

Midori-Bio

Brand Guideline

Version 1.0 | 2021



Overview

This is a guide to the basic elements that make up **Midori-Bio Brand**. It has been developed to provide a comprehensive understanding of the Brand identity.

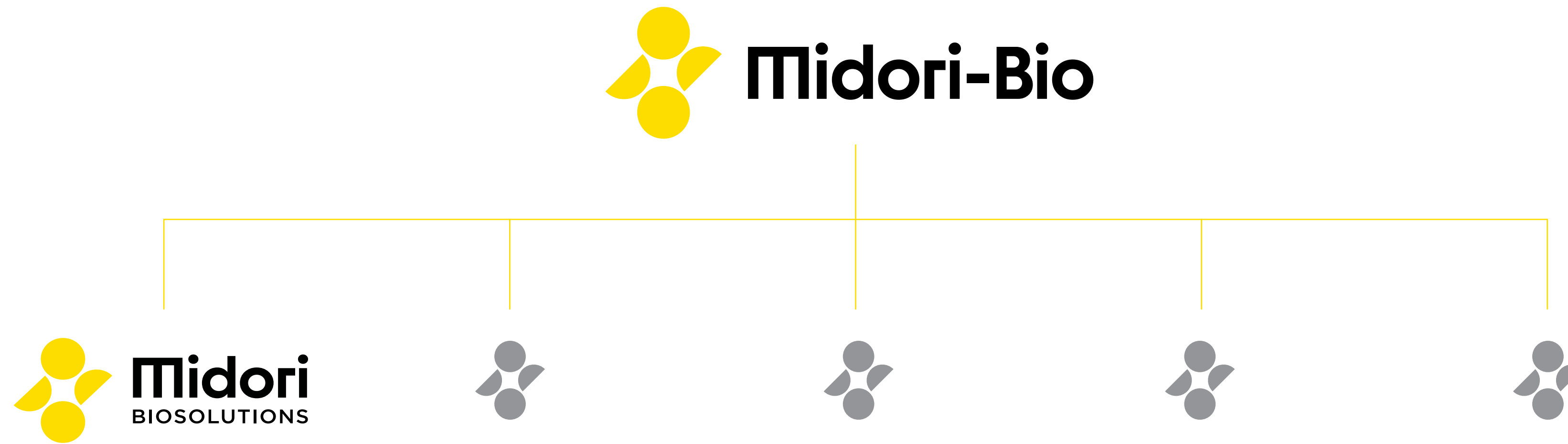
It shows how to correctly implement the design elements online and in print.

The Company

Midori-Bio is a forward thinking and innovative company aiming to change the world with radical and proactive thinking. Innovation, empowerment and honesty are the core values at the heart of our ethos.

Midori-Bio will continue to grow our portfolio of products and solutions therefore a hierarchy and structure must be evident, this chart will continue to grow with our offerings.

Midori-Bio is the company, the parent brand, Midori Biosolutions is one of our products, please be aware of this hierarchy when referencing the company.



01.

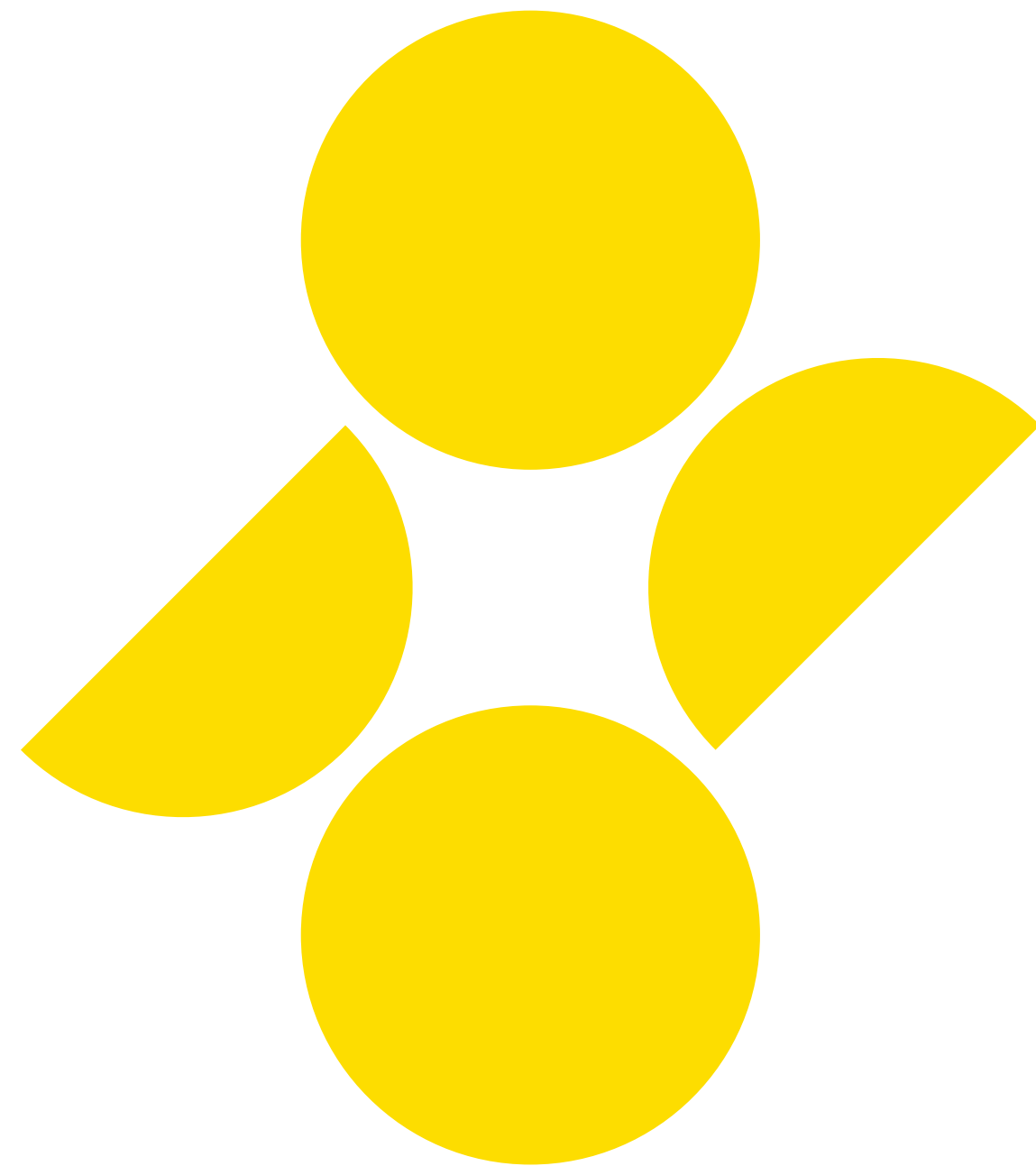
Logomark & Logo

The Midori-Bio logomark

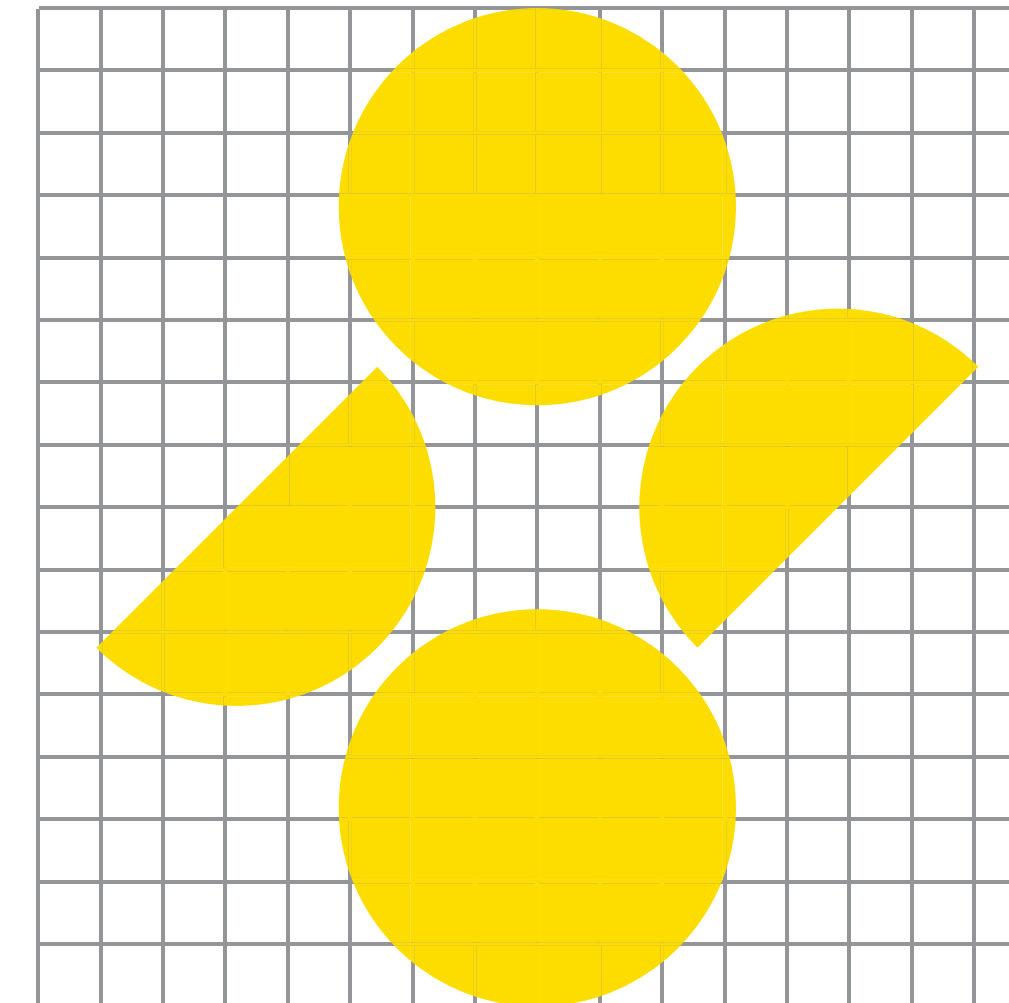
Showing the degradation of the molecules, the Midori-Bio logomark is composed with simple geometric shapes.

The Midori-Bio logomark is designed to be legible and distinguish at most sizes, and can be used as a graphic element.

The logomark is created in a 16x16 grid. Note the consistency of shapes, sizes, and spacing. This geometry must always be maintained.



THE **Midori-Bio** LOGOMARK



16X16 GRID

Our logo

The Midori-Bio Logo comprises the logomark and the logotype. Always use the logo files provided in the logo pack. Do not re-create.

The hero logo is how we want to be recognized however it should only be used in appropriate occasions. Avoid using it in complex layouts as it will make a messy result.

This lockup is highly appealing and ideal for large-size usages and calling for attention.



HERO LOGO (COMPANY)



HERO LOGO (PRODUCT)

Horizontal & Stacked logos

Company

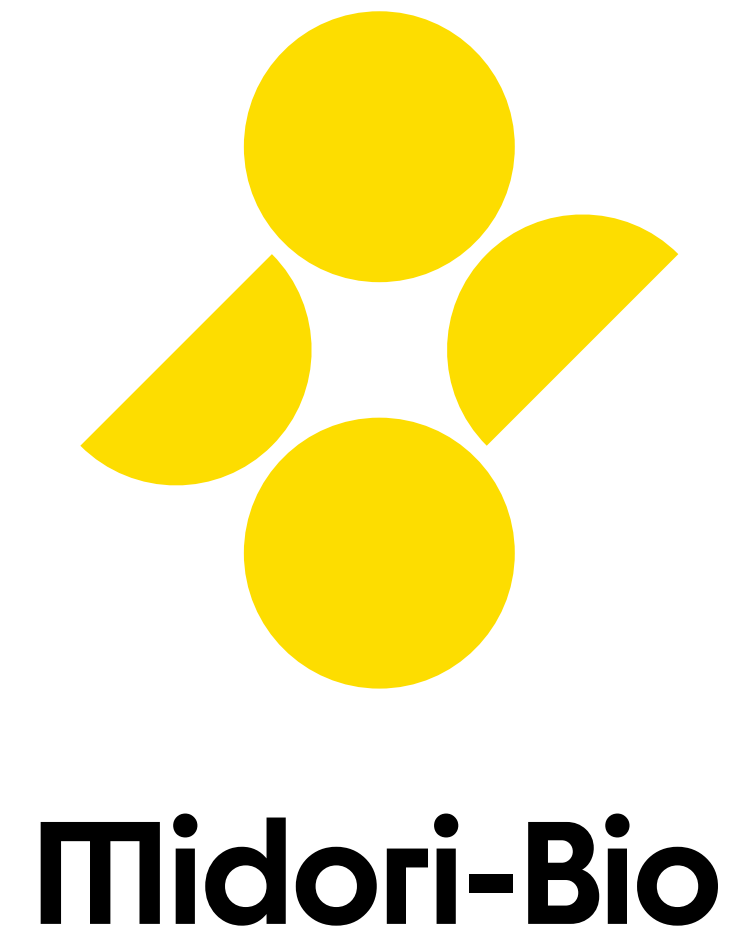
The instances here are optimized for medium to large size uses.

The horizontal logo is the primary logo for print and media usage, this retains maximum legibility however should space dictate a vertical layout, a stacked logo lockup is displayed here.

The stacked logo is for medium to large-size use and should be avoided when legibility becomes an issue.



HORIZONTAL LOGO



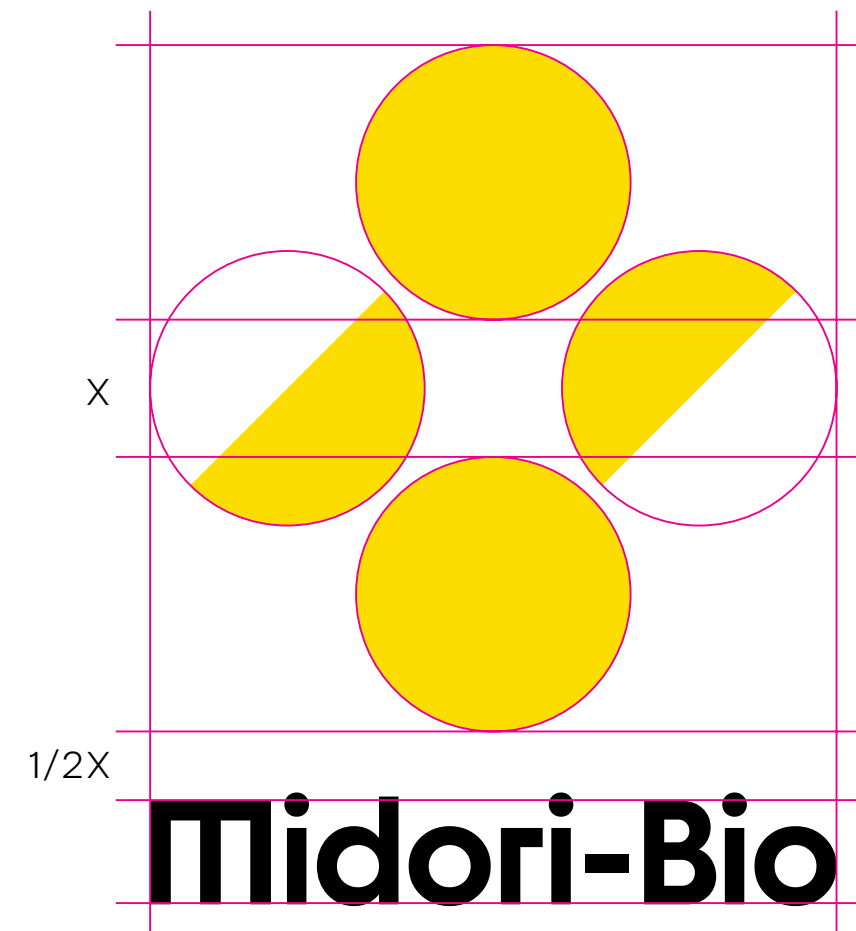
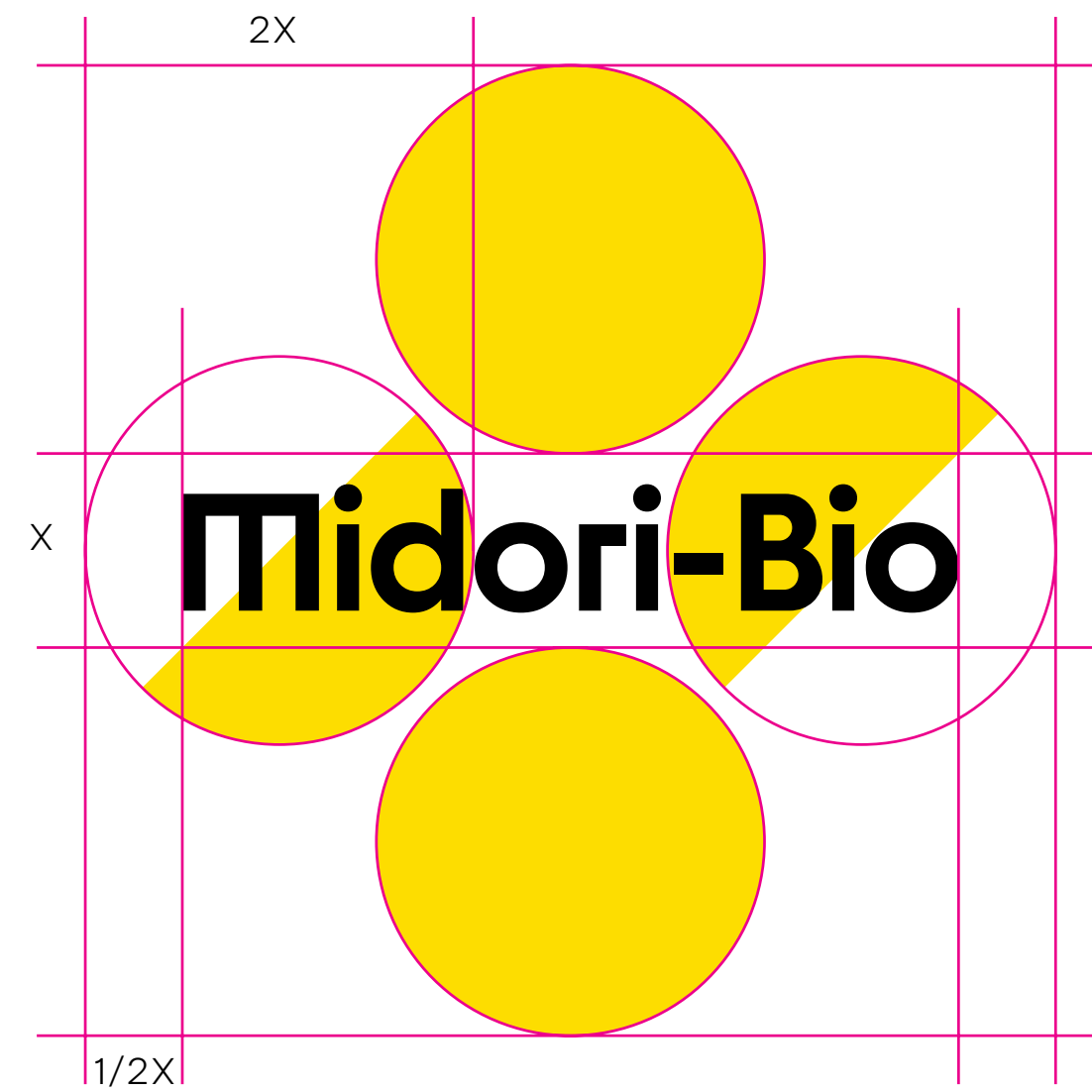
STACKED LOGO

Logo Construction Company

X equals the circle radius, and it is the base unit and assigned to all logo lockups.

The logomark and logotype have very specific placement relationships within each logo. The alignments create a solid lockup and allow for other graphic elements to align with them.

Knowing these spacial relationships is critical for maintaining consistency across the brand.



Small Size Company

The **small logo** should be used when it will be rendered at a size between 60px wide and 100px wide (20mm-35mm when printed).

The **small icon** should be used when it will be rendered at a size between 20px tall and 30px tall (5mm-7mm when printed).

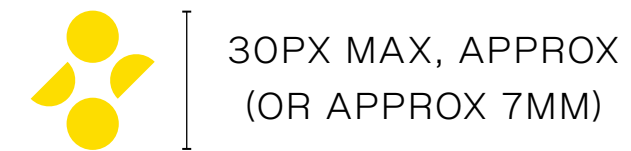
Only the **horizontal logos** are optimized and provided for small use. **Do not use** the stacked logo for small use.



Maximum Sizing for Small Use Logo



100PX MAX, APPROX
(OR APPROX 35MM)



30PX MAX, APPROX
(OR APPROX 7MM)

Minimum Sizing for Small Use Logo



60PX MIN, APPROX
(OR APPROX 20MM)



20PX MIN, APPROX
(OR APPROX 5MM)

Horizontal & Stacked logos

Product

The instances here are optimized for medium to large size uses.

The horizontal logo is the primary logo for print and media usage, this retains maximum legibility however should space dictate a vertical layout, a stacked logo lockup is displayed here.

The stacked logo is for medium to large-size use and should be avoided when legibility becomes an issue.



HORIZONTAL LOGO



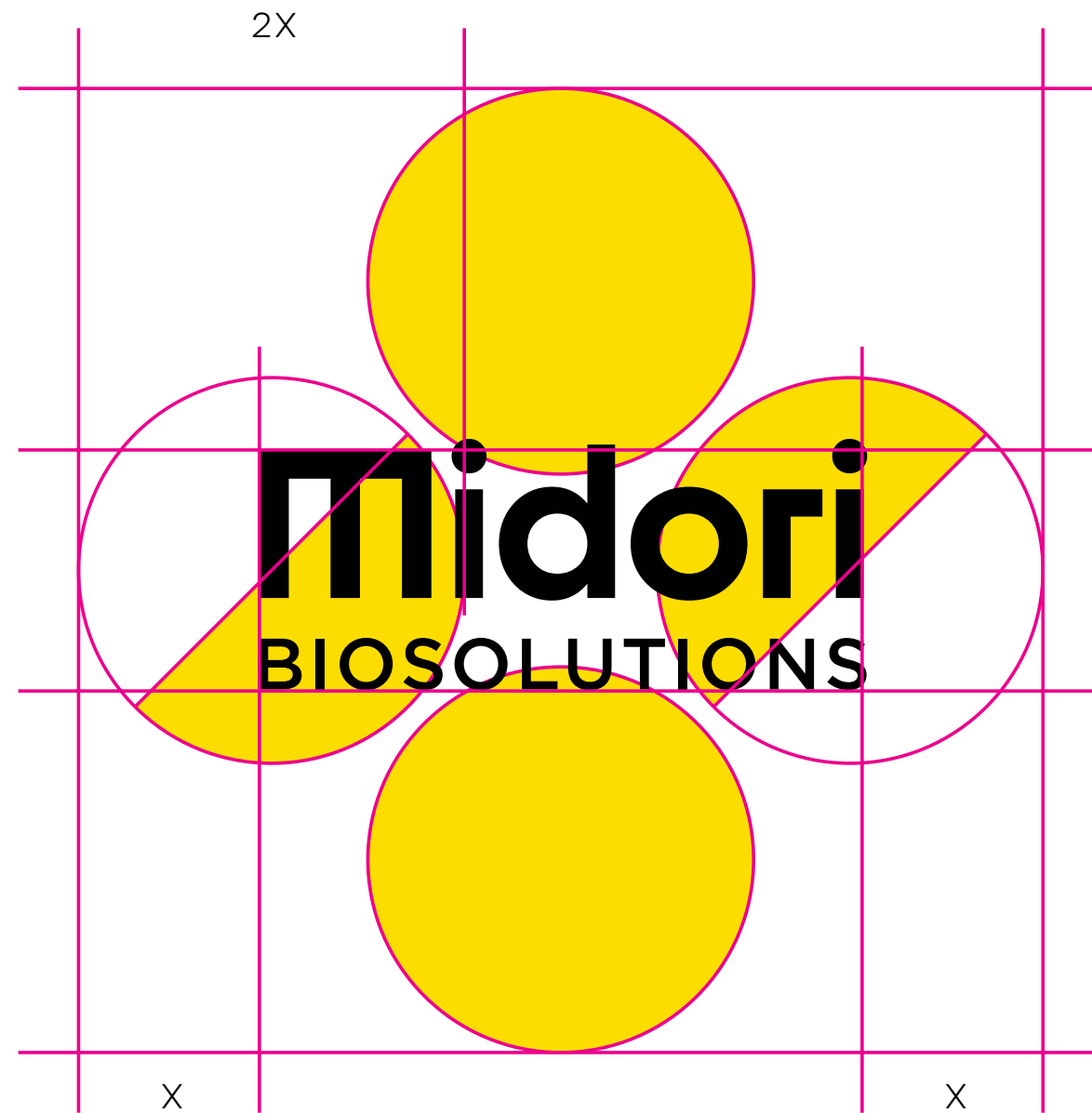
STACKED LOGO

Logo Construction Product

X equals the circle radius, and it is the base unit and assigned to all logo lockups.

The logomark and logotype have very specific placement relationships within each logo. The alignments create a solid lockup and allow for other graphic elements to align with them.

Knowing these spacial relationships is critical for maintaining consistency across the brand.



Small Size Product

The **small logo** should be used when it will be rendered at a size between 70px wide and 110px wide (20mm-45mm when printed).

Only the **horizontal logos** are optimized and provided for small use. **Do not use** the stacked logo for small use.



Maximum Sizing for Small Use Logo



Minimum Sizing for Small Use Logo



Usage on Backgrounds

The **hero logo** can only be used on white or yellow coloured background.

The **full-color logos** should be used only on white, black or yellow colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a clear black or white area of the image



Emblems & One-Colour Use

In order to work with different partners in the future, the logo can be converted into emblems which will then be easy to co-exist with partner brands. Here showing some examples of these scenarios



Logo Misuse



Do no crop the logo



Do no outline the logo



Do no recreate the logo using other typefaces



Do no squeeze the logo



Do no apply drop shadow to the logo



Do no rotate any part of the logo



Ensure enough contrast between every part of the logo and the background so that it is legible



Do not use complex background against the logo unless the logo sits on a white/black area

02.

Colours & Graphic Elements

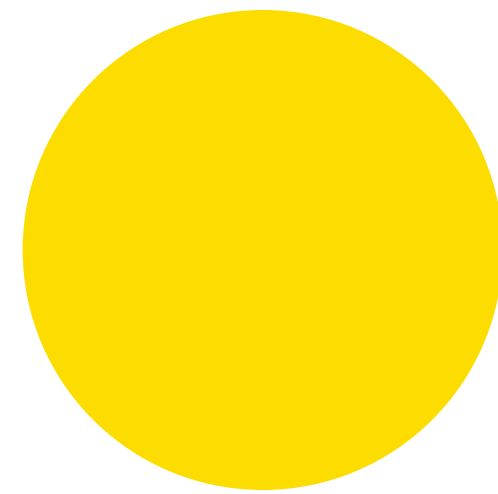
Our Palette

Primary Colours

The following is our **primary colour palette**. Generally, the brand yellow acts as a pop color in illustrations or icons but should not be used in contextual text. It also works well as background colors or used against dark colours.

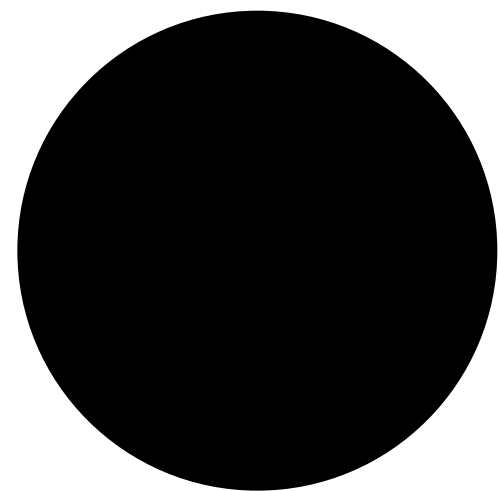
We also included a supportive palette to provide versatility. You can use all shades of grey or tints of the supportive colours to make it practical to you. **Do not use** supportive colours to represent the brand.

MAIN PALETTE



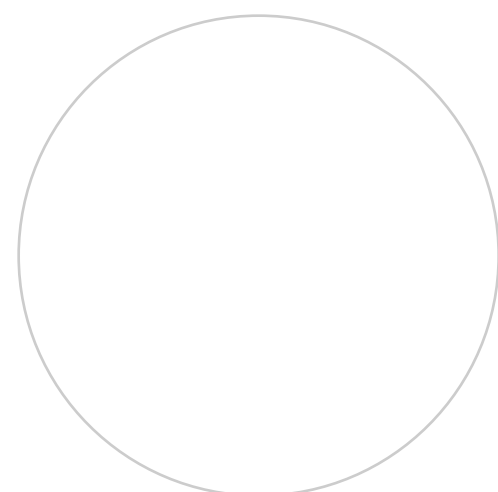
Yellow

Pantone Yellow C
CO M0 Y100 K0
#FEDD00



Black

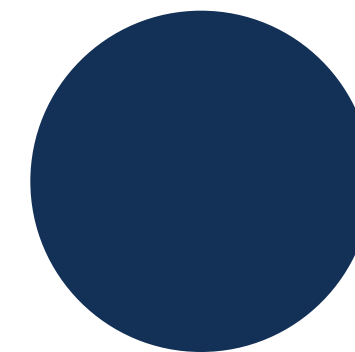
K=100
#000000



White

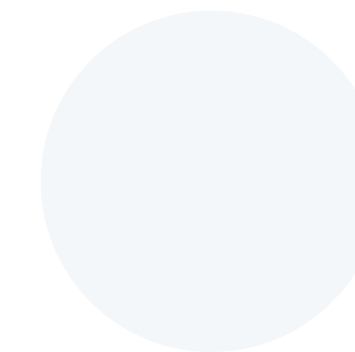
K=0
#FFFFFF

SUPPORTIVE PALETTE



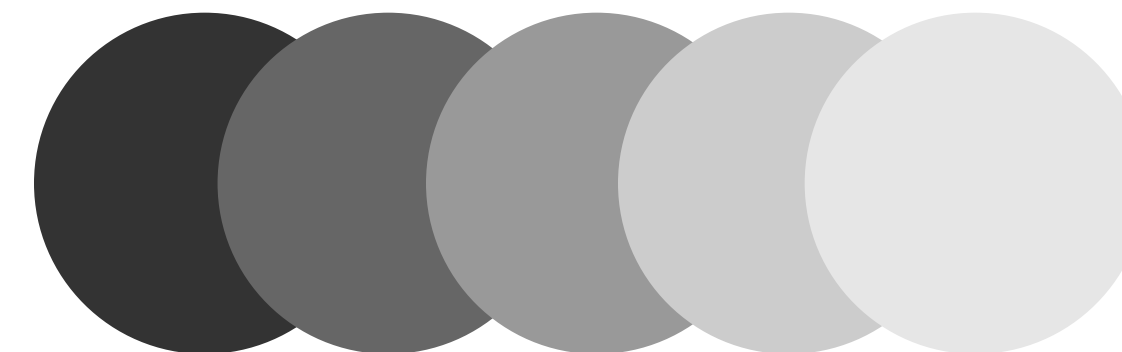
Dark Navy

PMS 540
C100 M57 Y12 K66
#003057



Faded Blue

PMS 545 @ 45%
C8 M2 Y2 K0
#E7EFF5



Grey

K=90-10

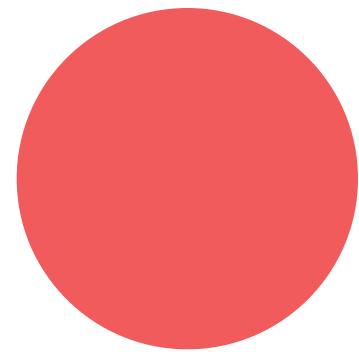
Our Palette

Secondary Colours

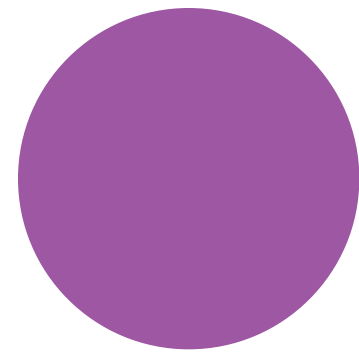
The **secondary colour palette** is provided to enrich the brand experience. It adds a breath of youth into the Midori-Bio brand and gives the brand image a lot of energy.

The colours in this palette should be used sparingly and carefully. When in a layout, they should be used at a **maximum of 15% usage**. Avoid using the secondary

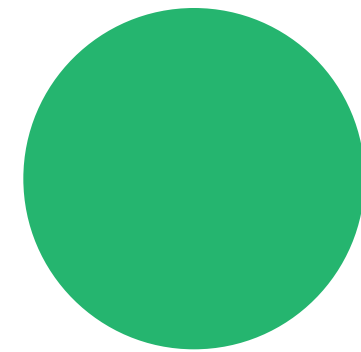
colours as the main colour or allow it to compete with the primary yellow.



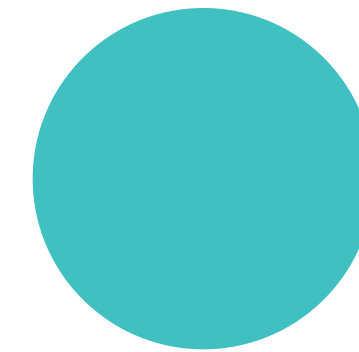
Blush
PMS 178
CO M70 Y58 KO
#FF585D



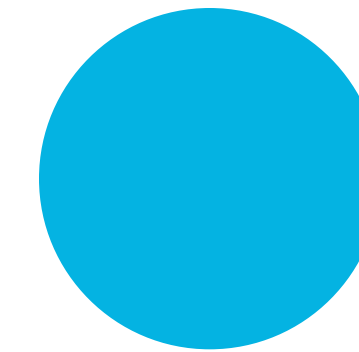
Lilac
PMS 2582
C48 M80 YO KO
#AC4FC6



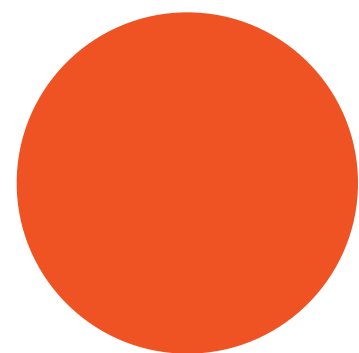
Jade
PMS 7480
C75 M0 Y71 KO
#00BF6F



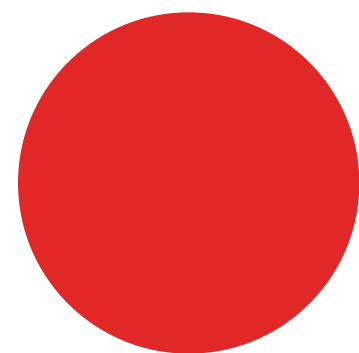
Sea
PMS 3252
C49 M0 Y23 KO
#2AD2C9



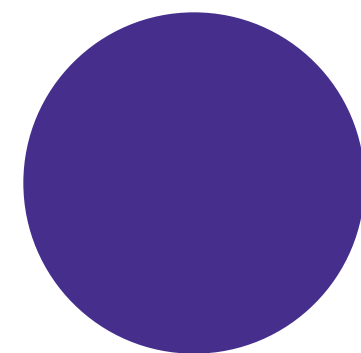
Sky
PMS 306



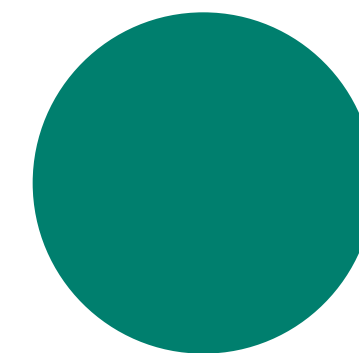
Tangerine
Pantone Orange 021
CO M65 Y100 KO
#FE5000



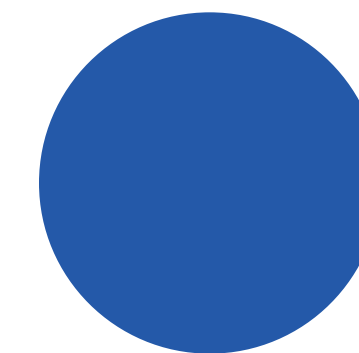
Red
PMS 485
CO M95 Y100 KO
#DA291C



Violet
Pantone Violet
C90 M99 YO KO
#440099



Pine
PMS 569
C90 M9 Y60 K15
#00816D



Sapphire
PMS 2935
C100 M52 Y 0 KO
#004C97

Logomark Usage

The logomark is designed to be used as a decorative element. This style is well suited for branded campaigns and inspire conversations.

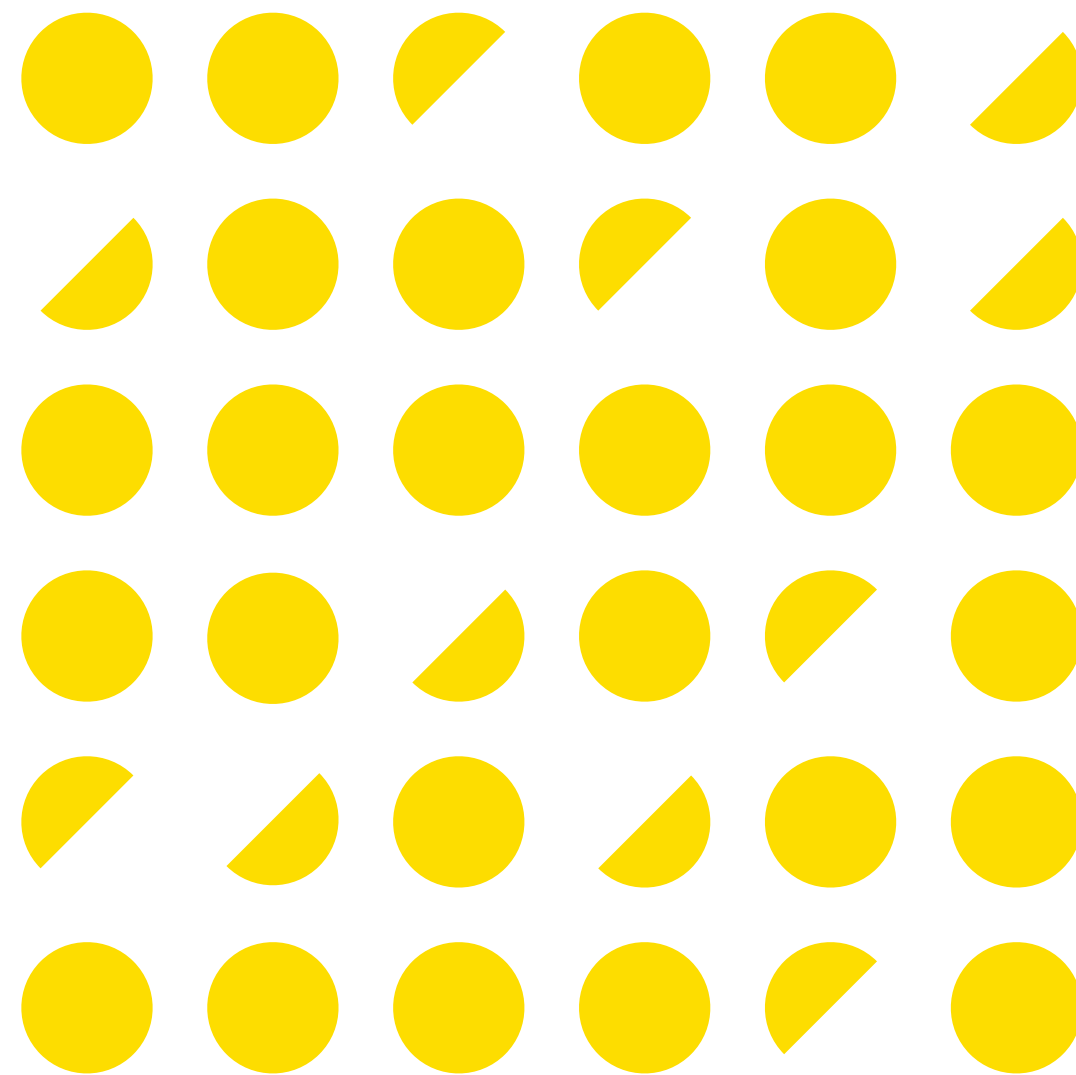
Use it to form a 'window' effect in your design to frame our vision, our solution and our positive point of view to the future.



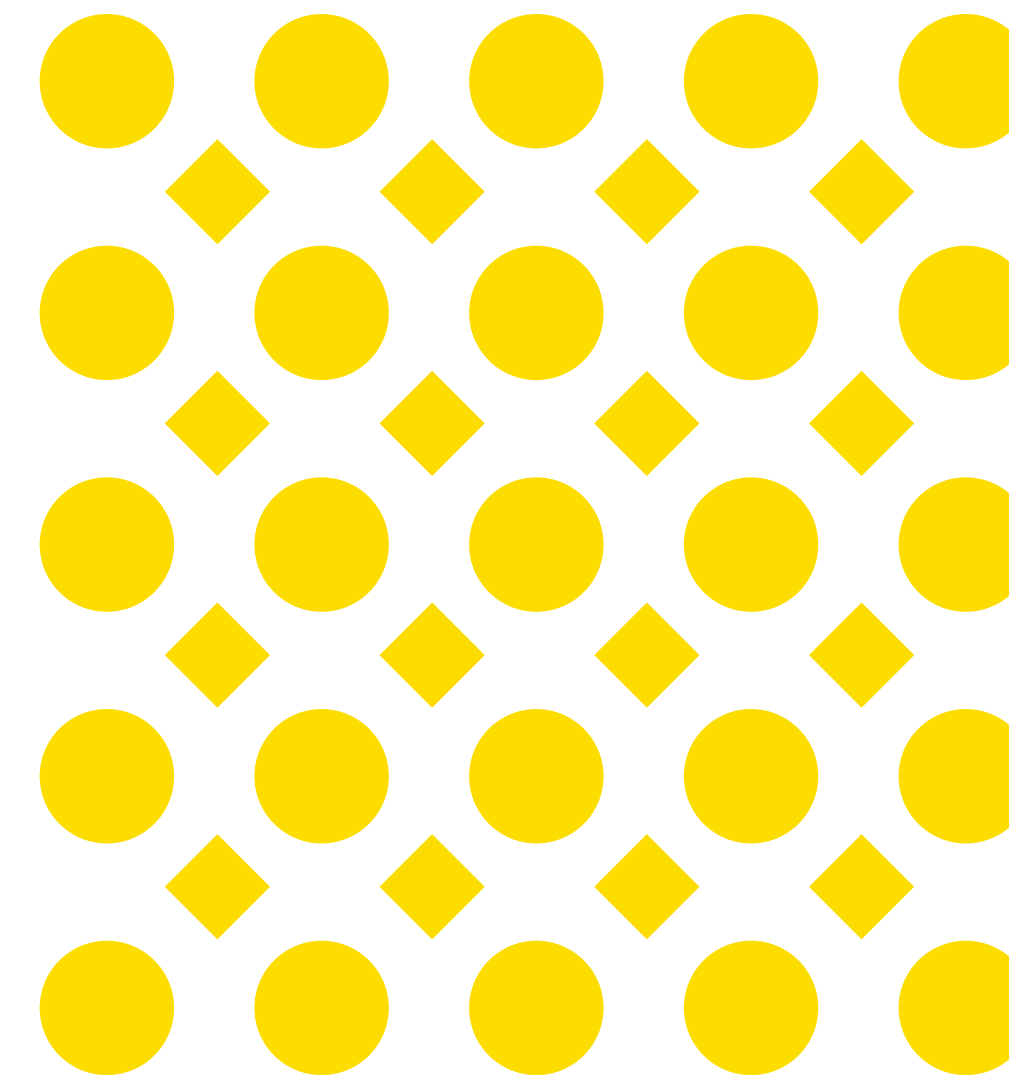
Patterns

Our pattern is composed with elements from the logomark, and it is meant to show the biodegradation process.

Use these patterns to add to the story telling in your design.



PATTERN A
Showing degradation



PATTERN B
Showing Additives acting in the
biodegradation process



03.

Typography

Headlines

Fractul Alt

Midori-Bio headlines are set in Fractul Alt, shown below. There are 2 weights included.

Use Fractul Alt to create **only headlines or cover titles for decorative purposes. Do not**

use it for content purposes such as headings, quotes, or texts. When using Fractul Alt to create headlines, always typeset it with Optical kerning, set the tracking to 0, and set in title

case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

FRACTUL ALT SEMIBOLD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

FRACTUL ALT REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

Headings & Body Text Helonik

All contextual text including headings are set in Helonik.

Typeset all headings and paragraph text in Helonik. A wide selection of weights in the family is available to use.

When using Helonik to set text on embedded or printed collateral, always typeset it with Optical kerning, set the tracking to 0.

HELONIK

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

FAMILY

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
DemiBold
DemiBold Italic

Bold
Bold Italic
ExtraBold
ExtraBold Italic

Typography

All content related instances should be set in Helonik. The following is a detailed typography designation for Midori-Bio Brand.

Follow this guideline in most scenarios to ensure brand consistency and clarity.



Headings / Subheadings
Helonik ExtraBold, Bold, DemiBold



Body Text / Caption
Helonik Medium, Regular, Light



Quote
Helonik Medium Italic



Meta Tags
Helonik Regular, Light, All Caps

Typography

Ideal Midori-Bio

The following is a sample of an ideal font stack using Helonik in a variety of weights for headlines, larger pull quote text and paragraph text.

The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed.

However, the general proportions, weights, OpenType Style Sets, and notes on kerning and tracking should be kept intact for all layouts.

Meta Tag
Helonik Medium,
All Caps, Tracking 50

THE FACTS

H1
Helonik ExtraBold,
Tracking 0, Style Set 2

Sustainable Solutions for the Real World

H2
Helonik Bold,
Tracking 0, Style Set 2

Working With Nature

Body Text
Helonik Regular,
Tracking 0, Style Set 1

Our mission is to drive value for our customers by providing solutions to meet increasing government, industry and consumer demands for environmental stewardship and biodegradability.

responsibility, as recognized by the industry certifications and accreditations of our products.

We strive for our products to meet and exceed the highest standards for environmental

We work together with leading brands around the world to develop ready-for-market organic applications that are easy to integrate into commercial production.

Pull Quote
Helonik Regular,
Tracking 0, Style Set 1

73% of consumers considered it important that companies have sound sustainability and environmental initiatives.

Find out more about how
our additives work.

Get Started

Call to Action
Helonik DemiBold,
Tracking 0

Button
Helonik DemiBold,
Tracking 0



04.

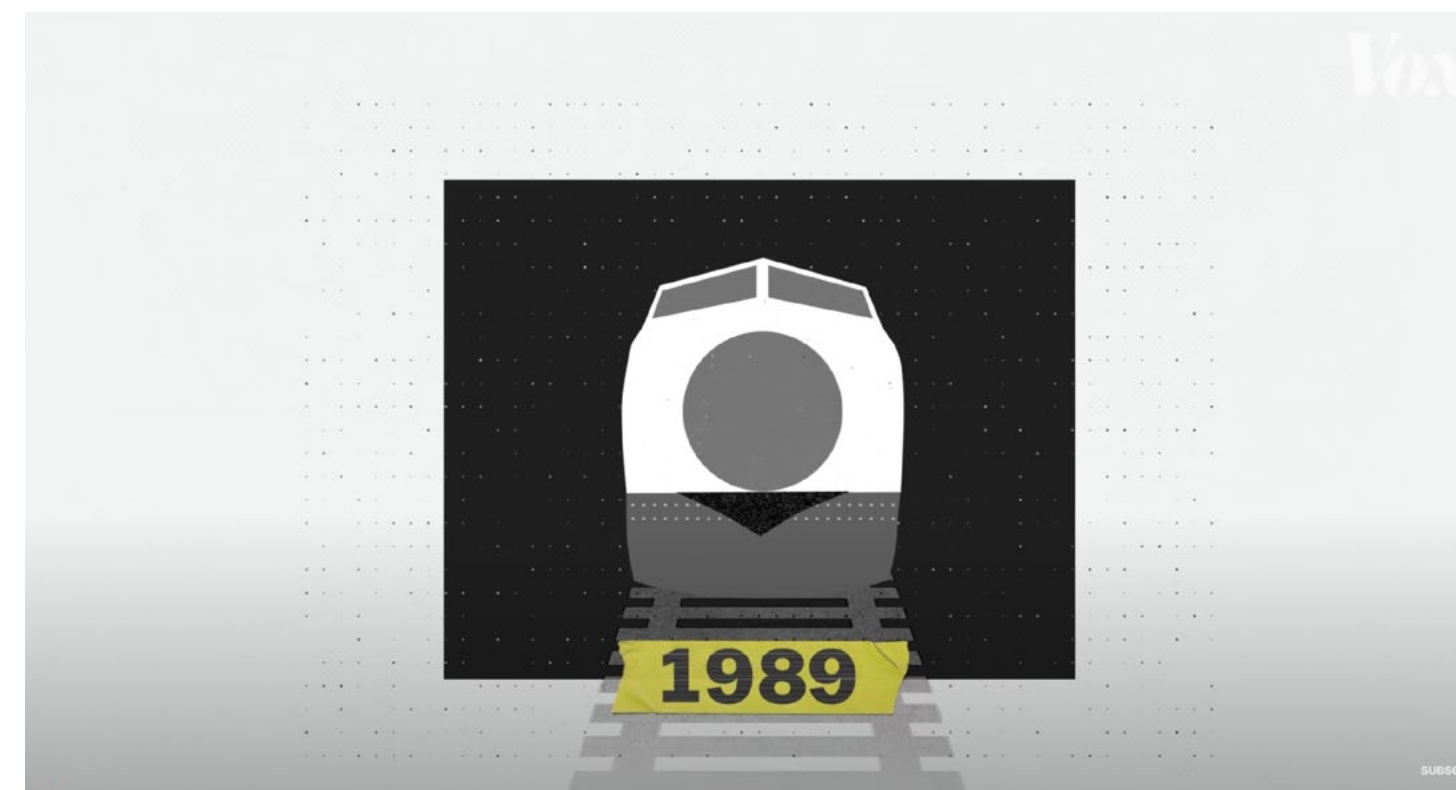
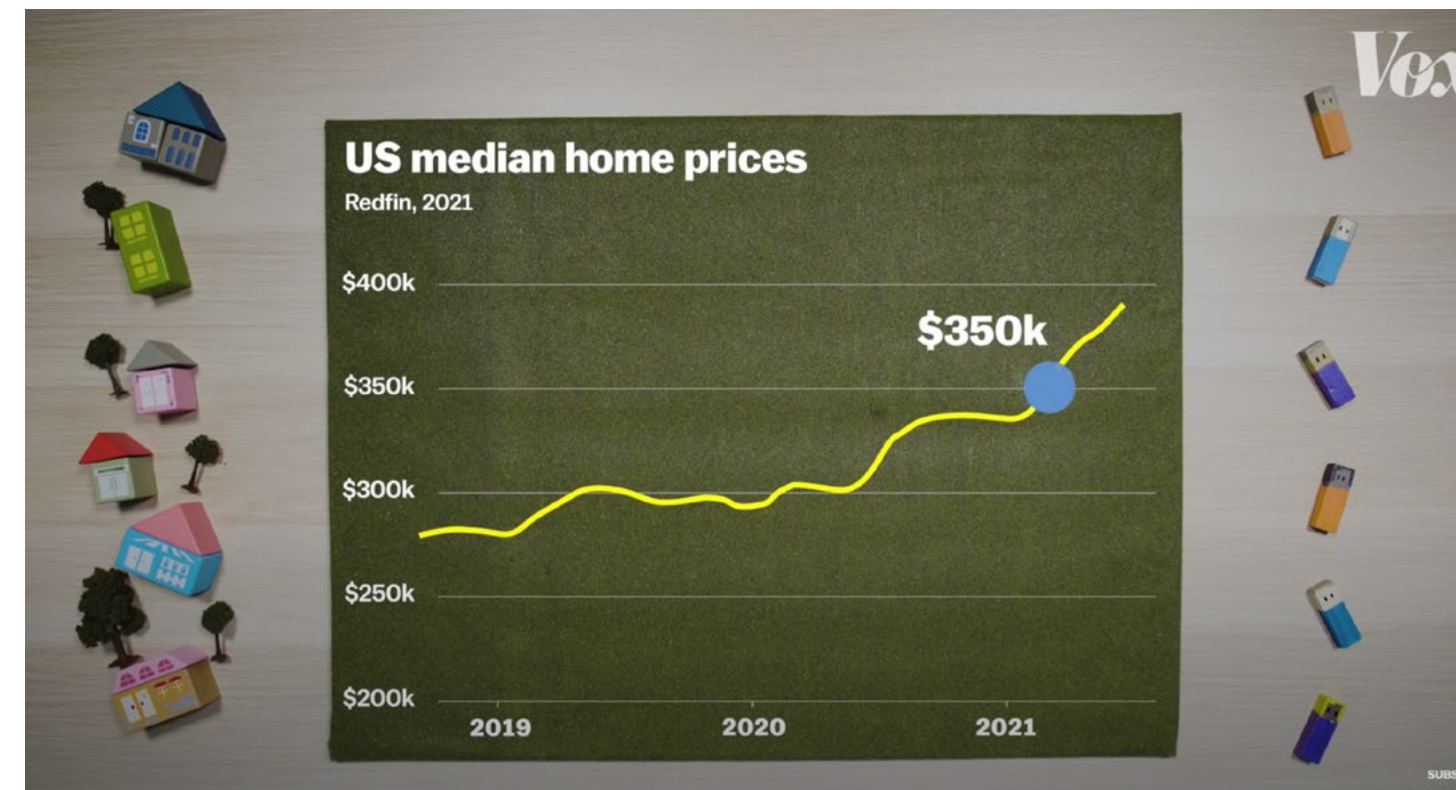
Videography

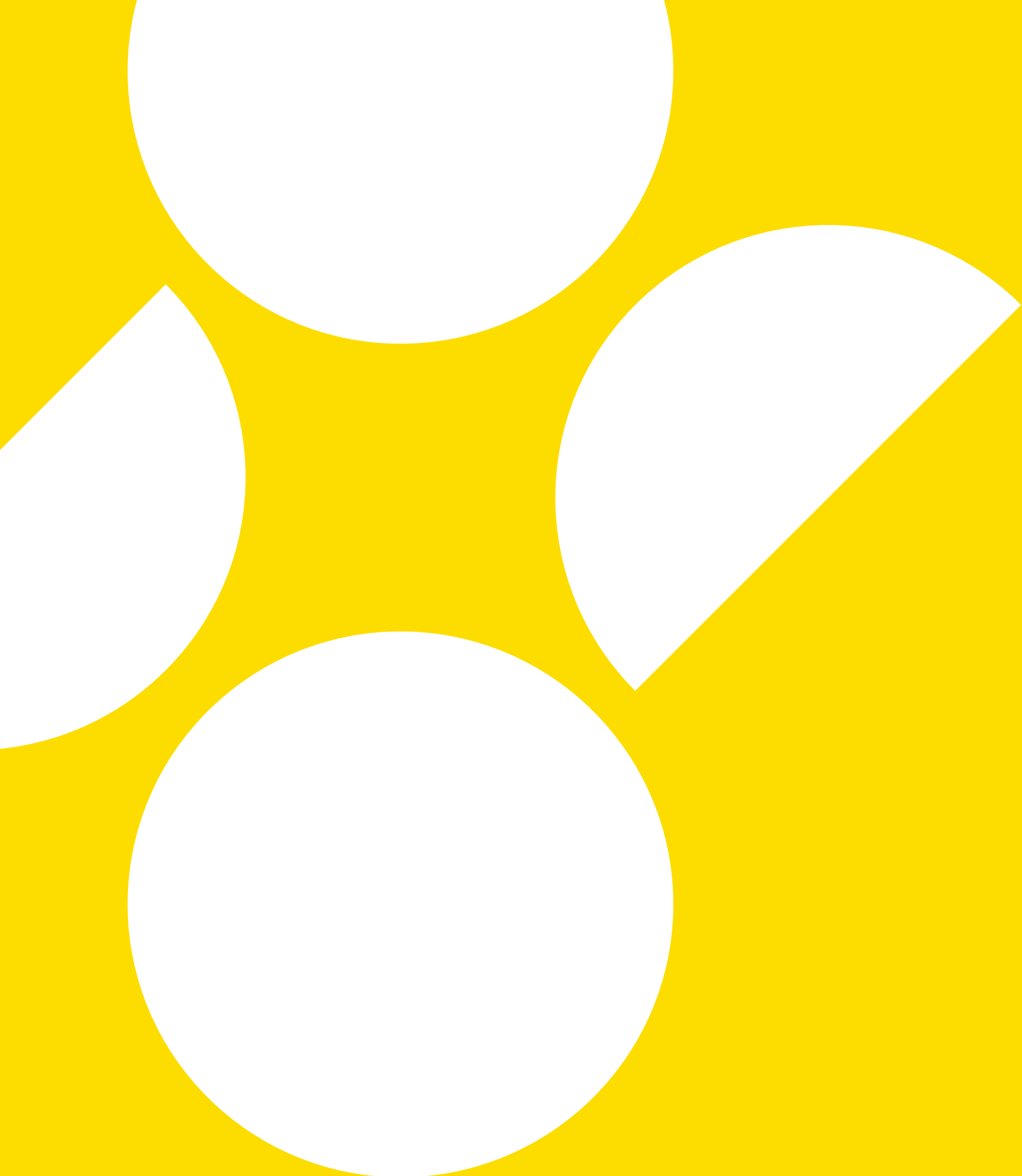
Videography

Animation and Videography will play important parts in communication our brand ethos, our initiatives and how our products work. Therefore drawing inspiration from Vox, a charismatic yet

lo-fi approach that does not hide messaging behind high end visuals. This style uses texture, clever animation and smart narrative for a approachable and relatable style.

Please research Vox Youtube videos for reference when creating animations and videography.





Midori-Bio

Brand Guideline

Version 1.0 | 2021