MAPHM Brand Guidelines

These guidelines outline the general rules when using MAPHM’s brand assets and showcasing the company’s content.
Section 2.

MAPHM Logo

Use this when we tell you. And if you don't?
Well, you'll see...
Section 3.
Brand colors
Section 4.

Image backgrounds

When overlaying over an image, add a black overlay with 50% opacity.
Section 5.

Unacceptable uses

- **Similar background color**
  Avoid background colors with low contrast

- **Image with low contrast**
  Make sure to add a black overlay with 50% opacity.

- **Angled**
  Please don’t rotate the logo.

- **Cropping**
  Your logo is beautiful, don’t cut it off.

- **Don’t get run over**
  Be sure to leave plenty of space around your logo

- **I can barely see it**
  Don’t make it semi-transparent.
Section 6.

Alternative Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
<th>HSL</th>
</tr>
</thead>
<tbody>
<tr>
<td>undefined (Dark Variant)</td>
<td>rgb(180, 39, 39)</td>
<td>#b42727</td>
<td>hsl(0, 64%, 43%)</td>
</tr>
<tr>
<td>undefined (Light Variant)</td>
<td>rgb(230, 142, 142)</td>
<td>#e68e8e</td>
<td>hsl(0, 64%, 73%)</td>
</tr>
<tr>
<td>Dark Grey</td>
<td>rgb(34, 34, 34)</td>
<td>#222222</td>
<td>hsl(0, 0%, 13%)</td>
</tr>
<tr>
<td>White</td>
<td>rgb(255, 255, 255)</td>
<td>#ffffff</td>
<td>hsl(0, 0%, 100%)</td>
</tr>
</tbody>
</table>
Section.

Typography

Visby ExtraBold  Main Font

LIBERATOR MEDIUM  Slogan Font