



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.



Corporate Minuba logo



Minuba GO! logo



Minuba Plus logo

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

## 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



## 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).

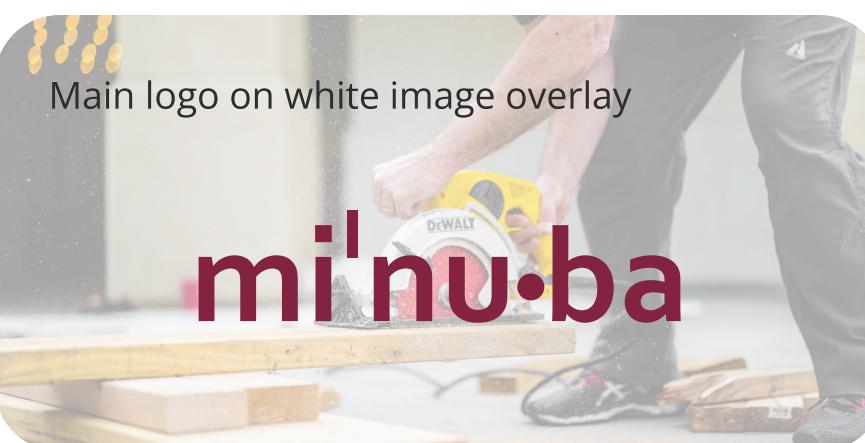
Main logo on white



Main logo on red



Main logo on red image overlay



Main logo on white image overlay



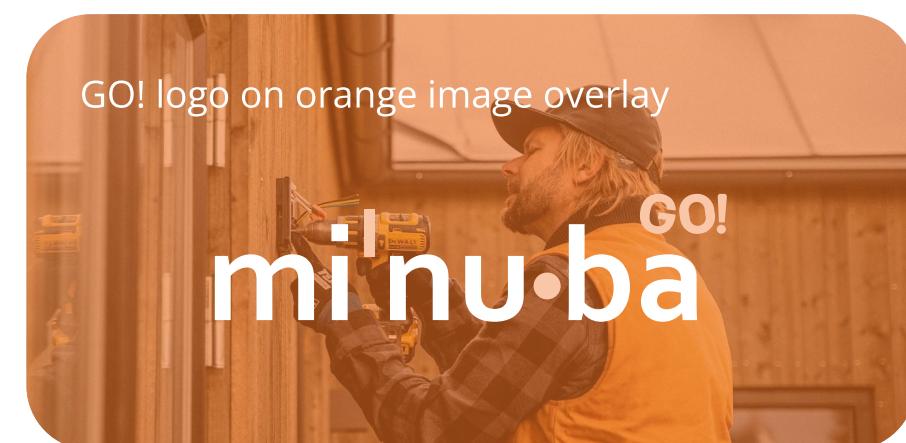
Main logo on black



GO! logo on white



GO! logo on orange



GO! logo on orange image overlay



Plus logo on white



Plus logo on red



Plus logo on red image overlay

## 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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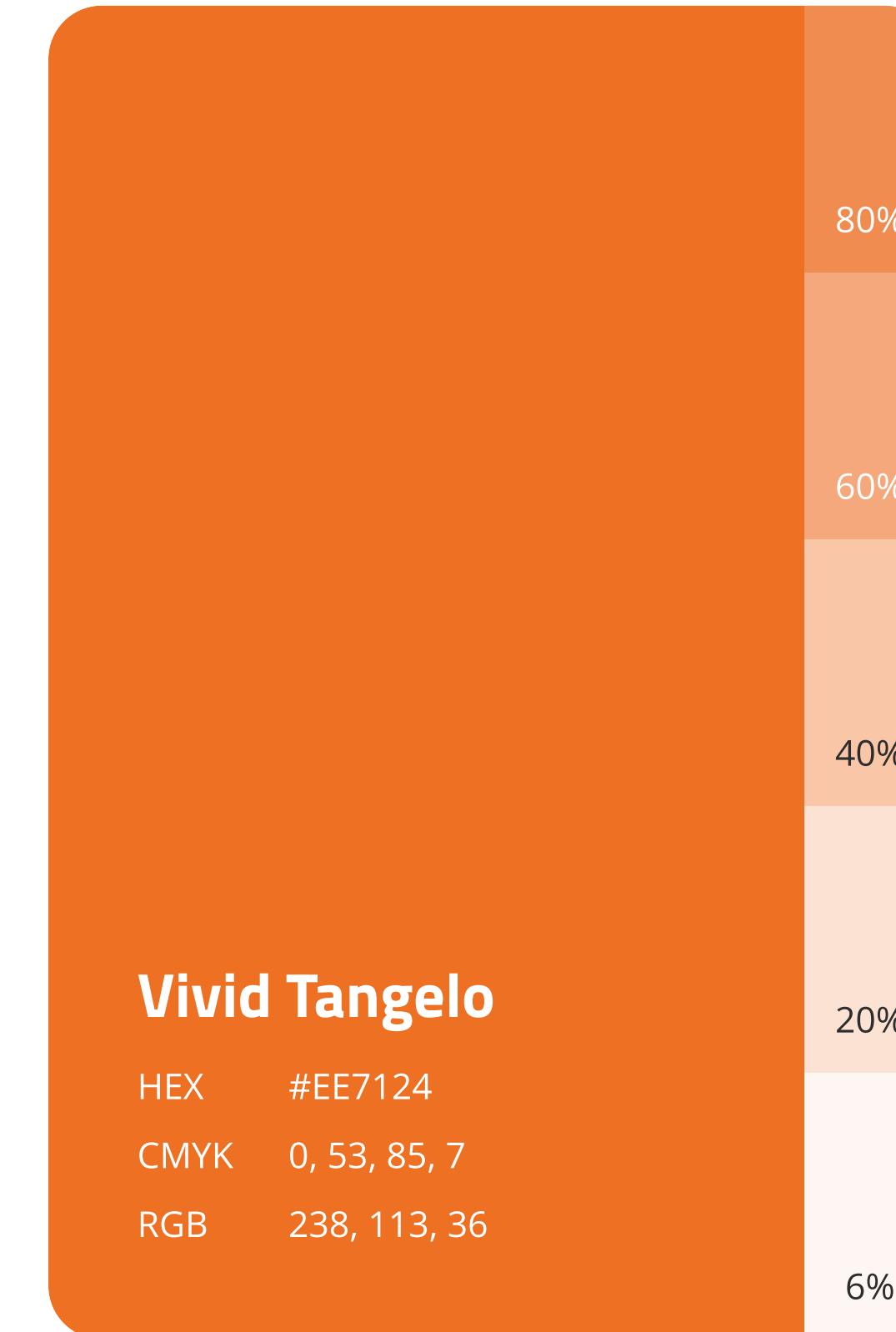
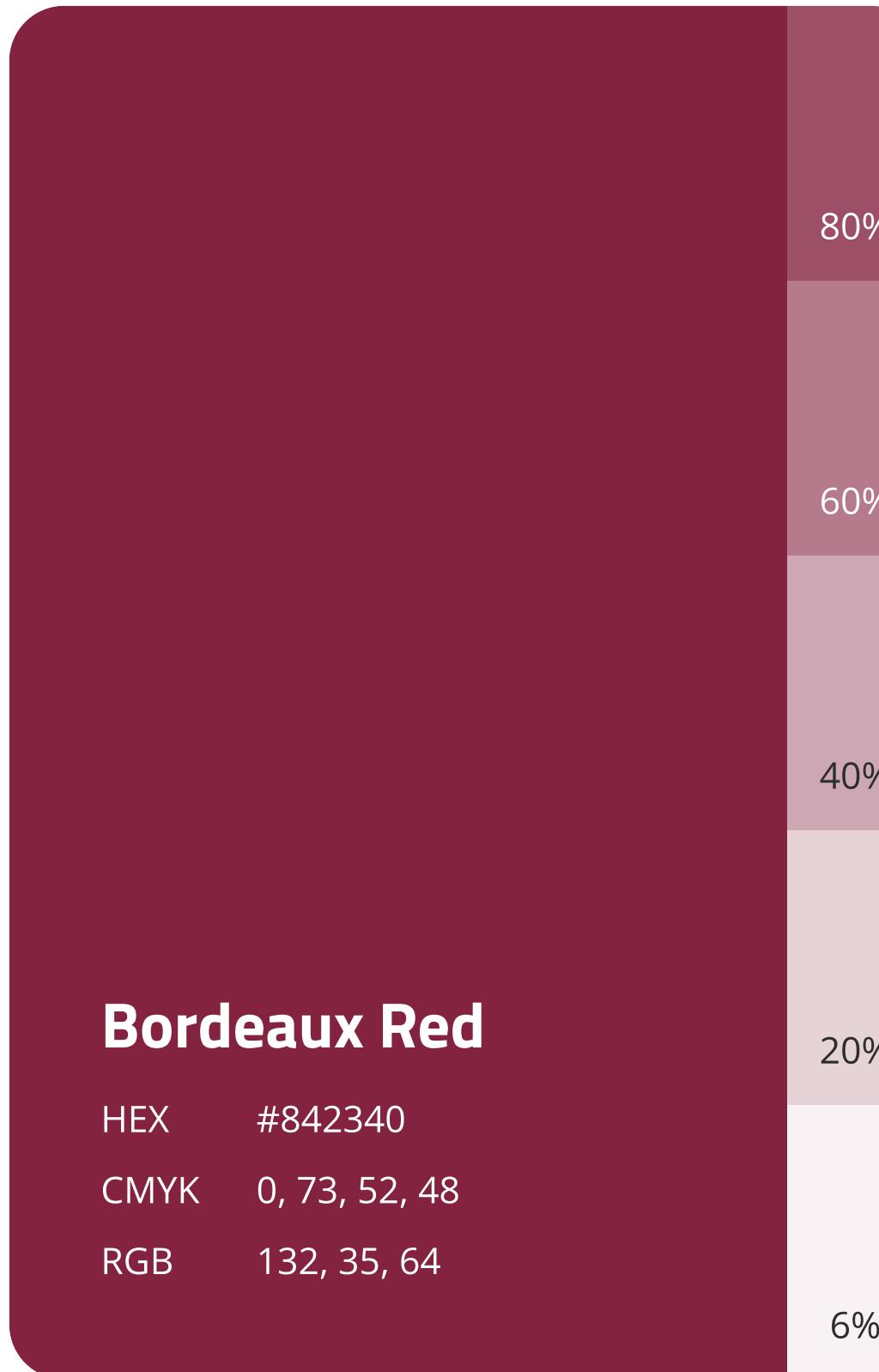
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## COLORS

# Primary colors

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

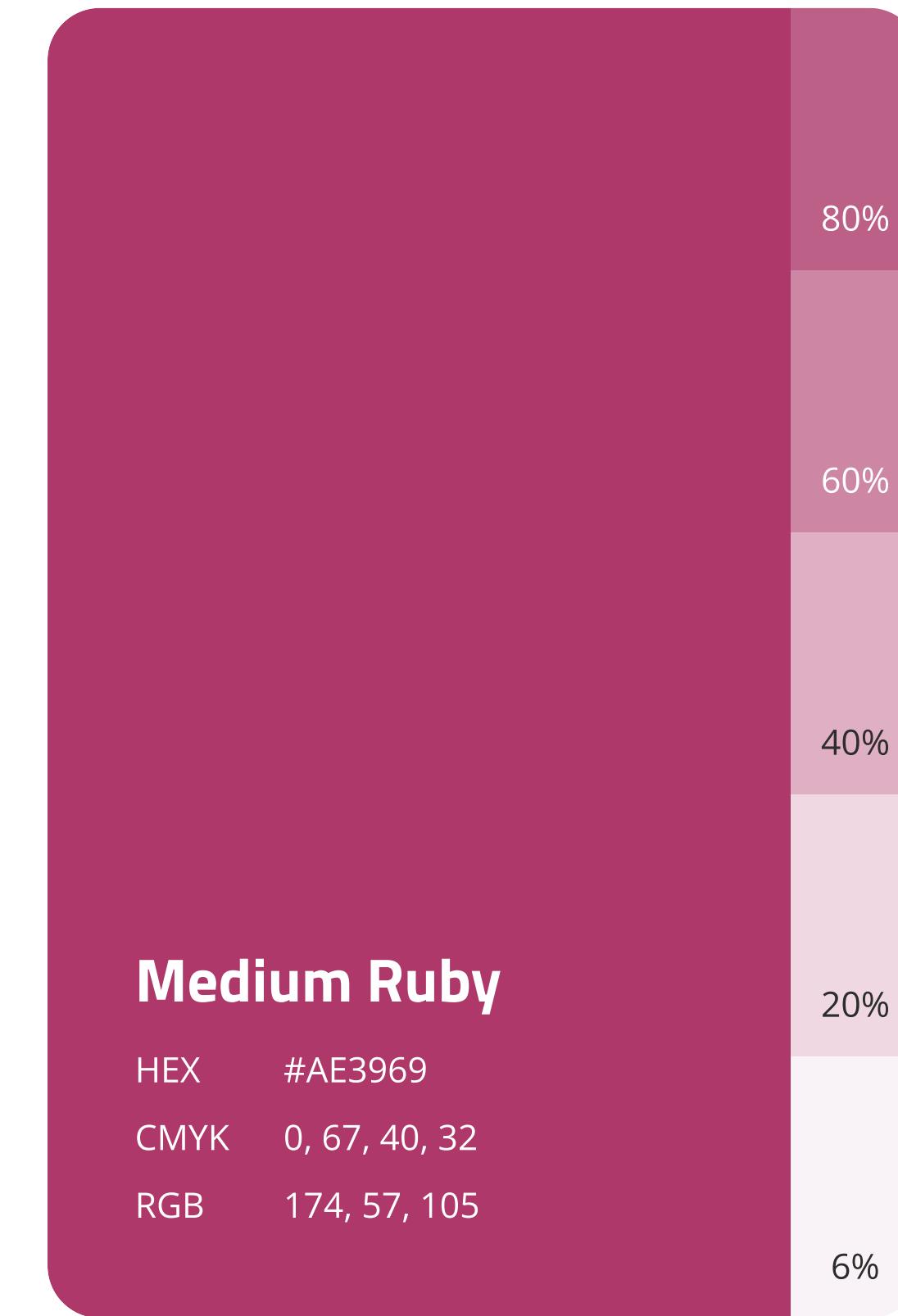
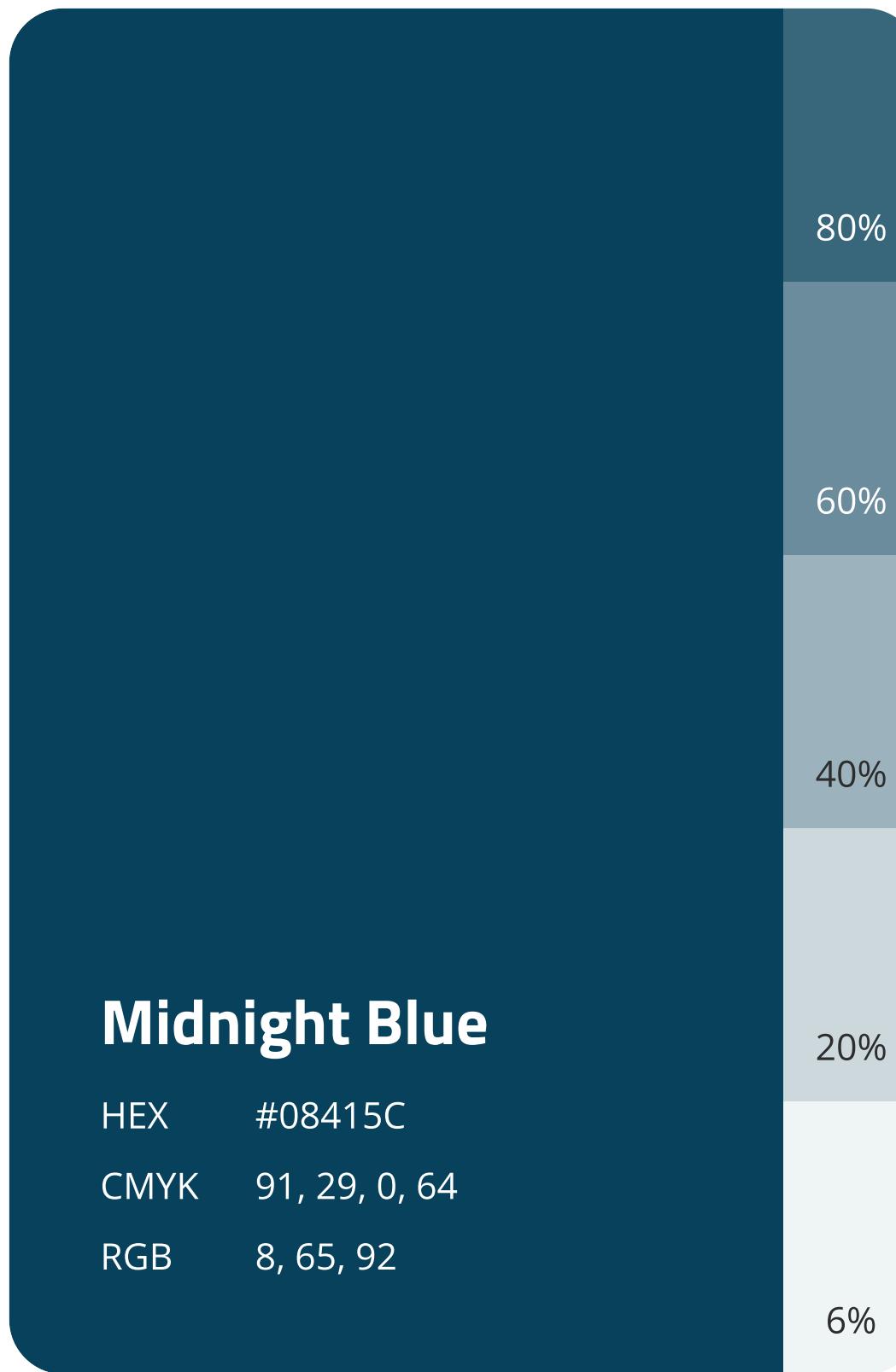
**Vivid Tangelo** is the alternate primary color, or main secondary color, and is mainly used for Minuba GO! creatives and communication. It is also used as the main call to action color for buttons, to provide contrast to the main Bordeaux Red.



## COLORS

### Secondary colors

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



## 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  
#84234080% 400  
#9D4F6660% 300  
#B57B8C40% 200  
#CEA7B320% 100  
#E6D3D96% 050  
#F8F2F4

## Vivid Tangelo

100% 500  
#EE712480% 400  
#F18D5060% 300  
#F4A97B40% 200  
#F9C7A820% 100  
#FCE3D36% 050  
#FEF7F2

## Midnight Blue

100% 500  
#08415C80% 400  
#39677C60% 300  
#6B8D9D40% 200  
#9DB3BE20% 100  
#CED9DE6% 050  
#F0F4F5

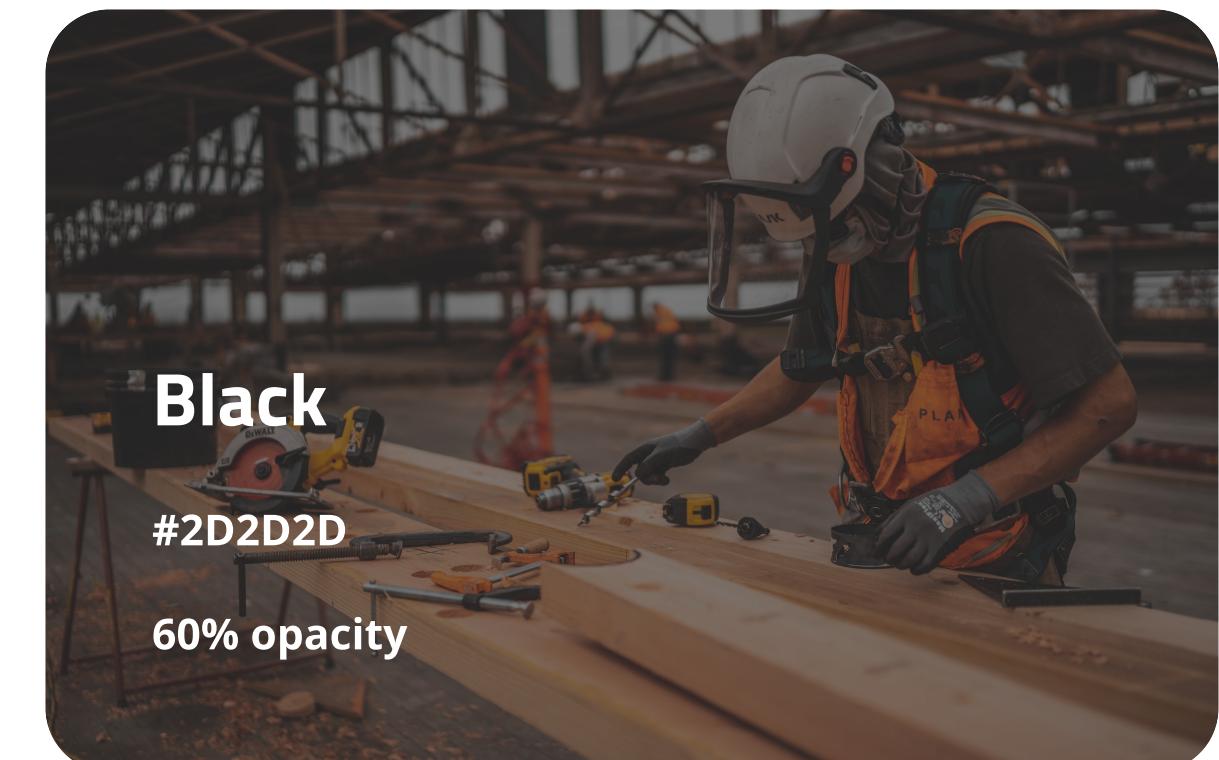
## Medium Ruby

100% 500  
#AE396980% 400  
#BE618760% 300  
#CE88A540% 200  
#DFB0C320% 100  
#EFD8E16% 050  
#FAF3F6

## COLORS

# Color overlays

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



# 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 . , : ; ! ? ' " + - = \* § ´ ^ ~ ´ ~ / \ < > & # @  
% \$ € ( ) [ ] { }

## Open Sans

### 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 sparingly 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.

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 . , ; ! ? ' " + - = \* § ´ ^ ¨ ~ / \ | < > & # @  
% \$ £ ( ) [ ] { }

# 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.





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Fakturering og ordrestyring til håndværkere

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