

# Style Guide 2023

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# LOGO

## File type

Logo is available in all formats and file types.

***Please use vector where possible for retention of best quality (.svg)***

Please consult a Microkeeper Marketing/Design team member for recommendations on the best suited logo for your job.

## Primary



## Without sub heading



# LOGO COLOUR OPTIONS

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The Microkeeper logo has been designed to work across multiple applications. There may be instances when the application does not allow for the full colour primary or secondary logo to be used, therefore a one colour black version of each has been supplied.

Reversing the logo is acceptable and can only be reversed out when applied on the two corporate colours or when applied on a full colour photograph/image.



**Primary:** Preferred Option, Microkeeper red



**Secondary:** Reversed (white logo on Microkeeper red background)



**Secondary:** Black (only use when red option not possible)

# LOGO SCALE

## Exclusion Zone

When using the logo, an exclusion zone is applied to ensure visibility and impact.

The exclusion zone around the logo is determined by the width of the 'o' in Microkeeper (as illustrated right).

## Minimum size

As the determining element for minimum size, the text length should never be reproduced smaller than 50mm in width, with the exception of the logo without the supporting tag line which can be reproduced to a minimum of 30mm in width.

When displaying the logo with tag line at a small scale use the small scale logo (with tagline in upper case and the width of the business name) for improved legibility.

## Logo Spacing



## Logo Sizing



>50mm



<50mm



30mm

\*Small Scale logo

# LOGO USAGE

## Guidelines

In order to maintain a consistent presentation of the Microkeeper logo please adhere to the following guidelines.

The Microkeeper logo should never be:

- Redrawn or altered in anyway
- Do not scale individual elements
- Do not recolour icon or text
- Do not stretch, crop or distort
- Do not realign logo and text
- Do not place full colour logo on full colour image.



Correct Usage



Do not use multiple colours



Do not change any part of the logo including fonts



Do not realign logo elements



Do not scale individual elements



Do not recolour logo



Do not stretch, crop or distort logo in any way.



Do not place full colour logo on full colour image

# COLOURS

## Primary

Used in core branding material, for example, logo use, website, promotional materials.



### Microkeeper Red

**Pantone**  
2035C

**CMYK**  
9 - 100 - 100 - 2

**RGB**  
218 - 08 - 19

**HEX**  
#da0813



### Black

**Pantone**  
Process Black

**CMYK**  
00 - 00 - 00 - 100

**RGB**  
0 - 0 - 0

**HEX**  
#1E1E1E



### White

**Pantone**  
N/A

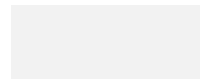
**CMYK**  
0 - 0 - 0 - 0

**RGB**  
255 - 255 - 255

**HEX**  
#FFFFFF

## Supporting Colours

Used when displayed alongside primary brand materials for a differentiation factor.  
For example, blog articles on the website, info-graphics etc.



### Light Grey

**Pantone**  
NA

**CMYK**  
4 - 3 - 3 - 0

**RGB**  
242 - 242 - 242

**HEX**  
#f2f2f2



### Soft Blue

**Pantone**  
NA

**CMYK**  
27 - 4 - 6 - 0

**RGB**  
181 - 217 - 229

**HEX**  
#b5d9e5



### Soft Blue

**Pantone**  
NA

**CMYK**  
5 - 1 - 2 - 0

**RGB**  
237 - 245 - 247

**HEX**  
#edf5f7

# FONT - HEADINGS

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## Ubuntu

Ubuntu is an open source font that can be downloaded from Google fonts.

<https://fonts.google.com/specimen/Ubuntu>

To be used primarily for headings, not body copy.

Non-italic versions of the font are preferred.

Exercise caution when using Ubuntu Light, as it may be too light to be adequately readable in some instances.

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

Ubuntu - Light

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

Ubuntu - 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**

Ubuntu - 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**

Ubuntu - Bold

# FONT - TEXT

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## Open Sans

Open Sans is an open source font that can be downloaded from Google fonts.

<https://fonts.google.com/specimen/Open+Sans>

Non-italic versions of the font are preferred.

Exercise caution when using Open Sans Light, as it may be too light to be adequately readable in some instances.

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

Open Sans - Light

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

Open Sans - 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

Open Sans - Semi-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

Open Sans - Bold



# IMAGERY

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## Brand Imagery

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Bright, Modern, Australian imagery focusing on genuine people, emotions and workplace situations.



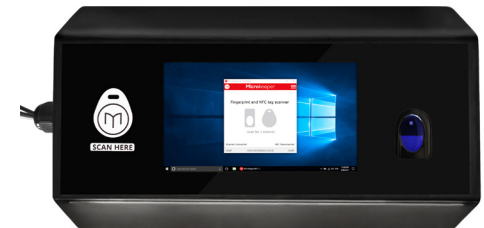
## Product Imagery

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Products are shot on a plain white background from multiple angles.

Images are primarily used in the Microkeeper shop on our website.

Photography needs to be consistent amongst all products on offer.



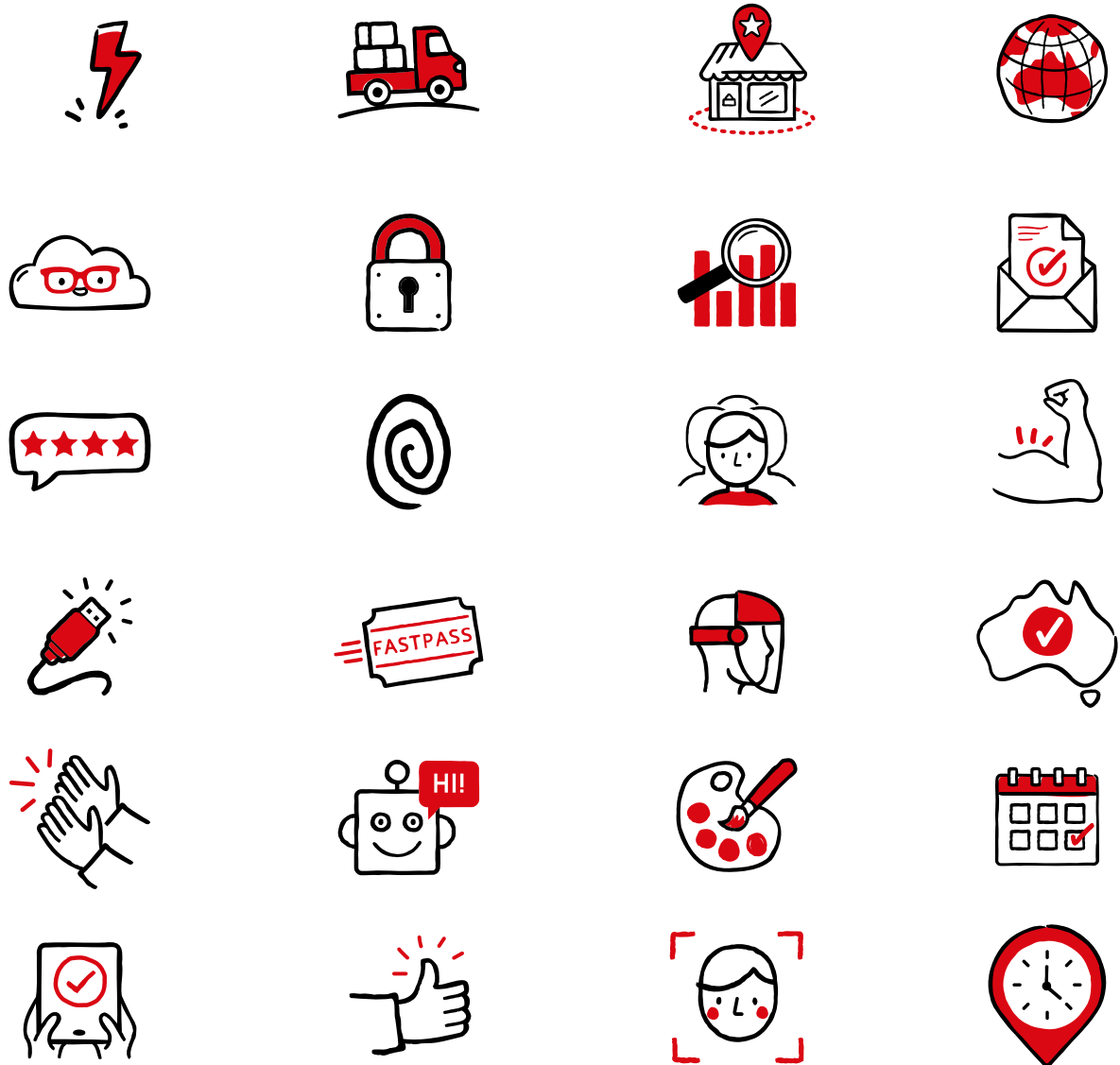
# SUPPORTING GRAPHICS

## Brand Icons

We have a custom designed library of icons which can be used to call-out product features, info graphics and marketing materials.

Some examples shown on the right.

Black textured line with white and red fill.



# SUPPORTING GRAPHICS

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## Brand Illustrations

Larger more detailed icons/illustrations used to illustrate core product functionality in a friendly and engaging way.

