

brand guidelines



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About mixie

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



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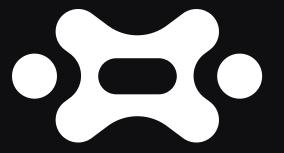
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_090

LOGOMARK



LOGOTYPE



VERTICAL VERSION







HRIZONTAL VERSION









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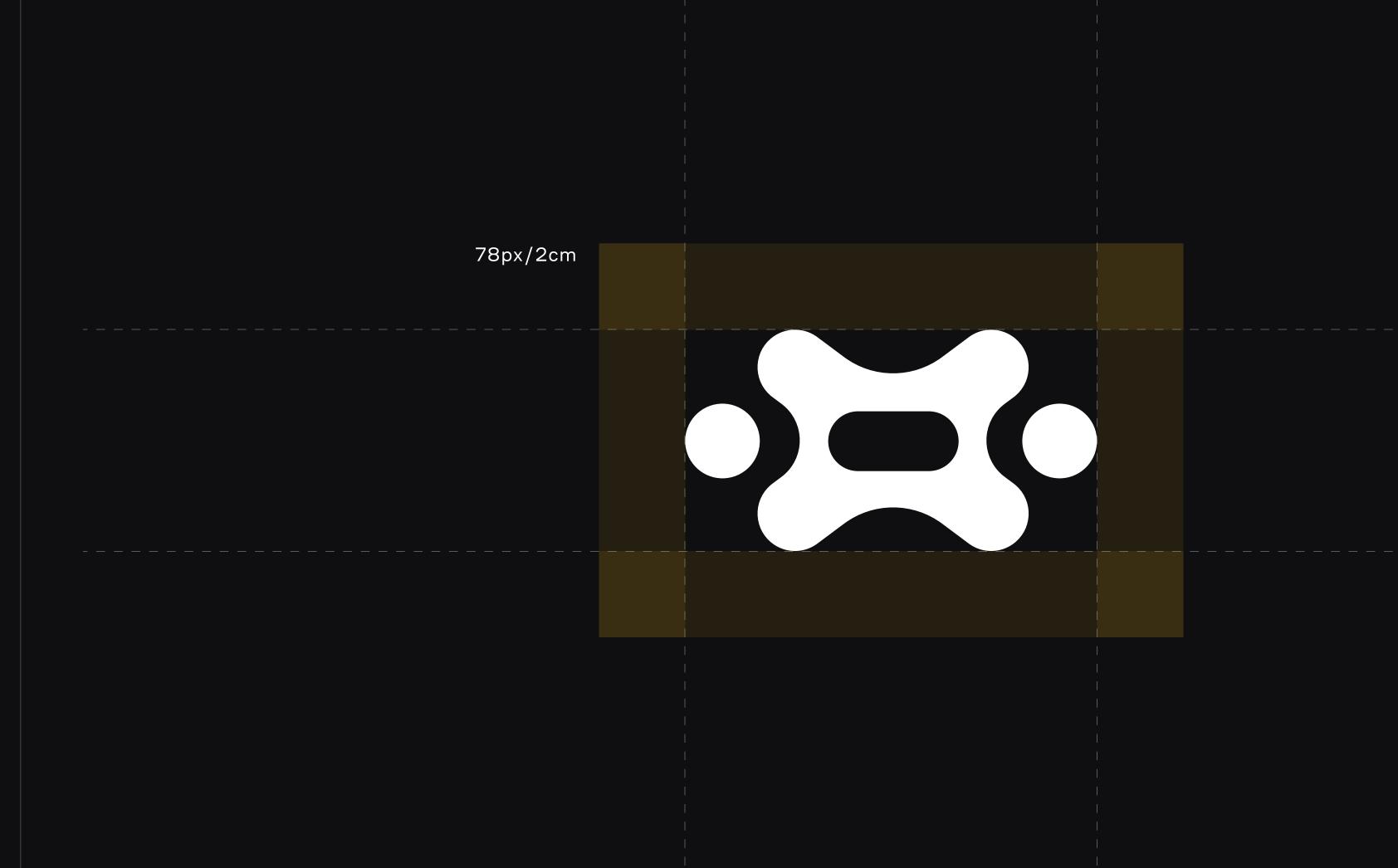
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The clear space around the logo is 78px/2 cm. This space is crucial to ensure the logo's visibility and impact. Nothing can intrude in this space.





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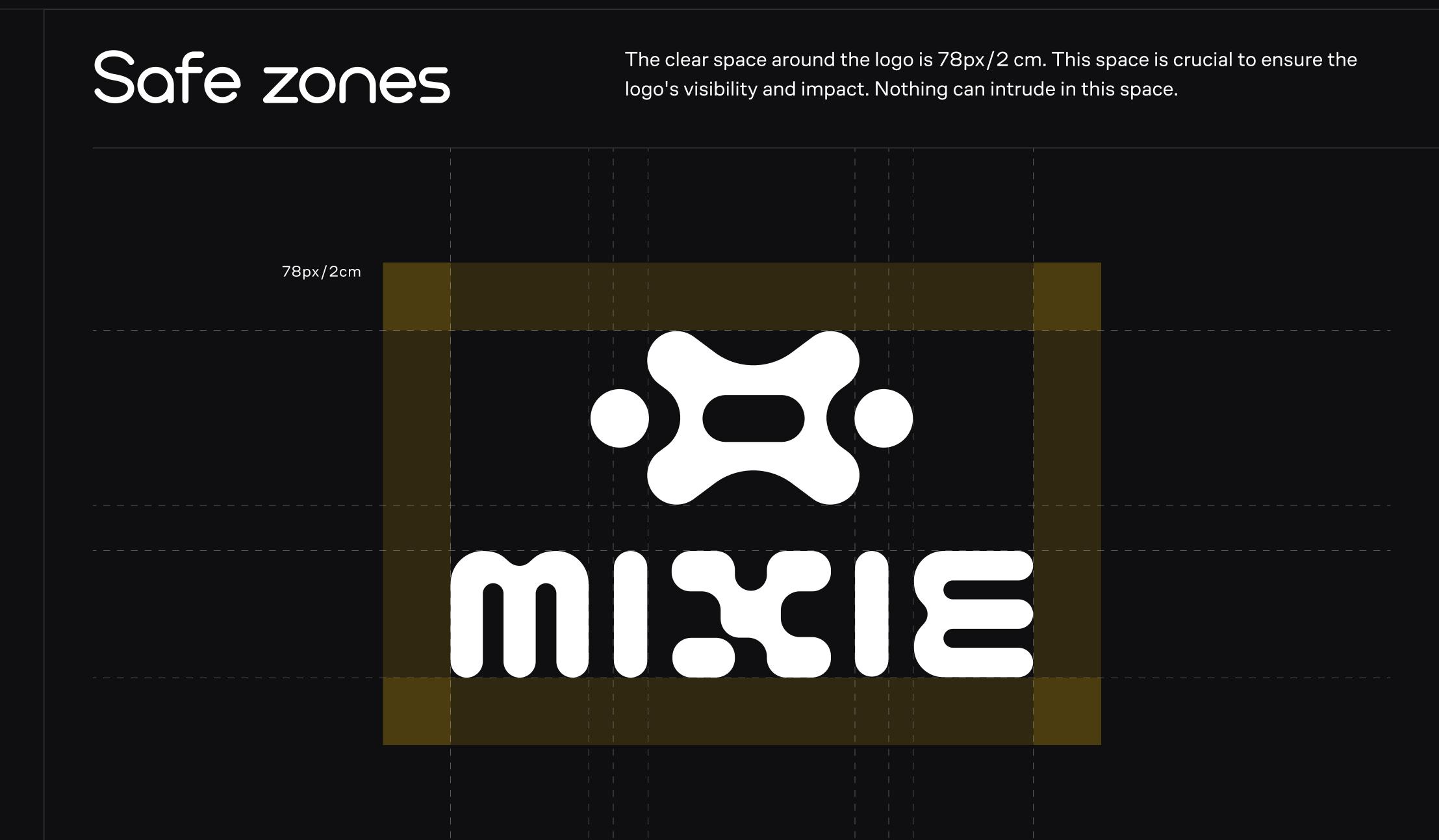
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Scales

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to mobile and desktop applications.

256 px



128 px



64 px





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Scales

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to mobile and desktop applications.

128 px



64 px



32 px





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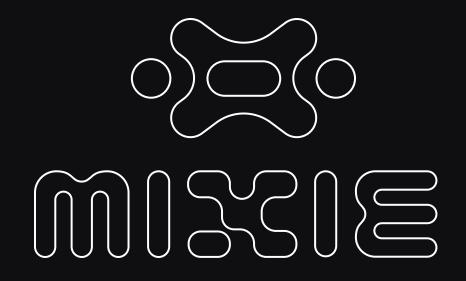
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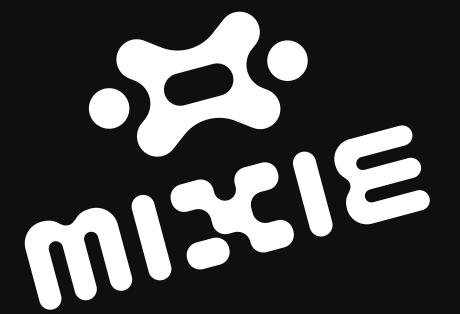
Don't distort the logo



Don't outline logo



Don't use different colors



Don't rotate the logo



Don't use other typefaces in logo



Don't pair logo with icons that may be confused as logos



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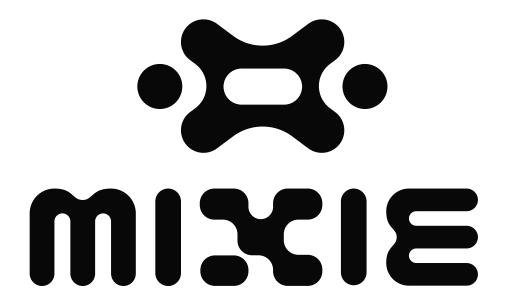
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Primary colors

Majorelle Blue #5B68DF Royal Fuchsia #C52998 Selective Yellow #FFB800



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Secondary colors

White	Gainsboro Grey	Brainstem Grey	Philippine Grey	Dove Grey	Umbra Grey	Black
#FFFFFF	#DDDDDD	#B6B6B6	#8F8F8F	#6D6D6D	#464444	#0A0909



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Gradients

Magenta-purple gradient
#FF005D
#C52998

Radial gradient
#FFB800
#FF003B
#6622CC

Yellow gradient

#FF8E14



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VERSATYLO REGULAR **UPPER CASE**

ABCDEFGHI JKLMNOPQR STUVWXYZ

LOWER CASE

abcdefghijklmn opgrstuvwxyz

NUMBERS & SYMBOLS

1234567890 !#\$;%()[]+?



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VERSATYLOALTERNATE

UPPER CASE

ABCDEF GHIJKKLMN OPQRSTU VWXYZ

LOWER CASE

a b c d e e e e f g h i j k k l m m n n o o p q r s t u u v w w x y y z



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COFO SANS

REGULAR

UPPER CASE

ABCDEFGHIJ KLMNOPQRS TUVWXYZ

LOWER CASE

abcdefghijklmn opqrstuvwxyz

NUMBERS & SYMBOLS

1234567890 !#\$;%()[]+?



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COFO PIXEL REGULAR **UPPER CASE**

ABCDEFGHIJ KLMNOPQRS TUVWXYZ

LOWER CASE

abcdefghijklmn opqrstuvwxyz

NUMBERS & SYMBOLS

1234567890 !#\$;%()[]+?



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Headlines

90/117

H1 Versa H1 CoFo Pixel

62/84

H2 Versa H2 CoFo Pixel

55/80

H3 Versa H3 CoFo Pixel

45/68

H4 Versa H4 CoFo Pixel

32/48

H5 Versa H5 CoFo Pixel

22/33

H6 Versa

H6 CoFo Pixel



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COFO SANS
PARAGRAPH LARGE

23/35

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

COFO SANS
PARAGRAPH MEDIUM

17/26

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COFO SANS
PARAGRAPH SMALL

14/21

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SMALL LINE SPACING

HEADLINES

Some examples of text titles

Some examples of text titles

LARGE LINE SPACING

Some examples of text titles

Some examples of text titles

BODY

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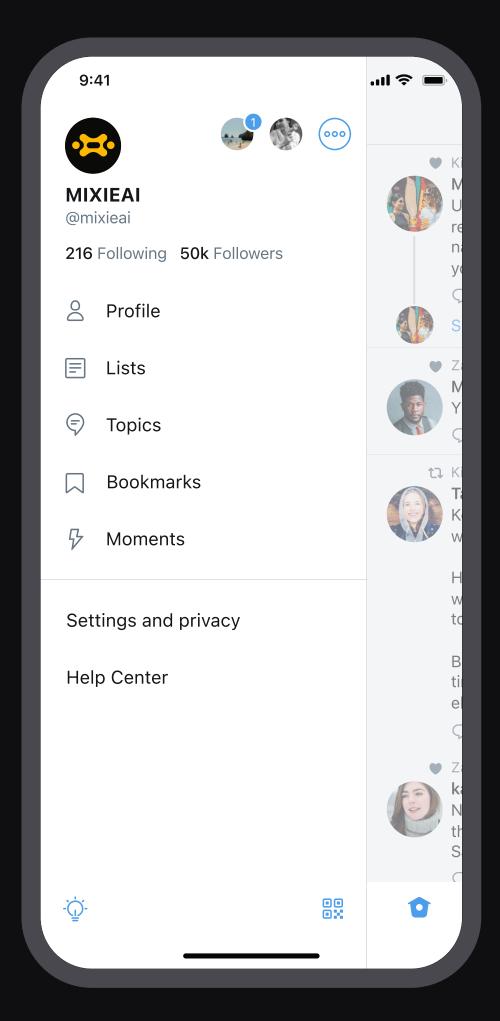
Styles

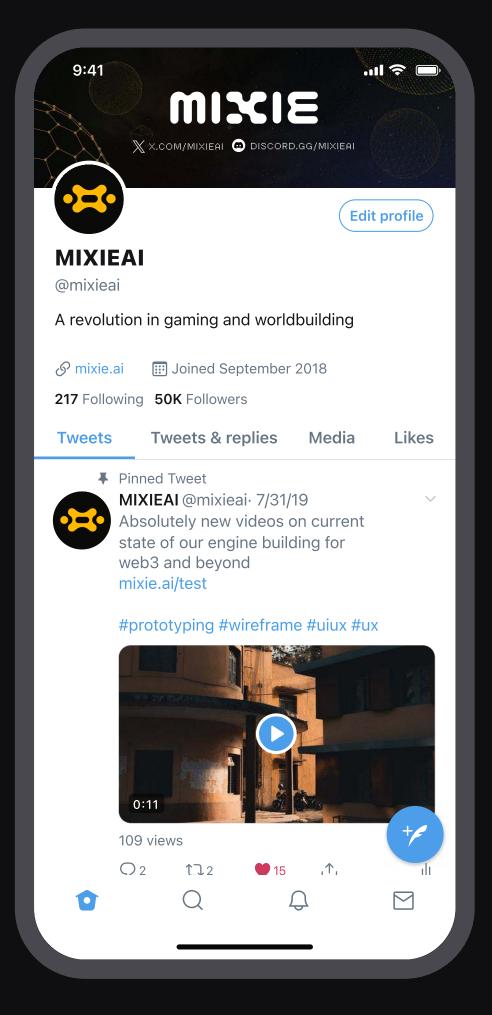
Headlines

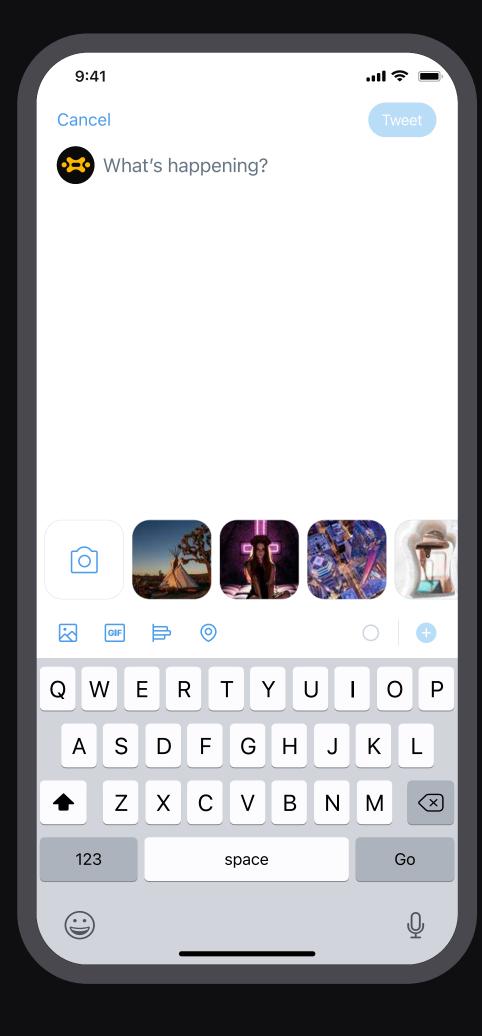
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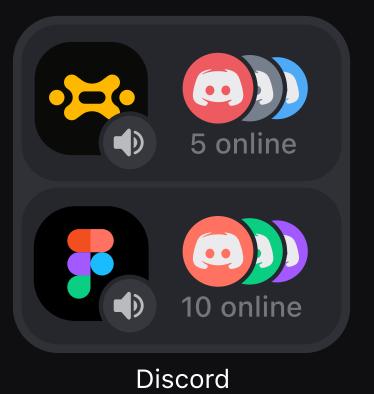
Styles

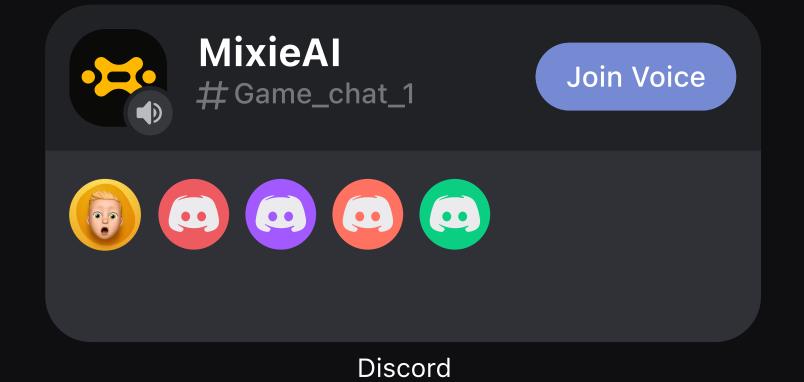
Headlines

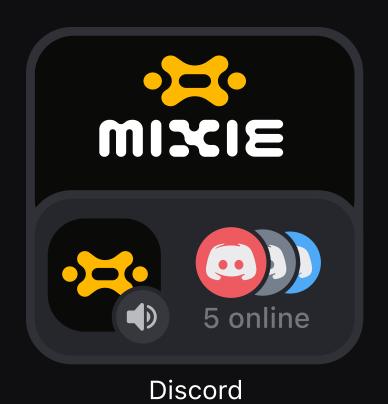
Body

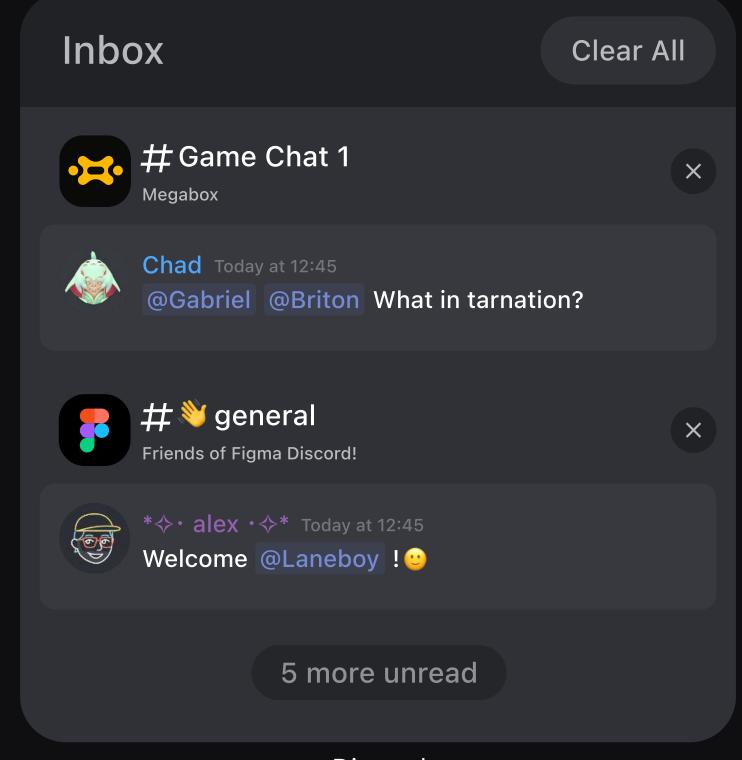
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Discord



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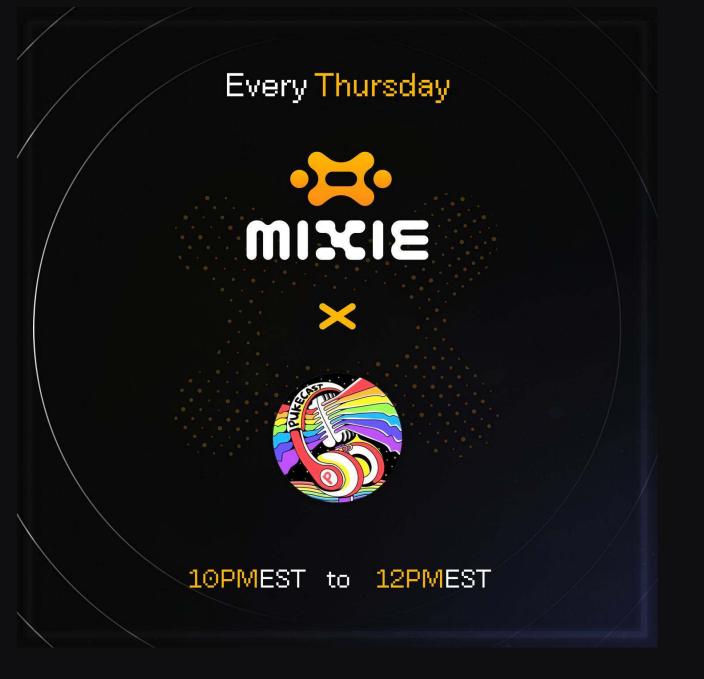
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