



mi'nu•ba

Brand guide



BRAND GUIDE

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Logo design

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LOGO DESIGN

Basic logos

Use of logos must always adhere to the following guidelines:

Only one color is used for the **corporate Minuba logo**, for both the bar and the dot, as well as all letter characters.

For the **Minuba GO! and Plus** logos, the letter characters are the same color, while a contrasting color indicative of the specific product is used for the bar, dot, and product specific notations.

The Minuba GO! and Plus logos must only be used in communication relating directly and specifically to the respective products of the logos. For all other contexts and general communication, the corporate Minuba logo must be used.

Additional notes on correct and incorrect use of logos can be found on pages 5 and 6 respectively.

The corporate Minuba logo is shown in a dark red color. It features the text "mi'nu•ba" in a sans-serif font, with a slightly larger apostrophe and dot.

Corporate Minuba logo

The Minuba GO! logo is displayed. The text "mi'nu•ba" is in dark red, with a slightly larger apostrophe and dot. The word "GO!" is in a contrasting orange color, positioned above the dot and the "ba" part of the main text.

Minuba GO! logo

The Minuba Plus logo is displayed. The text "mi'nu•ba" is in dark red, with a slightly larger apostrophe and dot. The word "Plus" is in a contrasting light purple color, positioned above the dot and the "ba" part of the main text.

Minuba Plus logo

LOGO DESIGN

Logos with payoff

Logos with payoff follow the same guidelines as the basic logos.

Payoff text is available in following languages:

- Danish
- Swedish
- Dutch



Corporate Minuba logo with payoff



Minuba GO! logo with payoff



Minuba Plus logo with payoff

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LOGO DESIGN

Approved logo use

The **corporate Minuba logo** is always used in either bordeaux or true white. The bordeaux logo is used on lighter backgrounds including images with a white overlay, while the white logo is used on darker backgrounds, namely bordeaux or brand black, as well as images with bordeaux and orange overlays.

Minuba GO! and Plus logos are similarly used in bordeaux on lighter backgrounds, but must not be used on images with white overlays.

Minuba GO! logo is used in white on orange backgrounds and images with orange overlay. Likewise, **Minuba Plus logo** is used in white on bordeaux backgrounds and images with bordeaux overlay.

The graphic elements and product specific markers are always the same color, regardless of the color of the main logo.

Image overlay specifications are defined in the color section, starting on page 8.

A note on logos with payoffs: The payoff text must always follow the same rules as the corporate Minuba logo - this means that the payoff text should be the same color as the main parts of the logo (either the corporate or GO!/Plus versions).

Main logo on white

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Main logo on red

mi'nu•ba

Main logo on red image overlay

mi'nu•ba

Main logo on white image overlay

mi'nu•ba

Main logo on black

mi'nu•ba

GO! logo on white

mi'nu•ba^{GO!}

GO! logo on orange

mi'nu•ba^{GO!}

GO! logo on orange image overlay

mi'nu•ba^{GO!}

Plus logo on white

mi'nu•ba^{Plus}

Plus logo on red

mi'nu•ba^{Plus}

Plus logo on red image overlay

mi'nu•ba^{Plus}

LOGO DESIGN

Prohibited logo use

The corporate Minuba logo as well as the logos for Minuba GO! and Plus must only be used as shown on the previous page, and as such, incorrect use of the logos includes but is not limited to the following.

1. Only use brand colors
2. Do not use gradients
3. Do not change opacity/transparency
4. Do not blur
5. Do not add stroke
6. Do not outline
7. Do not add drop shadow
8. Do not change alignment either horizontally or vertically
9. Do not stretch either horizontally or vertically
10. Do not tilt, warp, skew, or otherwise distort

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Colors

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COLORS

Primary colors

Bordeaux Red is the main primary color, and is used for all Minuba and Minuba Plus creatives and communication.

Vivid Tangelo is the alternate primary color, or main secondary color, and is mainly used for Minuba GO! creatives and communication. It is also used as the main call to action color for buttons, to provide contrast to the main Bordeaux Red.

80%

60%

40%

20%

6%

Bordeaux Red

HEX	#842340
CMYK	0, 73, 52, 48
RGB	132, 35, 64

80%

60%

40%

20%

6%

Vivid Tangelo

HEX	#EE7124
CMYK	0, 53, 85, 7
RGB	238, 113, 36



COLORS

Secondary colors

These colors are used sparringly in communications, but are available if needed.

80%

60%

40%

20%

6%

Midnight Blue

HEX #08415C

CMYK 91, 29, 0, 64

RGB 8, 65, 92

80%

60%

40%

20%

6%

Medium Ruby

HEX #AE3969

CMYK 0, 67, 40, 32

RGB 174, 57, 105



COLORS

Color tints

This page displays the HEX codes for each tint of the brand colors.

The opacity percentage is also included for easy reference.

Bordeaux Red		
100%	500	#842340
80%	400	#9D4F66
60%	300	#B57B8C
40%	200	#CEA7B3
20%	100	#E6D3D9
6%	050	#F8F2F4

Vivid Tangelo		
100%	500	#EE7124
80%	400	#F18D50
60%	300	#F4A97B
40%	200	#F9C7A8
20%	100	#FCE3D3
6%	050	#FEF7F2

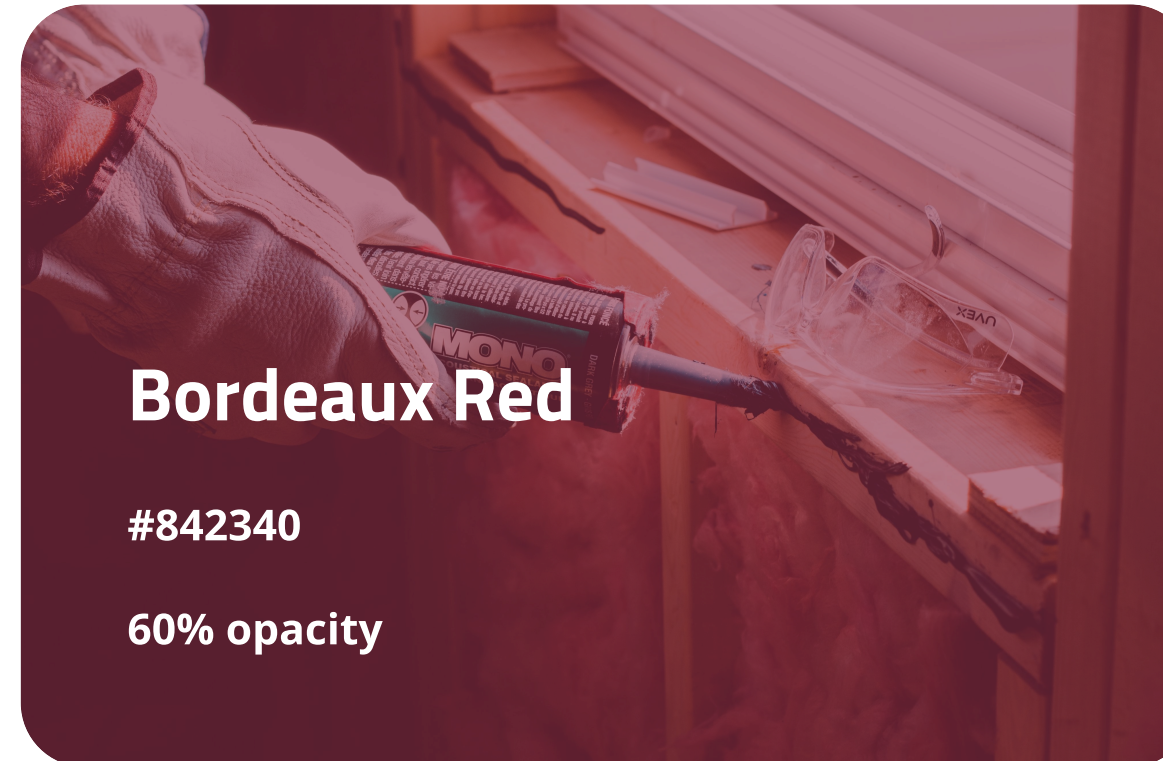
Midnight Blue		
100%	500	#08415C
80%	400	#39677C
60%	300	#6B8D9D
40%	200	#9DB3BE
20%	100	#CED9DE
6%	050	#F0F4F5

Medium Ruby		
100%	500	#AE3969
80%	400	#BE6187
60%	300	#CE88A5
40%	200	#DFB0C3
20%	100	#EFD8E1
6%	050	#FAF3F6

COLORS

Color overlays

All colored overlays on images are defined by a base color with 60% opacity.



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Typography

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TYPOGRAPHY

Heading font

Titillium Web is used for all headings and CTAs.
It is only ever used in weight 700.

Titillium Web

Bold 700

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 Æ Ø Å

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 æ ø å

0 1 2 3 4 5 6 7 8 9 . , : ; ! ? ' " + - = * § ´ ` ^ ¨ ~ / \ < > & # @
% \$ £ () [] { }



TYPOGRAPHY

Body font

Body text will be displayed in Open Sans.

Light is primarily used for body text, while bold is used within light weighted text to emphasise or highlight words and sentences.

Regular weight is sparringly used where light does not provide sufficient contrast with the background, or special cases like the top navigation on the website.

All of these three weights can also be used in italic.

Open Sans

Light 300	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 Æ Ø Å 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 æ ø å 0 1 2 3 4 5 6 7 8 9 . , : ; ! ? ' " + - = * § ´ ` ^ ¨ ~ / \ < > & # @ % \$ £ () [] { }
Regular 400	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 Æ Ø Å 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 æ ø å 0 1 2 3 4 5 6 7 8 9 . , : ; ! ? ' " + - = * § ´ ` ^ ¨ ~ / \ < > & # @ % \$ £ () [] { }
Bold 700	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 Æ Ø Å 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 æ ø å 0 1 2 3 4 5 6 7 8 9 . , : ; ! ? ' " + - = * § ´ ` ^ ¨ ~ / \ < > & # @ % \$ £ () [] { }

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Imagery

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IMAGERY

Photos

The subject of images should always be related to the industry.

This can either be images of actual Minuba customers, or employees in branded clothing. Alternately, stock photos from Unsplash.com can be used, but subject must still have some connection to Minubas field of industry.



A man with grey hair and a beard, wearing a white t-shirt, stands in a workshop. Behind him are shelves filled with various tools and equipment. To his left is a blue door with some papers attached to it. The entire image has a reddish-pink tint.

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Fakturering og ordrestyring til håndværkere