



Brand guidelines

Typography

Raleway

The font family that we have chosen is part of a great collection that is accessible to any user as our product.

Raleway represents high end services as user friendly approach to clients at the same time. That is why we use Raleway to communicate our message. The font face also represents our devotion towards our work and our product that helps SMEs in they growth and expansion towards becoming more profitable and organized.

Out of many we have chosen the three most effective styles these are:

Raleway Regular

Raleway Semibold

Raleway Bold

Font usage

Raleway Bold - 50pt
Headlines, Titles

**Cras convallis
imperdiet est, eget
porttitor felis porta in**

Raleway Semibold - 30pt
Sub Headlines

**Proin sed urna enim sed
urna roin**

Raleway Semibold - 20pt
Topic summary text,
introduction

Phasellus consectetur, dui vel iaculis rutrum, leo odio convallis enim, in laoreet dui libero ac urna. Duis dapibus, nisi ac venenatis pharetra, eros enim sollicitudin dui, ut iaculis felis neque eget neque. Morbi ullamcorper orci felis, eget rhoncus leo rhoncus sed.

Raleway regular - 18pt
Basic copy

Ut ex ex, vehicula nec diam in, vestibulum dignissim lectus. Curabitur lacinia elementum nunc vel facilisis. Vestibulum consectetur enim nulla. Nam dignissim non nulla sit amet ullamcorper. Vestibulum vulputate libero ut neque tincidunt ornare vel in lorem. Integer vel est lorem. Maecenas rhoncus metus non pulvinar tristique. Praesent quis vestibulum ante, ut faucibus velit. Donec in neque odio.

Raleway Semibold - 30pt
Callouts, quotes,
content that needs
to be highlighted

**“Vivamus ac ipsum lectus. Aenean
bibendum diam eu commodo
dictum.”**

Vivamus ac ipsum lectus. Aenean bibendum diam eu commodo dictum. Mauris risus est, semper vitae quam sit amet, placerat pretium mauris. Mauris eget malesuada dolor. Duis tellus quam, iaculis at velit id, finibus hendrerit elit. Phasellus placerat sed lectus in condimentum. Vestibulum malesuada nec metus vitae tempor. Duis dictum quam quis velit molestie, id ultricies elit vulputate.

Primary color
of copy

CMYK 76/62/42/74
RGB 25/34/47
HEX #344054

Color System

Our color system is based on simple communication and easy to understand coding.

Blues as the main line of color supported by grays reduce the color usage to a simple and professional look.

We also dedicated additional colors to break the monotony of the above mentioned colors addig life and joy to the visual asset library

Primary colors

The basic 6 colos that we use are the essentials to keep a clean and professional look of our identity.

We also have secoundary colors that can be used regarding the content, for more info visit the www.minicrm.hu/brand/ site.



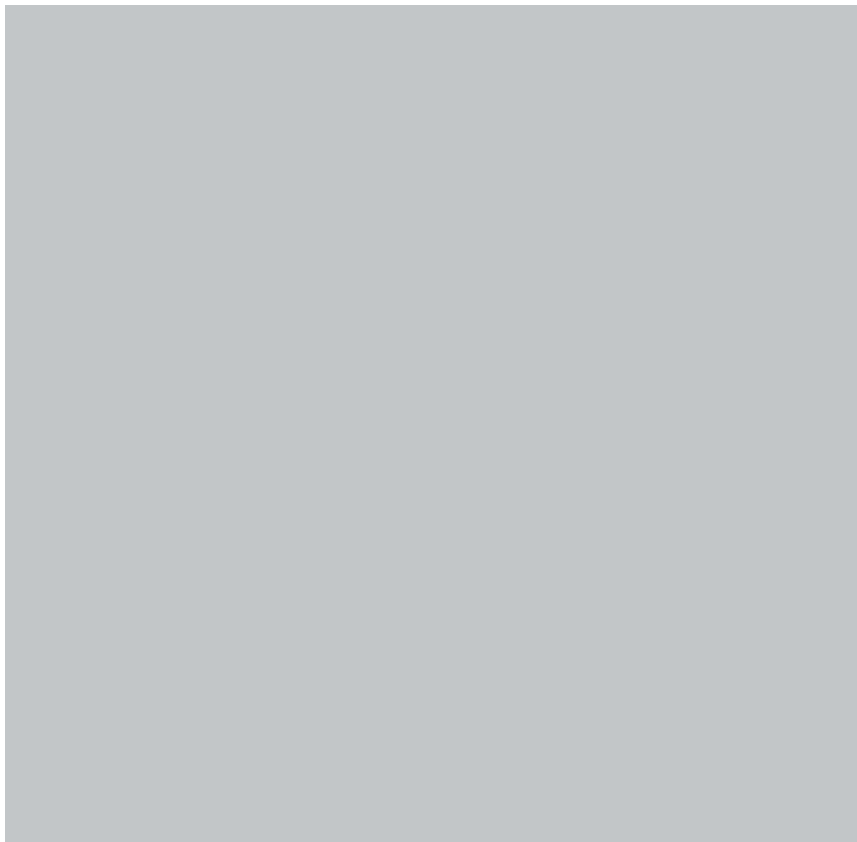
CMYK 80/60/0/0
RGB 64/105/178
HEX #1B68E7



CMYK 95/75/0/0
RGB 28/85/166
HEX #124BA9



CMYK 99/78/9/39
RGB 4/50/105
HEX #0B2D65



CMYK 21/15/14/2
RGB 194/195/201
HEX #D0D5DD



CMYK 55/44/36/37
RGB 89/94/103
HEX #667085



CMYK 76/62/42/74
RGB 25/34/47
HEX #344054

Our Logo

We have been using our logo for more than 8 years and time has come for the visual update.

Introducing the new font face and rethinking the colors of our visual communication we implemented these new factors to our logo. Not loosing the old design but refreshing it we keep the essence of our mission.

The 5 steps



1. Changing the base font face of the logo to Raleway Bold keeps the logo in consistency with the overall font changes. Keeps the olds weight.

2. Reducing colors for to a simple 4 color set.

3. Sync colors with the new MiniCRM color set



4. Rounding the sharp edges to give a more friendly but professional look. Typo customization by rounding.

5. Punching in the new MiniCRM color set gradients for a fresh and eyecatche look.

Logo gradient version

Gradient version is the primary
logo that should be used



Logo plain color version

Plain color version should be used if the appearance does not support fine gradient visibility (limited color print, low resolution appearances)



Logo monochrome version

Monochrome version is to be used on black and white printing assets (FAX, One color print, Letterheads)



MiniCRM



Logo usage
without tagline



Our logos may be positioned taking in mind the “A” marked distance from all other visual assets on a design.

The “A” distance is determined by the inner size of the human motif.

Logo
color version



Logo
monochrome
version



Logo usage
with tag line



Logo
color version



Logo
monochrome
version



Logo usage
with tag line
Horizontal alignment



Logo
color version



Logo
monochrome
version



DONT DO THIS!

Always use the master logo

A strong brand is applied consistently. It is important that our logo is never altered. Shown here are a few simple things to avoid.

Do not alter or distort the logo artwork in any way.

These rules apply both to the vertical and horizontal aligned logo.

NO!

MiniCRM

NO!

MiniCRM



NO!

MiniCRM



MiniCRM

NO!



MiniCRM

NO!



MiniCRM

NO!



MiniCRM

NO!



MiniCRM

NO!



MiniCRM

NO!



MiniCRM

Video call backgrounds

Use the backgrounds in your calls.

The virtual backgrounds give a unifying visual context to our video comms with the clients and ensure them to build trust and devotion to our services and system.

Download them from our brand website

www.minicrm.hu/brand/

