



Mayeryn

BRAND BOOK

2020©Mayeryn

Brand book Mayeryn

Mayeryn

1. Logo design
2. Clear space
3. Color palette
4. Logo variations – logotype
5. Logo variations – signet
6. Prohibited use
7. Typography

1. Logo design

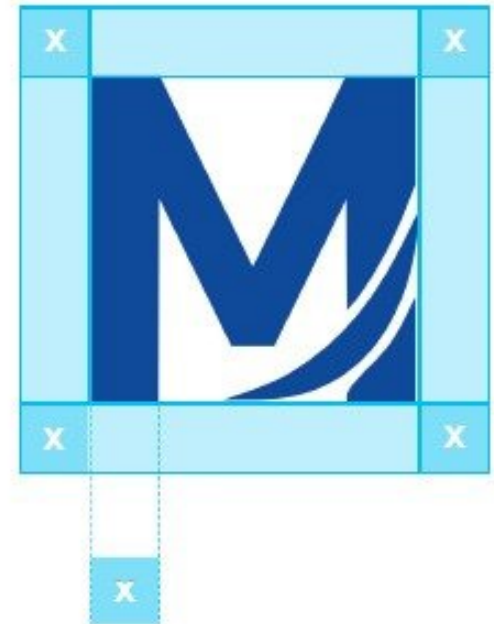
l o g o t y p e

A diagram illustrating the components of a logo design. It features the word "Mayeryn" in a bold, blue, sans-serif font. Above the text is a horizontal line with short vertical bars at each end, resembling a top bracket. Below the text is a similar horizontal line with short vertical bars at each end, resembling a bottom bracket. The text "Mayeryn" is positioned between these two lines.

Mayeryn

s i g n e t

2. Clear space



3. Color palette

PRIMARY

#0e499a

RGB 14/73/154
CMYK 100/82/5/1

SECONDARY

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

#ffffff

RGB 239/239/239
CMYK 5/4/4/0

4. Logo variations – logotype

Mayeryn

Mayeryn

Mayeryn

5. Logo variations – signet



6. Prohibited use



The image shows the word "Mayeryn" in a red, sans-serif font. The letter "M" features a stylized blue wave graphic integrated into its left side. This is an incorrect color for the logo.

color change



The image shows the word "Mayeryn" in a large, bold, blue, sans-serif font. The letter "M" features a stylized blue wave graphic integrated into its left side. This is an incorrect size for the logo.

changing elements size



The image shows the word "Mayeryn" in a blue, sans-serif font. The letter "M" features a stylized blue wave graphic integrated into its left side. The text is wider than the standard logo, which is an incorrect modification.

change of logo width



The image shows the word "Mayeryn" in a blue, sans-serif font. The letter "M" is plain and does not contain the stylized wave graphic, which is an incorrect omission.

using the logo without a signet

7. Typography of projects connected with the brand

Kanit family

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

1 2 3 4 5 6 7 8 9 0



Kanit thin
Kanit extra light
Kanit light
Kanit regular
Kanit medium
Kanit semibold
Kanit bold
Kanit extrabold
Kanit black



DRIVE

Mdrive

BRAND BOOK

2020©Mayern

Typography of projects connected with the brand

Cabin family

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

1 2 3 4 5 6 7 8 9 0



Cabin regular

Cabin medium

Cabin semibold

Cabin bold

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#00a5d0

RGB 0/165/208
CMYK 76/16/9/0

SECONDARY

#0087c4

RGB 0/135/196
CMYK 82/37/3/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

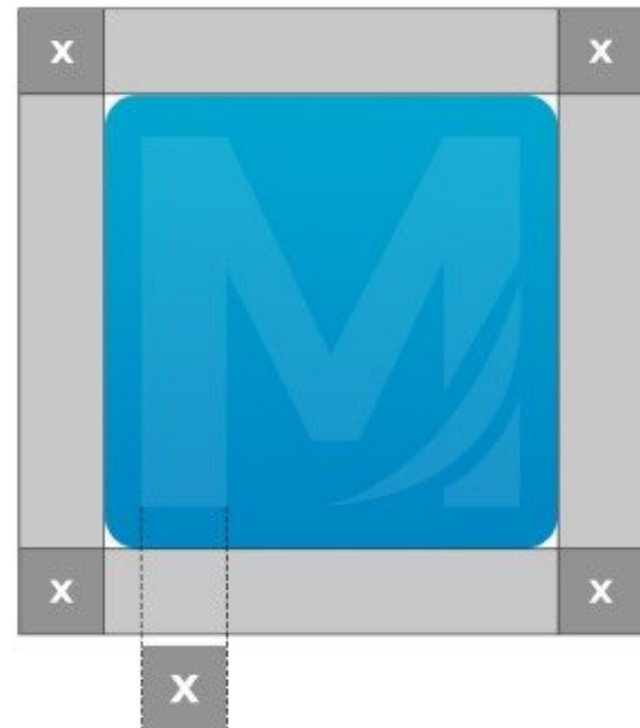
#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon





A

B

Mlab

BRAND BOOK

2020©Mayeryn

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#2ddba8

RGB 45/219/168
CMYK 62/0/49/0

SECONDARY

#00c3c5

RGB 0/195/197
CMYK 70/0/28/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

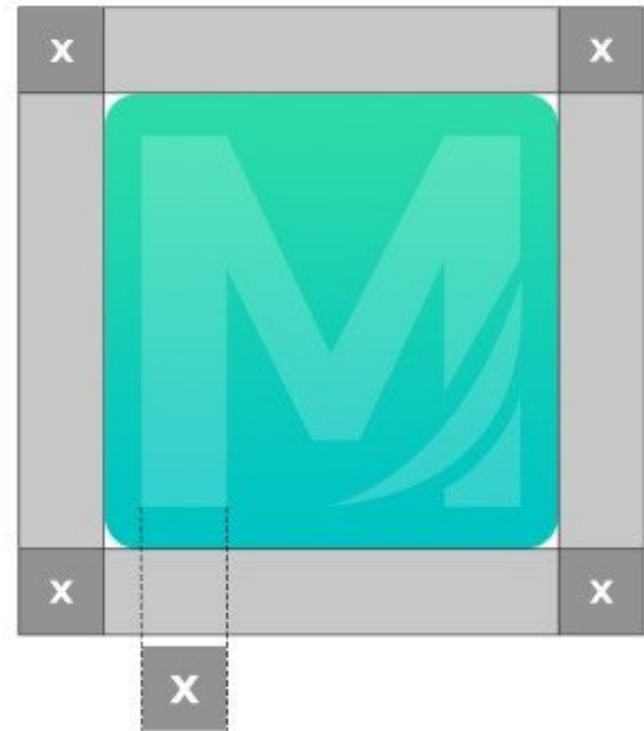
#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon





Mchat

BRAND BOOK

2020©Mayeryn

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#9dee87

RGB 157/238/135
CMYK 38/0/64/0

SECONDARY

#2ddba8

RGB 45/219/168
CMYK 62/0/49/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

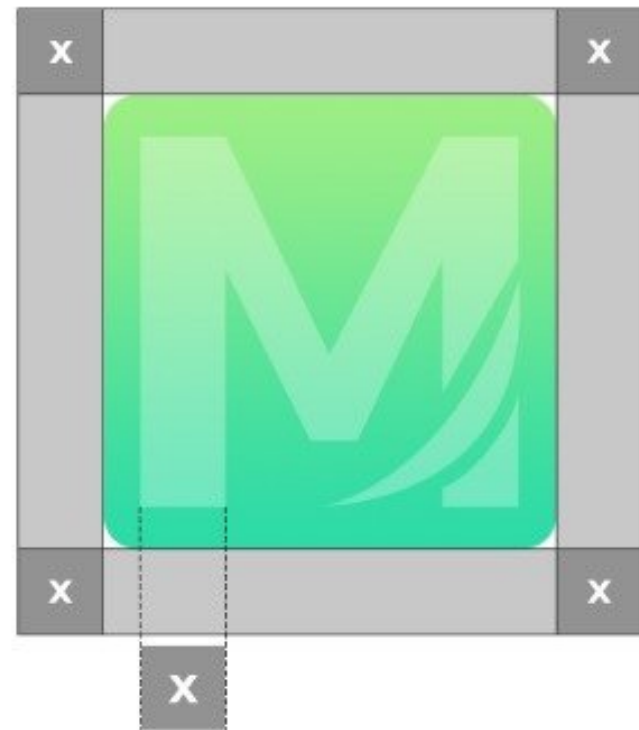
#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon





EWER

Mviewer

BRAND BOOK

2020©Mayeryn

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#f8f871

RGB 248/248/113
CMYK 6/0/67/0

SECONDARY

#9dee87

RGB 157/238/135
CMYK 38/0/64/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

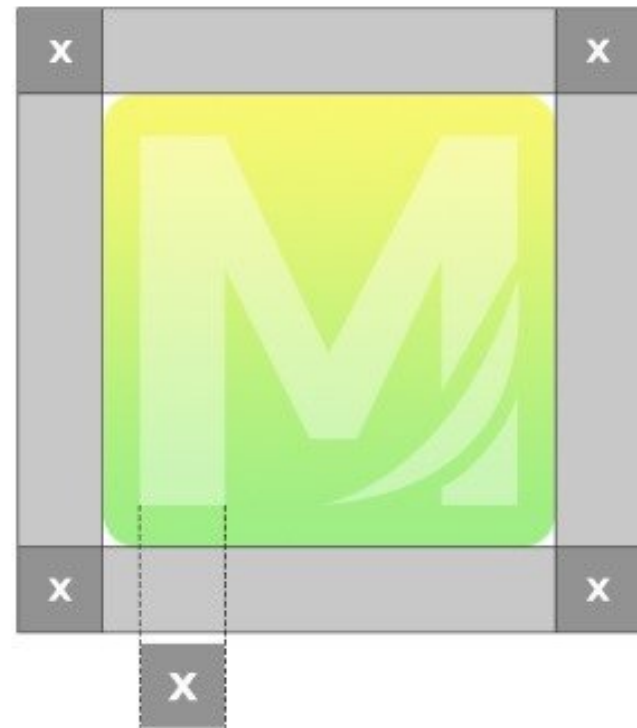
#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon





Mcicd

BRAND BOOK

2020©Mayern

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#8e63b5

RGB 142/99/181
CMYK 49/70/0/0

SECONDARY

#a752a0

RGB 167/82/160
CMYK 37/81/0/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

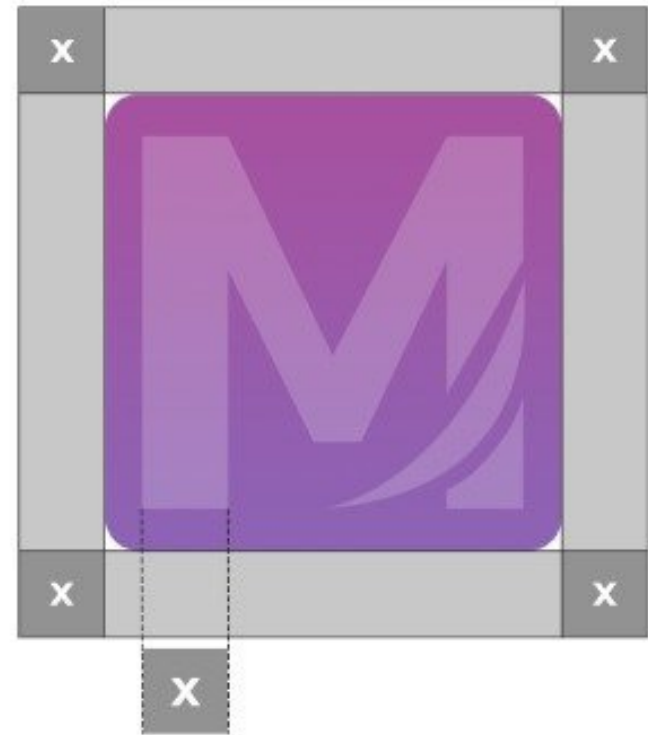
#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon





Mblog

BRAND BOOK

2020©Mayeryn

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#a752a0

RGB 167/82/160
CMYK 37/81/0/0

SECONDARY

#fe707a

RGB 254/112/122
CMYK 0/71/38/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

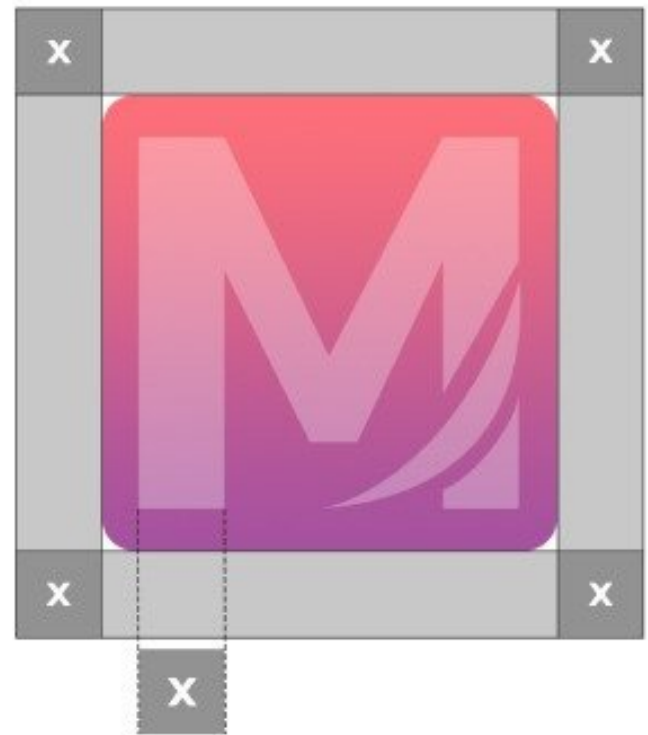
#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon





Mportal

BRAND BOOK

2020©Mayeryn

1. Logo design & clear space



2. Color palette

GRADIENT

PRIMARY

#cb2946

RGB 203/41/70
CMYK 14/98/71/3

SECONDARY

#fe707a

RGB 254/112/122
CMYK 0/71/38/0

MINE SHAFT

#252525

RGB 37/37/37
CMYK 71/65/64/70

WHITE

#ffffff

RGB 239/239/239
CMYK 5/4/4/0

3. Logo variations



4. Favicon

