MICASAMO

brand
guidelines

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about
this brand

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.

MICASAMO

You never get a second chance to make a first impression.

Will Rogers

table
of contents

the
logo design

Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.

1. the logo and its usage / 2. sub-brands / 3. logo construction + clearspace / 4. mininum logo sites and incorrect uses

01

logo
and usage

The Micasamo logo both corporate and fixed, yet fluid and adaptable. Through the use of clean and powerful lines is carries to correct "weight" of a company that deals in high finance, yet also has flowing lines symbolising the flow from problem to solution.

The logo is adaptable to other sub-brands within the parent company

Used consistently, the mark will reinforce public aware-ness of the company.

The general logo

Micasamo is a Real Estate company first and foremost. It is permissable to use the "main" logo without the associated "real estate" identifier.

When the identifier IS employed the main logotext moves upwards to accomodate it.

Vertical version

In vertical orientation with or without brand/sub-brand identifier.

Sub-Brands

A vibrant collection of colours in the same saturation space denote our sub-brands


vibrant
sub-branding

By employing a range of colours we can effectively incorporate sub-brands. emember - These are true *sub-brands*, not *brand extensions*. Each of the three sub-brands fall squarely under the "real estate" vertical, and hence only need differentitaion via colour and specific division indentifier.

logo construction **+ clearspace**

The Micasamo logo requires seperation from the other elements around it. The space required on all sides is roughly eqivalent to the internal spacings of the elements. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

FULL LOGO WITH TAGLINE
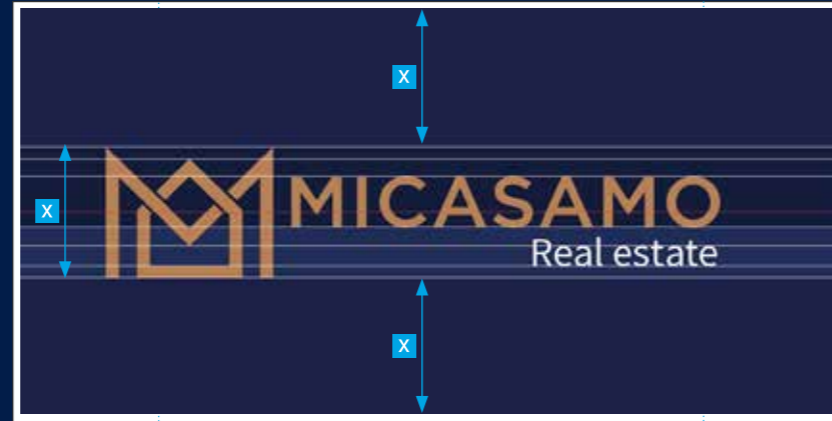
The identifier is set in Source Sans Pro

If you use the logo icon as a single object, it also needs clearspace all around.

MINIMUM LOGO SIZES

There are no predeterminded sizes for the Micasamo logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 34 mm width, for the symbol it is 10 mm width.

LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in any way that is approved by our design department!

THE LOGO
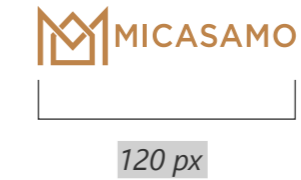
120 px

SYMBOL

16 px

For digital uses the minimum size for the standard logo is 120 px. This is the smallest size apart from when using an ICO. The size for the ICOs is 16 px.

DON'T rotate the logo

DON'T add a drop shadow

DON'T realign elements

DON'T stretch the logo

DON'T use *unapproved* colours

DON'T add other elements

DON'T compress the logo

DON'T use it over an image

the
typography

*Typography is 95% of design –
it's a driving force in all forms of
communication art*

1. the primary and secondary font / 2. typography and hierachy / 3. character and paragraph styles

02

primary
font Gotham

DESIGNER: TOBIAS FRERE-JONES

The Gotham typeface was initially commissioned by GQ magazine, whose editors wanted to display a sans-serif with a "geometric structure" that would look "masculine, new, and fresh" for their magazine.

The lettering that inspired this typeface originated from the style of 1920s era sans-serifs like Futura, where "Type, like architecture, like the organization of society itself, was to be reduced to its bare, efficient essentials, rid of undesirable, local or ethnic elements."

This font should be used in all Micasamo communications - primarily as a title face - to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

Gotham

THE QUICK BROWN FOX JUMPS OVER THE LAZY the quick brown fox jumps over the lazy dog 1234567890

Light	*Italic*	**Bold**
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	*ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890*	**ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890**

Segoe UI*

THE QUICK BROWN FOX JUMPS OVER THE LAZY the quick brown fox jumps over the lazy dog 1234567890

*as an example of a system stack sans-serif font

Light	*Italic*	**Bold**
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	*ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890*	**ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890**

secondary
open sans pro

Open Sans Pro is used, at semibold weight in our logo as the sub-brand "identifier"

website
System stack

There are several advantages to using a "system font stack" on our website

On our website we leverage a "system font-stack": *system-ui, -apple-system, "Segoe UI", Roboto, "Helvetica Neue", "Noto Sans", "Liberation Sans", Arial, sans-serif, "Apple Color Emoji", "Segoe UI Emoji", "Segoe UI Symbol", "Noto Color Emoji"* - This leverages the built in fonts of the viewing device.

On Windows devices, this is "Segoe UI".

typography
and hierachy

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Here are some of the most common techniques for the designs.

Heading 1: Segoe UI 48 pt bold

Micasamo

Heading 1: Segoe UI 48 pt bold

Micasamo

Heading 2: Segoe UI 30 pt bold

Micasamo

Micasamo

Body text, Segoe UI 10 pt regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum venenatis, justo quis mollis volutpat, nibh enim. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum venenatis, justo quis mollis volutpat.

Character & paragraph styles

BASIC TEXT BOLD UPPERCASE ONSEQUIAE RATAM NOS MOLOREPUDAM ULPA IUR MA VOLORATIS ESSIMODIA SI CONECER ROREPELICIA ILLUPTIOSAM ANDIGNIANT POS MINIMETUR, QUODICA TESEQUATUR, ACCUM RENDAM. EHENITEM SIMOLOR EHENTOT ASPELLABORE.

Basic text italic with background

Ciis eumendi gnimos aut labores sequis sunt quam fuga. Nequos eum facea vollab ius, odis ad moloreh endest, sum il exerio. Ique alit que dolupta musantis re que dero et abore. Hitis ipictias.

Basic text regular gray
Antem autem que perum as et la verum dolum doles deliaep tatibus voluptatia volecat emporen daernam, vernatur? Quia dolorate nonsernat.

Obis sam quos est eaturioris magnis aperestem illuptur magnihicias ullorit rehenia consequo doluptatae.

Basic text white center
Accum niti blamus. Iberro con rem etum accum reperatem esseque nonsenist ulpa ea doluptati ariae acid quas de omnihilia dero voluptasped quis cullabo. Ro eatibuscia doluptatiae pratecto vitam ulpa doloriorunt eius audit evelecae.

- List with bullets
- Ciis eumendi gnimos aut labores etiam tu est
- Sequis sunt quam fuga.
- equos eum facea vollab ius, odis ad moloreh endest, sum il exerio.

1. List with numbers
2. Denducil liquis re, quis eum sequi odiam recum,
3. im res con reicti dolut pliqui blabores samus essum ut omnimolut quam, que pos as maio.
4. Me pero doluptat et pa si utatur re, to quisci ullaborro blaut quiaturi officit ianima consequos el eius vent,
5. in explibus, te eosapit earchil imostrum expliquunt.

place
text on photo

Place text on images according to the examples on the right. It is important to place the text on solid color parts of the background. It is not allowed to use text on complex backgrounds, because it will reduce the readability.

Colors for the text are white, dark gray, and our pre-specified Pantone shades. Other colors are not allowed.

35 mm

25 mm

Lorum

Example on light-background

Tinciisim raescia ipsaperci ut accum et et poris as essimet plita post, sequas soluptam labores eum.

Duciunt quod et qui asimus.
Ut prerum aut eos velit fugias dolestiist lab inus apit qui re volessinulpa quatibosant volut magnamus aut et labo. Nam aut prerferrum quia voluptatur?

Headline 1

Lorum

Intro

Tinciisim raescia ipsaperci ut accum et et poris as essimet plita post, sequas soluptam labores eum.

Body text

Duciunt quod et qui asimus.
Ut prerum aut eos velit fugias dolestiist lab inus apit qui re volessinulpa quatibosant volut magnamus aut et labo. Nam aut prerferrum quia voluptatur?

OTHER EXAMPLES FOR IMAGES USING DELIMITED AREAS USING THE LOGO ANGLE (45°)

35 mm

25 mm

Iciur, sim inctia sitatem. Nam harumendae voluptam a comnis ex-
cerroviditi as nonet apid quiaerum aute sitinulparum vendi net veliti
doluctasitam faciliquem exemat iorpore, aigend itectur?

35 mm

the
colour system

With 93% of customers influenced by colors and visual appearance, make sure you pick the right colors for your company.

1. the logo color palette / 2. secondary olor palette
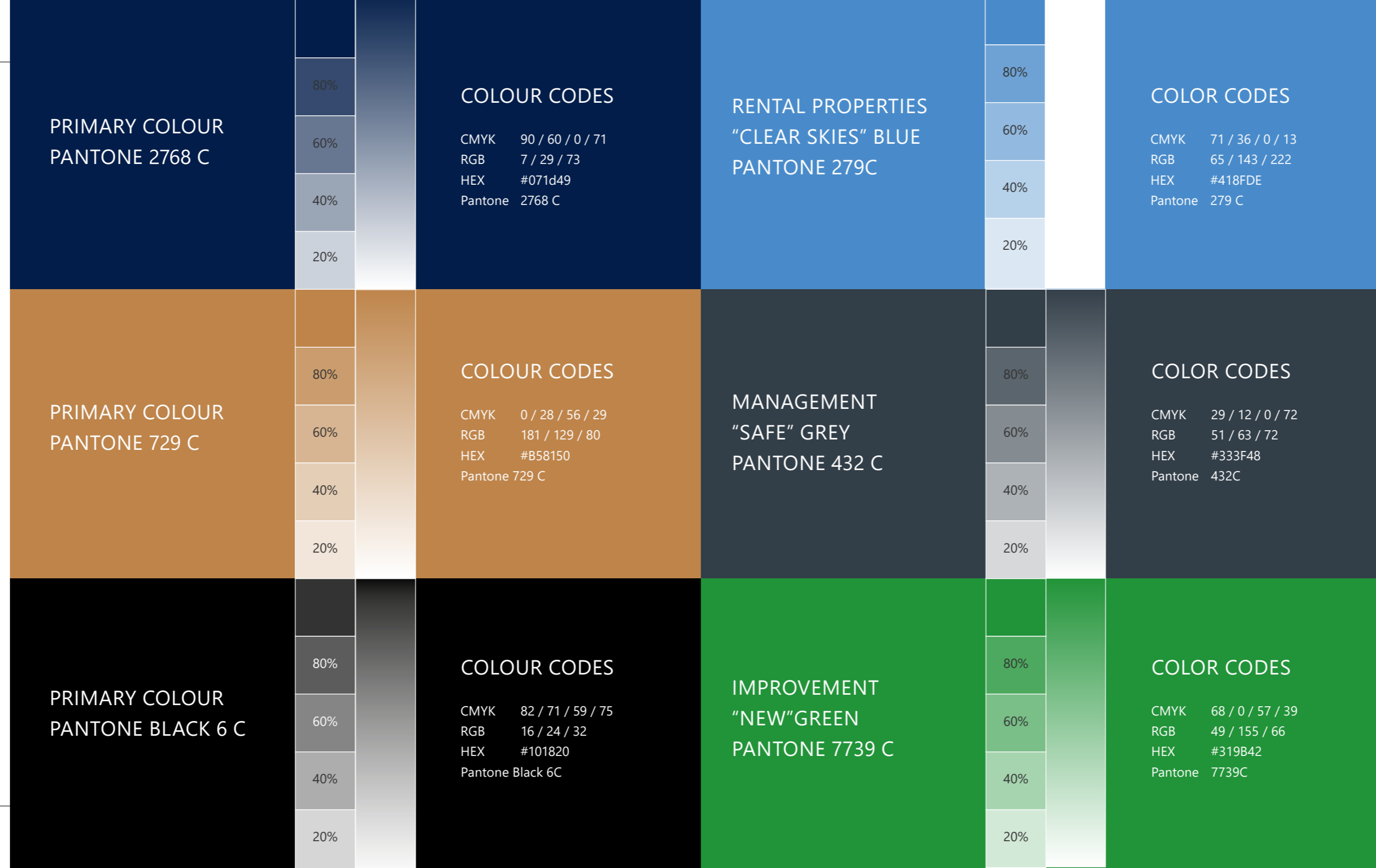
03

the general
color palette

UNAPPOLOGETIC GRADIENTS!

The following palette has been selected for use in Micasamo communcations. Lighter tints of these colors are also allowed., but the Logotype + background may only be used with a 100% tint.

The primary colors include a deep blue/purple, that embodies the financial background and corporate seriousness of the company, paired with the "quality" of gold.

The subrands emopbody: "Sunny skies" blue for rentals, "Steely safe" grey for Management and "New" fresh green for home improvements.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognisable appearance across all communications.

PRIMARY COLOUR
PANTONE 2768 C

80%
60%
40%
20%

COLOUR CODES

CMYK   90 / 60 / 0 / 71
RGB   7 / 29 / 73
HEX   #071d49
Pantone   2768 C

PRIMARY COLOUR
PANTONE 729 C

80%
60%
40%
20%

COLOUR CODES

CMYK   0 / 28 / 56 / 29
RGB   181 / 129 / 80
HEX   #B58150
Pantone 729 C

PRIMARY COLOUR
PANTONE BLACK 6 C

80%
60%
40%
20%

COLOUR CODES

CMYK   82 / 71 / 59 / 75
RGB   16 / 24 / 32
HEX   #101820
Pantone Black 6C

RENTAL PROPERTIES
"CLEAR SKIES" BLUE
PANTONE 279C

80%
60%
40%
20%

COLOR CODES

CMYK   71 / 36 / 0 / 13
RGB   65 / 143 / 222
HEX   #418FDE
Pantone   279 C

MANAGEMENT
"SAFE" GREY
PANTONE 432 C

80%
60%
40%
20%

COLOR CODES

CMYK   29 / 12 / 0 / 72
RGB   51 / 63 / 72
HEX   #333F48
Pantone   432C

IMPROVEMENT
"NEW"GREEN
PANTONE 7739 C

80%
60%
40%
20%

COLOR CODES

CMYK   68 / 0 / 57 / 39
RGB   49 / 155 / 66
HEX   #319B42
Pantone   7739C

secondary
color palette

The secondary color palette includes specifications for Pantone colors on coated stock (C) and HKS on natural paper (N). When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich the Micasamo visual identity as a whole. Lighter tints of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the orange colour extremely sparingly.

the
stationery

When it comes to developing the stationery, consistency is the key for all layouts and designs

1. the letterhead / 2. business card and envelope

04

the
letterhead

Our stationery is one of the most widespread forms of contact for business and corporate communications.

Clean and simple, we designed our stationary to align with our visual system. The letterhead features the logo in the top left corner with the business contact information on the opposite site.

Dimensions:
DIN A4

Paper:
100 g/m² offset white

210 mm

297 mm

BUSINESS CARDS

The business card will be used for all official contact and communication of our company. These are the approved layouts.

Dimension:
85 mm x 55 mm

Print:
350 g/m² glossy white paper

ENVELOPES

The envelope will be used for all official contact and communication of our company. These are the approved layouts.

Dimension:
Din lang with address window

Print:
80g/m² offset white paper

NOTICE:
The backside of all envelopes will be plain with gold foil flap. Other formats are allowed.

the
imagery/
textures

Brand image is the overall impression in consumers' mind that is formed from all sources

1. the imagery & color effects / 2. examples and rules

05

the imagery
& color effects

Good imagery helps to reinforce our values and creativity. Any photography needs to be professional in its approach and engaging in its content. It is essential for our Micasamo brand, because it creates emotions and has a distinct personality. Avoid clichés and obvious poses.

Our "Micasamo Texture". A quilted texture effect created with repeating logos over the brand primary/secondary colour.

CMYK

Grayscale

75% tint

EXAMPLES AND RULES

REQUIREMENTS:

1. Employ "lifestyyle" oriented imagery

2. Emphasise team photos

3. All photos should be light and clean

4. Use the pictures of sufficient quality and resolution

5. Grayscale images for print and web are permitted

6. Use of imagery that demonstrates professionalism, teamwork, and problem solving.

7. Use CMYK (RGB for web) modus, when the background is white or the colorscheme fits with the colors of Micasamo.

8. Use grayscale images, when the colorscheme doesn't fit with the background.

9. Use images with color overlay, when you want add additional text

the
grid system
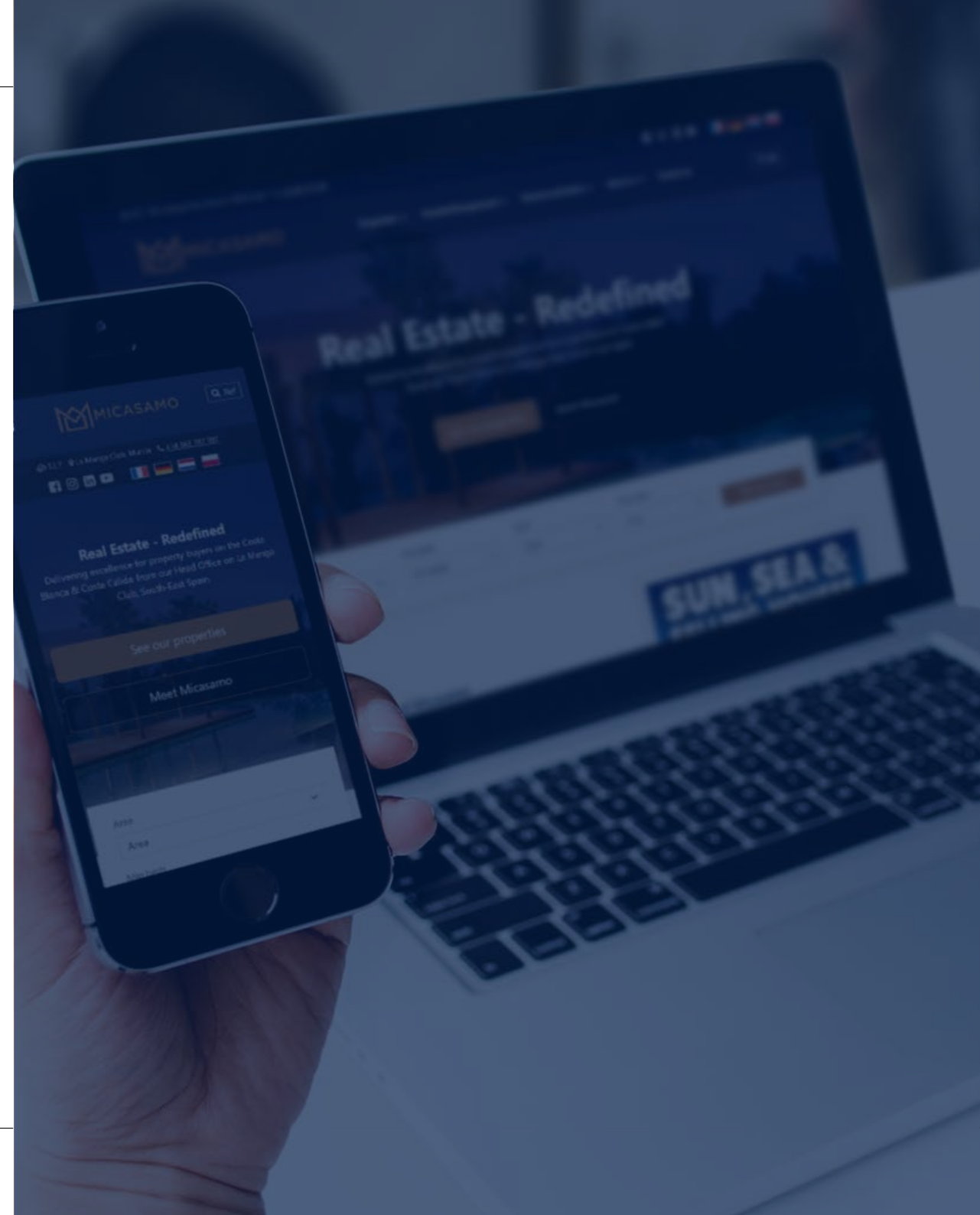
Using a grid system is one way to achieve a level of consistency that would be otherwise extremely difficult to master

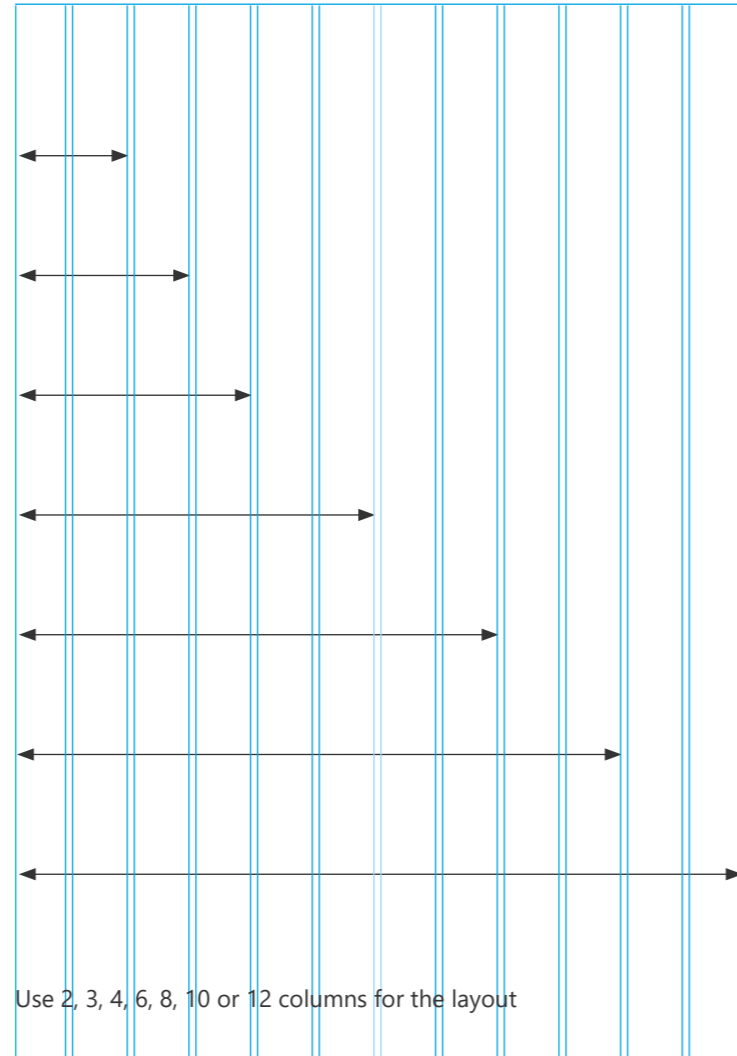1. print grid system / 2. web grid system / 3. grid system for images

06

print
grid systems

USE ON DIN A4 AND LETTER FORMAT

The grid is used as a guide for how to place text, photos and advertisements on the page. The font size that you use should be proportionate to the grid. Using a font that is too large will cause odd hyphenation and breaks, which can be difficult to read and using a typeface that is too small can cause strain on a reader trying to get from the start of a line to the end.

The 12 column grid is always the basic. For special prints, a 6 cloumn grid is also allowed.

Use 2, 3, 4, 6, 8, 10 or 12 columns for the layout

GRID SYSTEMS FOR IMAGES
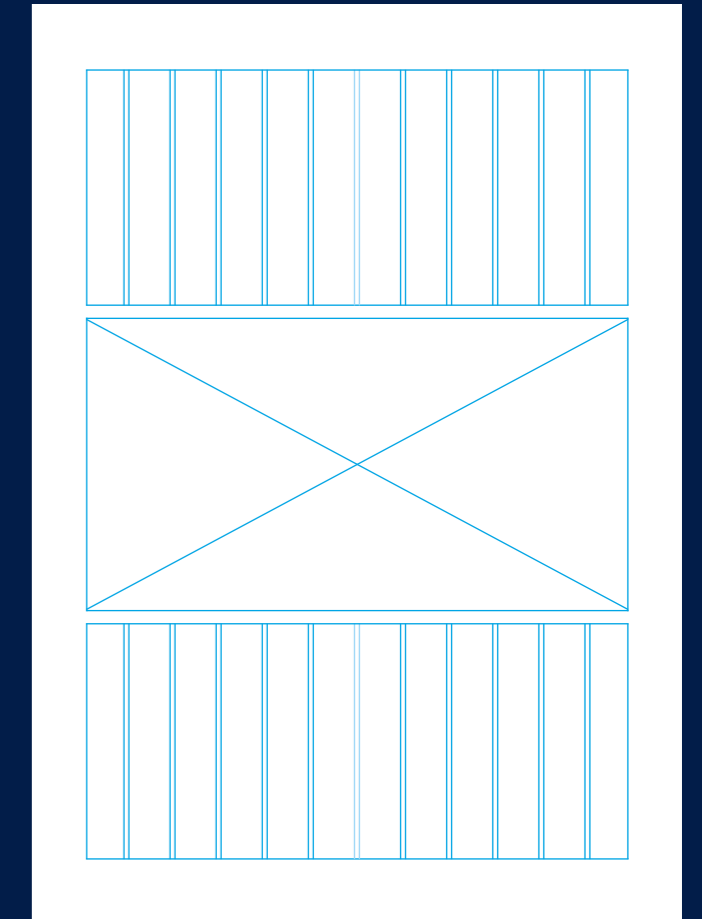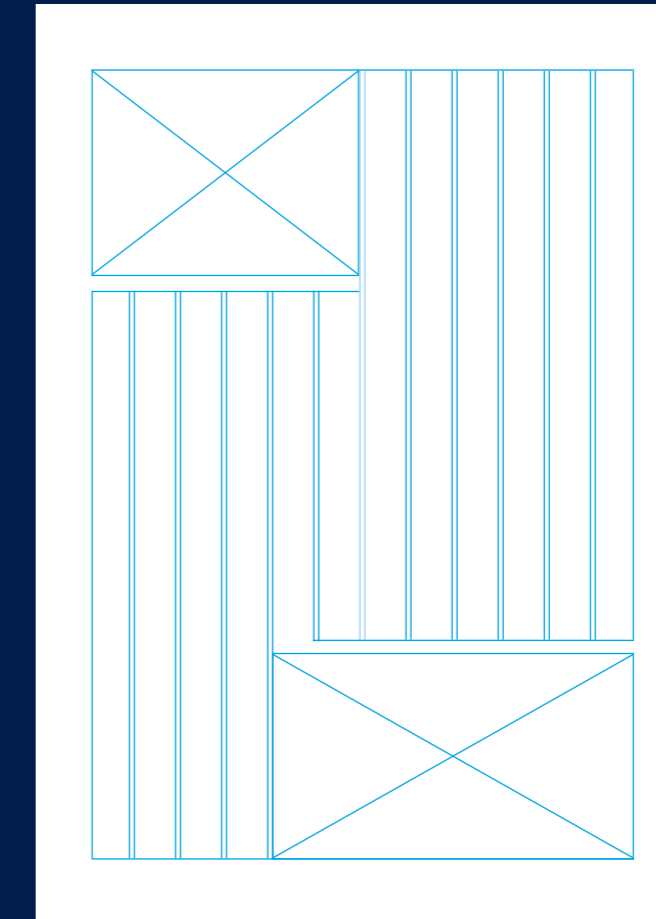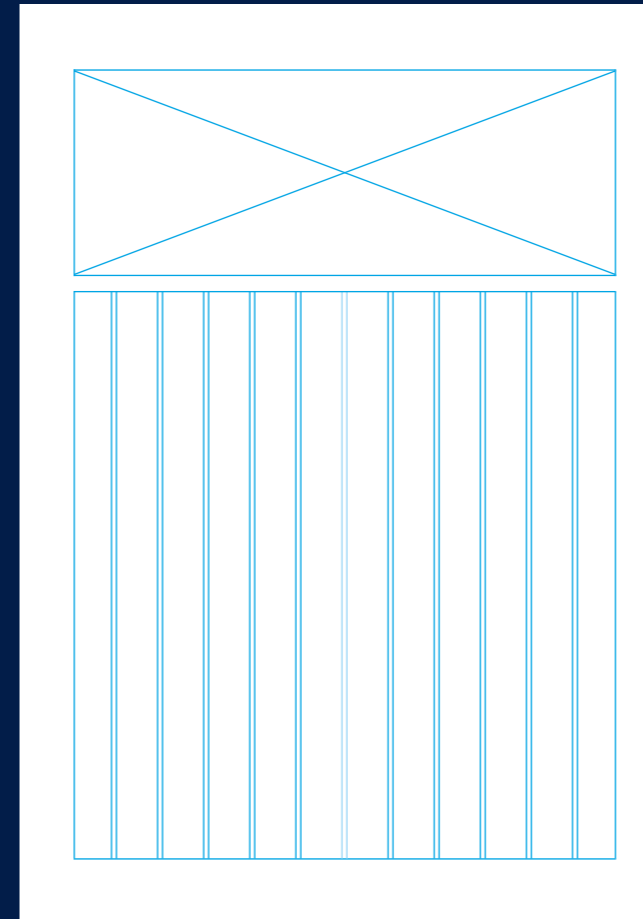
web
grid systems

USE ON DIFFERENT DEVICES.

Grid systems are used for creating page layouts through a series of rows and columns that house your content. Here are some examples.
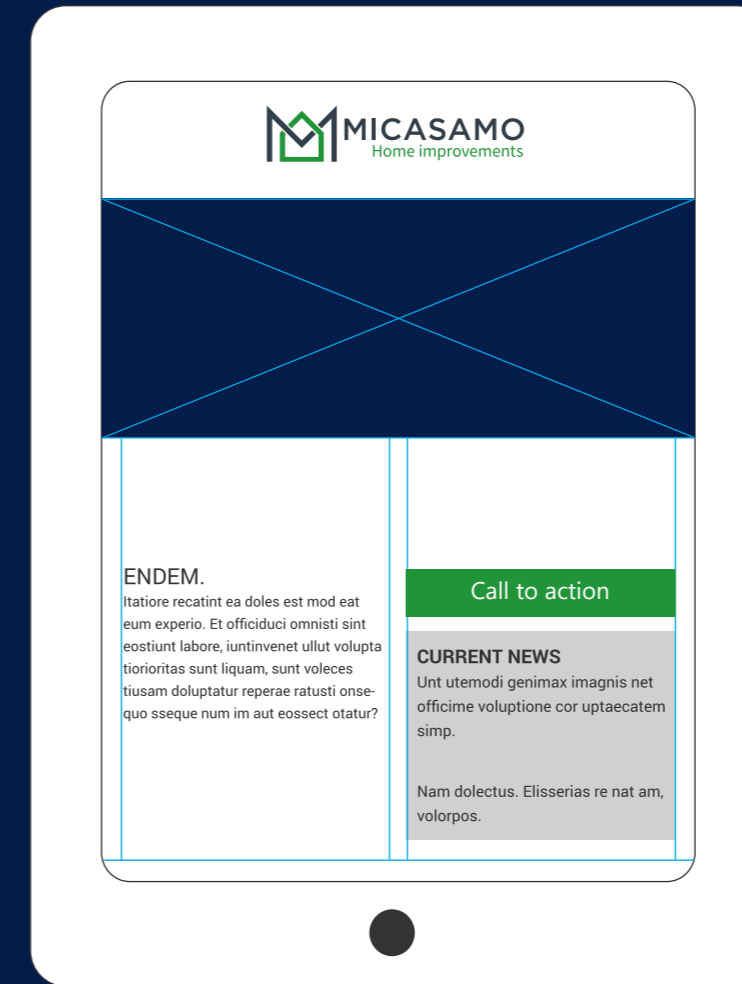
We use a 12-column responsive grid system online based on Bootstrap 5.

Please follow the rules, to have a consistant visual appearance.

MICASAMO

Call to action   Call to action

GRID SYSTEM WEB LAYOUT

The layout is based on a 12 columns bootstrap grid system. The Bootstrap 5 grid system has six tiers of responsive behavious. We build *Mobile First*

MICASAMO
Home improvements

ENDEM.
Itatiore recatint ea doles est mod eat eum experio. Et officiduci omnisti sint eostiunt labore, iuntinvenet ullut volupta tiorioritas sunt liquam, sunt voleces tiusam doluptatur reperae ratusti onse-quo sseque num im aut eossect otatur?

Call to action

CURRENT NEWS
Unt utemodi genimax imagnis net officime voluptione cor uptaecatem simp.

Nam dolectus. Elisserias re nat am, volorpos.

TABLET VERTICAL GRID

The layout is based on a 12 columns Bootstrap grid system.

MICASAMO

Call to action

MOBILE DESIGN

The layout is based on a 12 columns Bootstrap grid system.

FONTS

Online we are using a system font-stack for optimal legibility and speed, backed up with Aleo titles.

COLOURS

The basic color for the websites is always white. Use light grey to highlight some arti-cles. The brand/sub-brand colour is only used for calls to action
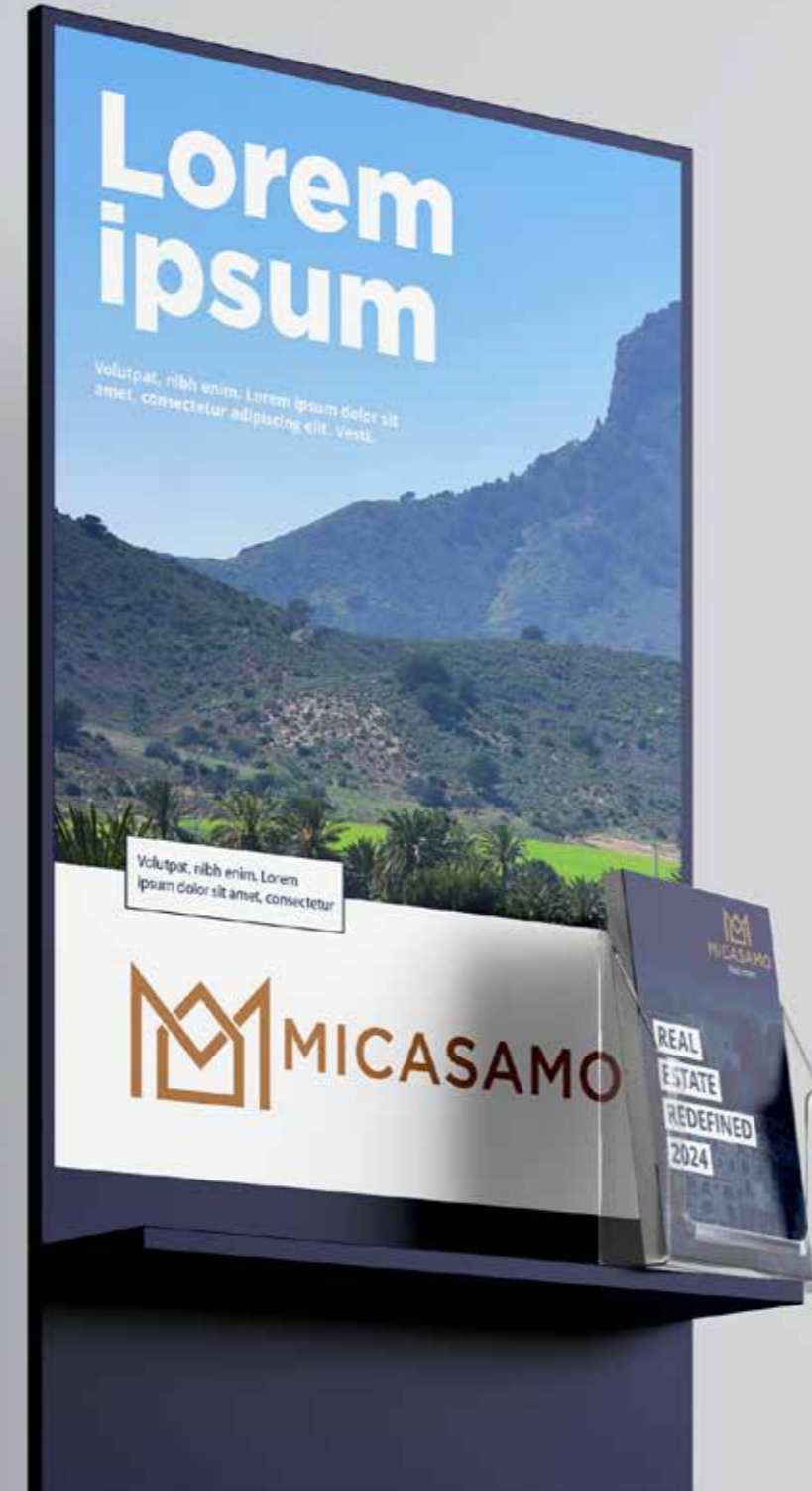
MOBILE FIRST

Always think "Mobile First!" On mobile screens the website should function almost like an installed app.

SIMPLICITY
Use the paradigm...
"Don't make me Think"!

the
additional

*An organization, no matter how well designed,
is only as good as the people who
live and work in it.*

1. office supplies / 2. corporate icons

06

stationary
system

When used on t-shirts, mugs etc. any of the approved logos can be used. The symbol may also be used separately from the lettering.

For the background use always white, black or the primary shade of blue with our "Micsamo Texture"

OTHER SUPPLIES

For other office supplies use always the same color, no matter what printable object you use.

Just some possibilities:

Pencil or ball pen

USB Sticks

Mobile phone cover

the
checklist

Best to have a checklist. Then you know you've done everything perfectly!

01 THE LOGO
Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.

02 COLOUR
Please make sure that only your approved primary and secondary colors are used.

03 TYPOGRAPHY
Use the font Gotham for all top headings. For body text and smaller headings use font Segoe UI. Both fonts are also available for web (Segoe UI as a possible System Stack selection)

04 IMAGERY
Use desatured photos with vintage color, grayscale photos or photos with color overlay. Please follow the rules.

Thank you!

help or
feedback?

to provide feedback, share information or seek answers to questions you may have about this brand, please contact:

TOM MAYERS
Gran Alacant, Spain
Mobile   +34 628 147 287
E-Mail   tom@mayersdesign.com

brand
guidelines

MICASAMO