

BRANDBOOK

logo usage guide

Mamari Estates



Mamari Estates

LOGO

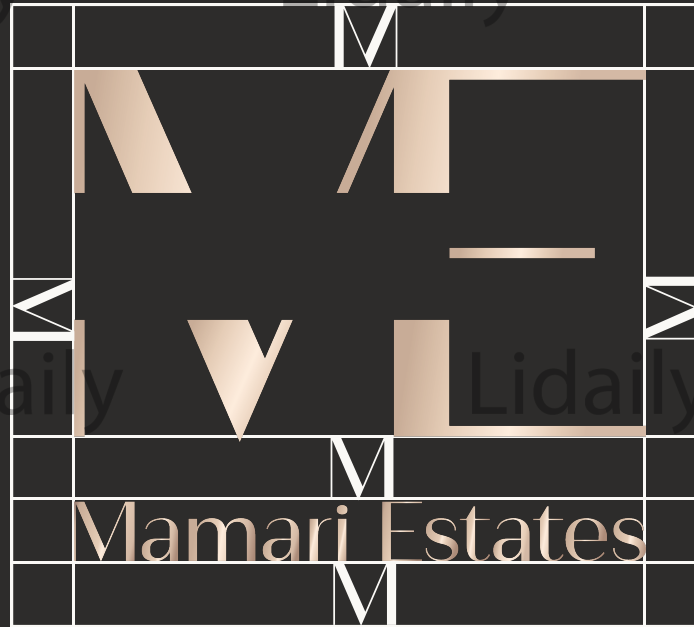
sign



naming

LOGO

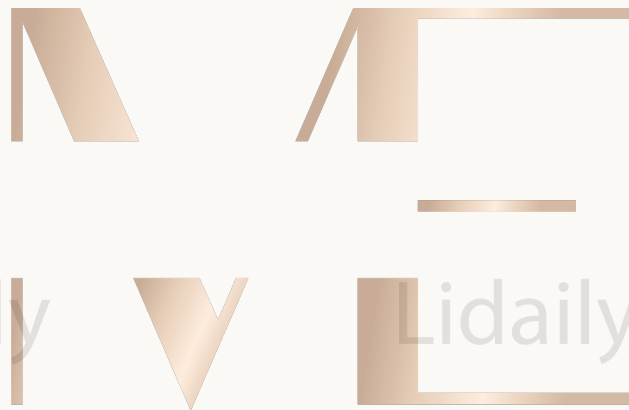
security field



The security field around the logo is equal to the letter "M" from the company name.

Important: in all cases, give the appropriate free space to the logo

LOGO



Mamari Estates

The main version of the logo.
Used by default

LOGO

additional versions

Mamari Estates



In addition to the main version, it is allowed to use the sign and font as separate elements

LOGO

monochrome version of the logo



Monochrome version of the logo for cases when it is impossible to use
to use the original version

LOGO

minimum size

20 mm



16 mm

Mamari Estates



LOGO

corporate font

Ravensara Sans font was chosen for the main logo design in width "BOLD", and "Medium" was chosen for the usage of naming "Mamari Estste's"

Ravensara

Sans

BOLD

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
0 1 2 3 4 5 6 7 8 9

Medium

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
0 1 2 3 4 5 6 7 8 9

LOGO

additional fonts

FONT: THE AMORET
COLLECTION

Font: Audrey

MAMARI ESTATES

Mamari Estates

SANS

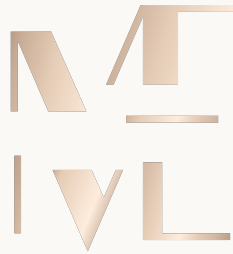
AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW
XX YY ZZ
0 1 2 3 4 5 6 7 8 9

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
0 1 2 3 4 5 6 7 8 9

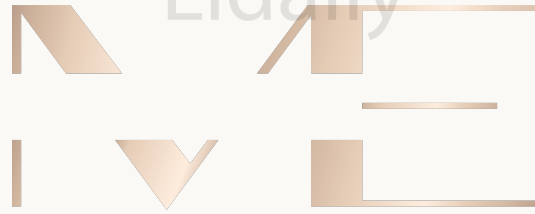
LOGO

unacceptable use of the logo



Mamari Estates

Distortion



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Change the proportions



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Color changer



Unreadable background



Violation of the security field



Applying effect

LOGO

use in the background



It is recommended to use the logo on a dark or light background. It can be used on the background with a small color correction



It is forbidden to use on a bright background or photos without small processing

LOGO

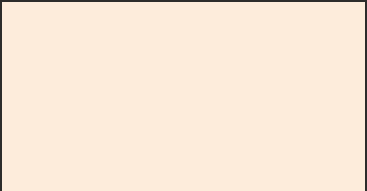
color scheme



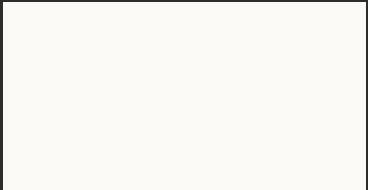
#CCB09B
RGB 204/176/156
SWYK
20/30/37/6
HSB 26/24/80



#ECD5C1
RGB
236/213/193
SWYK
8/18/25/0
HSB 28/18/93



#FDECDB
RGB
253/236/219
SWYK 0/9/16/0
HSB 30/13/99



#FAF9F6
RGB 45/44/43
SWYK
70/61/58/71
HSB 30/4/18



#2D2C2B
RGB
250/244/246
SWYK 2/1/4/0
HSB 30/4/18

CARRIERS

pens



CARRIERS

notebook



CARRIERS

folder



CARRIERS

head letter



CARRIERS

business card



CARRIERS

polo shirt



CARRIERS

office



CARRIERS

office

