

# **BRAND STANDARDS**

**HOW TO PROPERLY PRESENT THE MIXERGY BRAND ACROSS ALL MEDIUMS.**

# LOGO

PRIMARY LOGO:

**MIXERGY**

PRIMARY LOGO KNOCKOUT:

**MIXERGY**

# LOGO CONTINUED

ONE COLOR LOGO:

# MIXERGY

ONE COLOR KNOCKOUT:



# MIXERGY

# LOGO CONTINUED

## SECONDARY LOGOS:

**MIXERGY**  
**MIXERGY**  
**MIXERGY**

## SECONDARY KNOCKOUT LOGOS:

**MIXERGY**

**MIXERGY**

# LOGO CONTINUED

LOGO COLOR COMBINATIONS FOR SOLID BACKGROUNDS:



# LOGO USAGE

## LOGO SPACING & PADDING:

There should always be an empty margin equal in size to the E's cap height on the right and left and equal to the width of E on top and bottom.



## LOGO SIZING:

Logo should never be printed smaller than .5 inches high. On the mixergy website the logo should never be displayed below 36px high.

**MIXERGY**

## LOGO VARIATIONS:

No color variations other than those used in this guideline should be implemented. Logo should never be skewed, warped or rotated.



# INCORRECT LOGO USAGE



The word "MIXERGY" is displayed in a yellow and dark blue color scheme. The letters are un-proportionally scaled and stretched, deviating from the standard logo proportions. A large, light gray prohibition symbol (a circle with a diagonal slash) is overlaid on the text.

Never un-proportionally scale  
or stretch the logo



The word "MIXERGY" is displayed in a yellow and dark blue color scheme. The entire logo is rotated clockwise, which is incorrect. A large, light gray prohibition symbol (a circle with a diagonal slash) is overlaid on the text.

Never rotate logo



The word "MIXERGY" is displayed in a yellow and dark blue color scheme. A soft, gray shadow is applied behind the text, which is not part of the official logo. A large, light gray prohibition symbol (a circle with a diagonal slash) is overlaid on the text.

Never apply shadow or other  
effects to the logo



The word "MIXERGY" is displayed entirely in a bright yellow color, which is a deviation from the official logo's color scheme. A large, light gray prohibition symbol (a circle with a diagonal slash) is overlaid on the text.

Never use a color or color  
combination other than those  
presented here.



The word "MIXERGY" is displayed in the correct color scheme, but the word ".COM" is added in yellow at the end, which is not part of the official logo. A large, light gray prohibition symbol (a circle with a diagonal slash) is overlaid on the text.

Never add additional words or  
imagery to the logo



The word "MIXERGY" is displayed in a yellow and dark blue color scheme. The letters are skewed and sheared, which is not the correct presentation of the logo. A large, light gray prohibition symbol (a circle with a diagonal slash) is overlaid on the text.

Never skew or shear logo

# MIXERGY COLORS



CMYK  
0,21,95,0  
RGB  
255,201,32



CMYK  
78,76,55,67  
RGB  
34,36,43



CMYK  
62,54,4,0  
RGB  
112,119,178



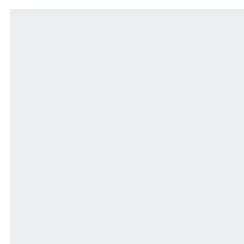
CMYK  
41,36,3,0  
RGB  
153,155,199



CMYK  
63,51,42,13  
RGB  
102,109,119



CMYK  
75,66,55,48  
RGB  
53,57,65



CMYK  
6,4,3,0  
RGB  
236,237,239

T=THESE SWATCHES ARE ALSO USED FOR TEXT



# MIXERGY TYPE

## How Scribd evolved

How will listening to your users help you evolve your company to a bigger opportunity? Last time I did an interview with a cofounder of Scribd, the company was all about document sharing. Today Scribd is building a library of the future. It lets you access unlimited ebooks and audiobooks for 8.99 per month. I invited Trip Adler here to tell us how he did it.

### HEADING:

Roboto Bold 48pt.



CMYK: 78,76,55,67

RGB: 34,36,43

### INTRO COPY:

Roboto Regular 18pt



CMYK: 63,51,42,13

RGB: 102,109,119

# MIXERGY TYPE

## Full Interview Transcript

How will listening to your users help you evolve your company to a bigger opportunity? Last time I did an interview with a cofounder of Scribd, the company was all about document sharing. Today Scribd is building a library of the future. It lets you access unlimited ebooks and audiobooks for 8.99 per month. I invited Trip Adler here to tell us how he did it.

[Full Interview Transcript](#)

### SUB HEADING:

Roboto Medium 18pt.



CMYK: 75,66,55,48

RGB: 53,57,65

### BODY COPY:

Roboto Regular 14pt



CMYK: 63,51,42,13

RGB: 102,109,119

### LINKS/INTERACTIVE:

Roboto Medium 14pt



CMYK: 62,54,4,0

RGB: 112,119,178