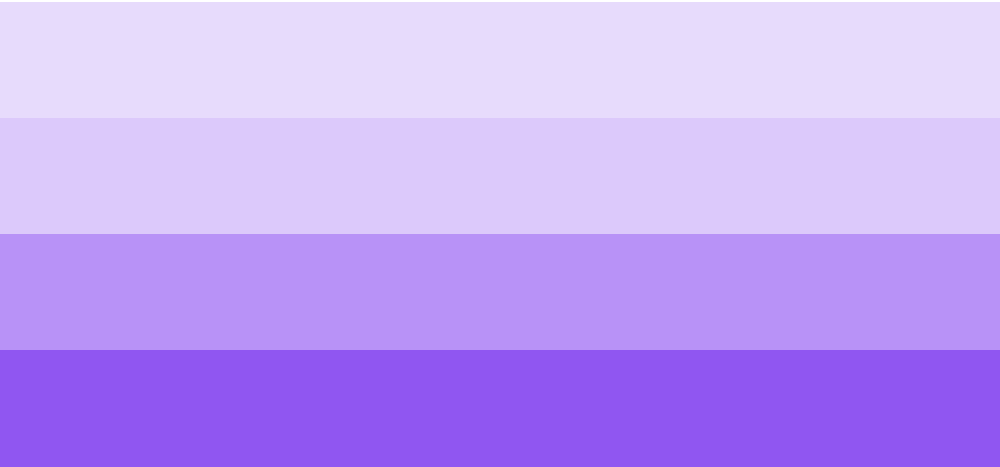
R	46
G	73
B	189

SECONDARY

#DBE2E9

C	13
M	7
Y	4
K	0

R	219
G	226
B	233



SECONDARY

#E19E1A

C	11
M	40
Y	100
K	0

R	225
G	158
B	26

#000000



#9056F1