



MAKKI

Style Guide



MAKKI Constructions is a company that strives towards excellence in all aspects and areas of it's business. Servicing a diverse range of commercial, corporate and government entities, MAKKI's committed to cultivating a sense of personal touch, reliabililty, quality, attention to detail and professionalism in everything they do.

MAKKI's updated brand guidelines serve as a tool to perpetuate these ideals, by showcasing a visual idenity that is simple, direct and prestige in all it's touchpoints.



Contents

04 Direction

06 Logo Design

12 Colour

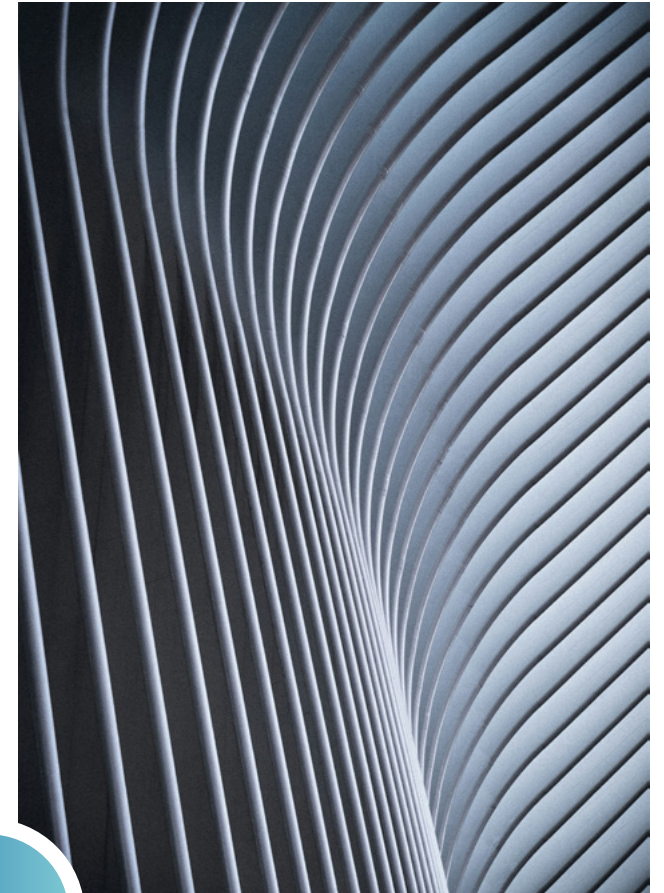
14 Imagery

16 Elements

18 Application

01 Direction

Attention to detail | Personal Touch | Quality | Reliability
Transparency | Professionalism



02 Logo Design

MAKKI Primary Logo Design

The MAKKI logo design includes a primary word mark which has been adapted from the 'futura' type face.

The M has been crafted utilising a gradient, that creates the illusion of a fold, and is severed on the right to left down stroke.

The image shows the MAKKI logo in a dark grey, sans-serif typeface. The letter 'M' is stylized with a blue-to-teal gradient and a 3D effect, appearing as if it is folded or layered. The letters 'A', 'K', 'K', and 'I' are solid dark grey. The logo is centered within a white rectangular area.The image shows the MAKKI logo in white, set against a dark grey background. The letter 'M' maintains its blue-to-teal gradient and 3D folded appearance. The letters 'A', 'K', 'K', and 'I' are solid white. The logo is centered within a dark grey rectangular area.

Brand Mark

The 'M' within the MAKKI logo can be implemented as a brand or letter mark in instances where the logo may be required to fit into a space smaller than 25mm wide.

The 'M' may also be utilised as a background element or brand pattern by reducing the opacity and applying a single tone outline, with the an inset stroke.



Clear Space and Minimum Size

The clear space around the logo should be equal to at least 50% of the total height and width of the 'M' within the logo design.

The minimum size of the logo should not be presented at anything less than 25mm wide.



Appropriation

This section defines how the logo may or not be applied to ensure maximum legibility of the logo and consistency in branding and visual identity touch points.

To ensure compliance with brand guidelines, it is important to use the supplied artwork files as often as possible.



Do not use colours that are not specific to the MAKKI visual identity



Do not use unapproved fonts



Do not distort the proportions



Do not flatten the 'M' as a single colour



Do not use the 'M' outside of the context of the logo or brand mark



Do not ignore defined clear space or place on a busy background or image without a transparency applied to the image



Do not rotate, flip or change orientation

03 Colour

Light Blue

C 47 **M** 00 **Y** 17 **K** 00
R 128 **G** 208 **B** 214
80D0D6

Dark Blue

C 80 **M** 36 **Y** 07 **K** 10
R 32 **G** 125 **B** 175
207DAF

MAKKI Charcoal

C 68 **M** 61 **Y** 60 **K** 49
R 062 **G** 062 **B** 062
3E3E3E

White

C 00 **M** 00 **Y** 00 **K** 00
R 255 **G** 255 **B** 255
ffffff

04 Typography

Body Copy

Articulate CF Light

Leading; set at 140% of defined point size

Tracking; +25

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

Sub Header

Articulate CF Bold

Point size; 200% of body copy

Leading; set at 140% of defined point size

Tracking; +25

**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

Header

Articulate CF Medium

Point size; Minimum 200% of Sub Header

Leading; set at 140% of defined point size

Tracking; Default

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

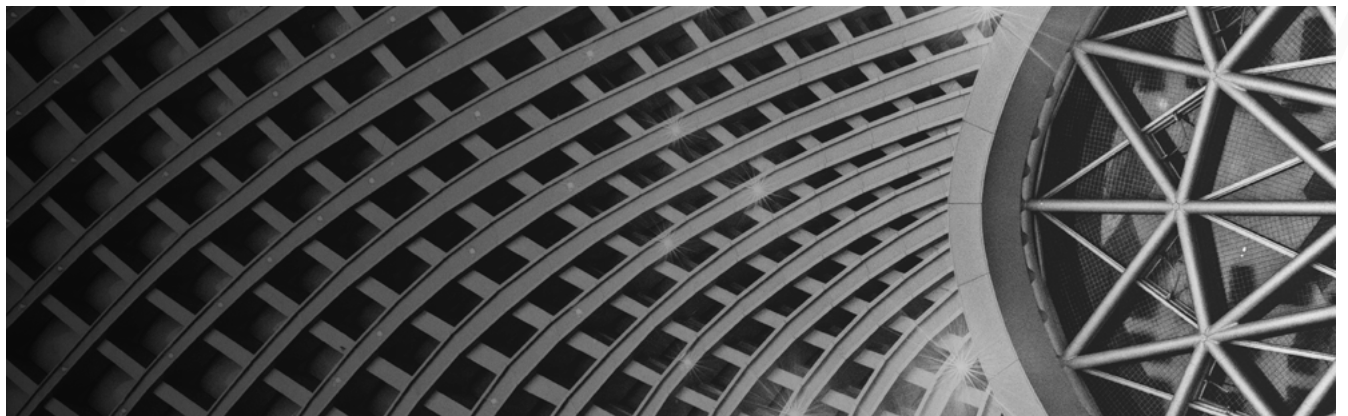
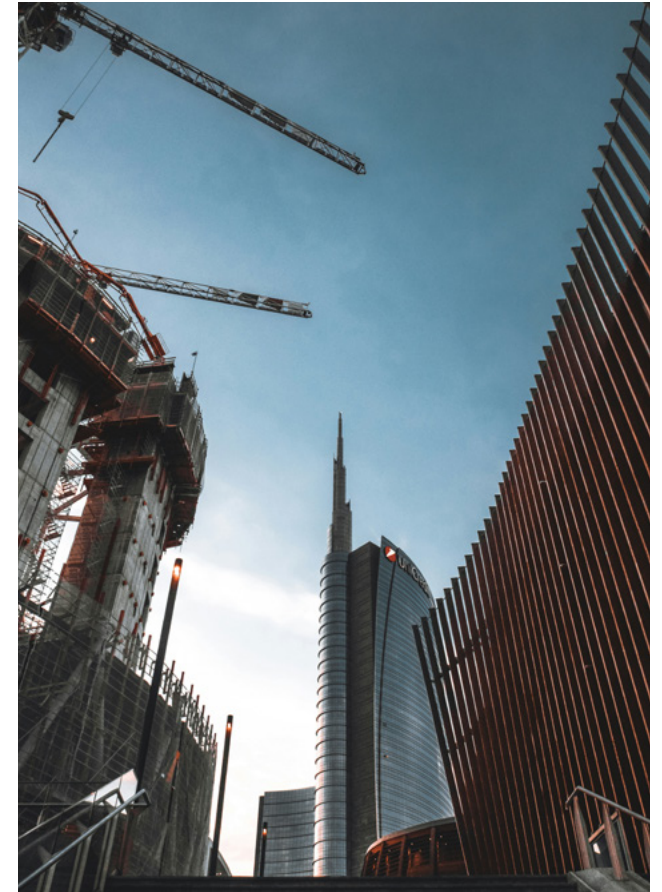
0 1 2 3 4 5 6 7 8 9

05 Imagery

Imagery is an integral aspect of presenting MAKKI's visual identity and in helping to perpetuate our tone of voice and overall brand. Ideally we would look to showcase a range of close up architectural details and wide angle shots, using the contrasting aspects of the two to help invoke a premium feel, reminiscent of MAKKI's devotion to quality and attention to detail.

Further to this, when editing images, consider utilising high contrast and slightly desaturated tones to compliment the colours of the visual identity.



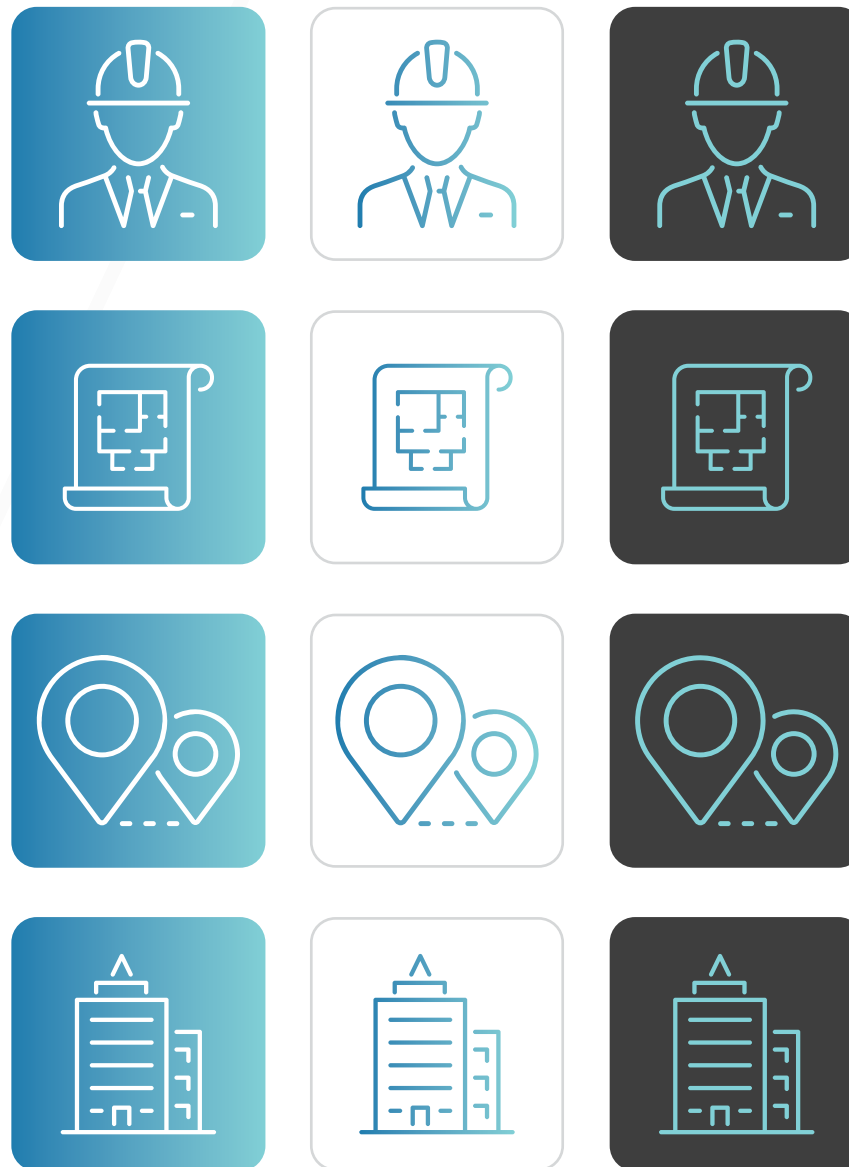




06 Elements

As a means of maintaining a consistent visual identity for MAKKI, it is important to ensure that any assets and elements are congruent with the overall visual identity so as to communicate a sense of quality, prestige and attention to detail that form the backbones of MAKKI's core values.

As part of the overall visual language, the use of iconography is important in showcasing MAKKI's products, services and capabilities. These icons should be consistent, and have been selected to include a rather bold stroke to be coloured using the MAKKI light or dark blue, charcoal or white, dependant on their context in relation to other colours as they appear in selected media or touchpoints.





06 Application



MAKKI



