

MYND

Revised Jan 27, 2023

Brand Guidelines

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01 Overview

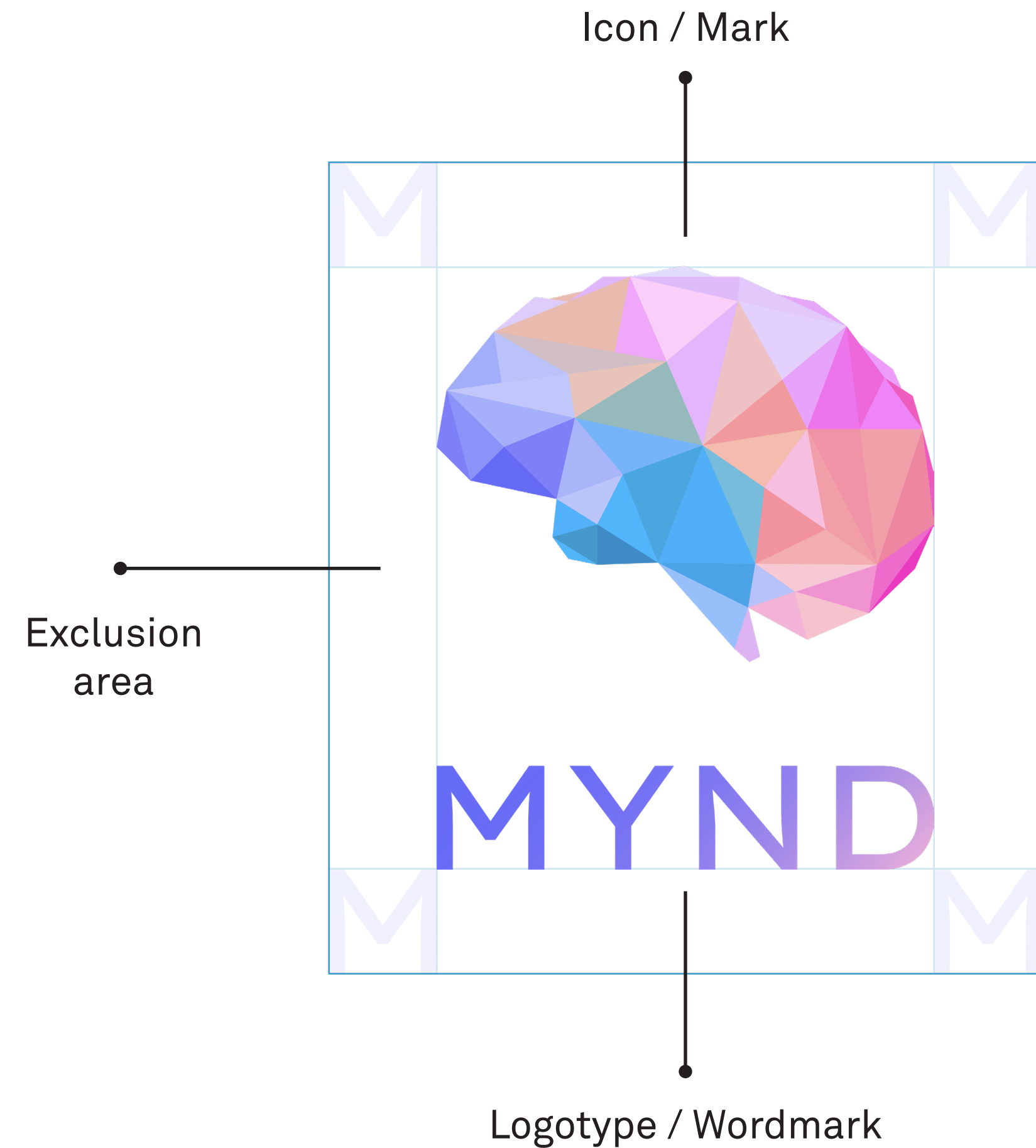
These brand guidelines are the set of rules and tools on how to use MYND's branding elements which will help define the overall look and feel of the brand. The guidelines are used by designers, writers, and anyone else using MYND's elements such as the logo to create marketing materials. Adhering to these guidelines will promote a recognizable brand identity to stand out from our competitors and remain memorable in the minds of consumers.

This guidebook will contain elements not limited to the logo, typefaces, colors, images, and illustrations to demonstrate the proper and correct use of MYND's branding identity. If there are any questions or concerns about this guide, please reach out to the design team at

calvin.lee@berkeley.edu

02 Logo

The primary icon and wordmark are integral parts of MYND's brand identity. The MYND logo consists of the icon, the logotype, and an invisible exclusion area. This space should not be invaded by other visual elements in order to assure correct perception and legibility of our identifiers.



02 Logo

The implementation of the symbol and logotype into various mediums each implies small challenges.

The primary disposition should be the go-to application given the circumstances which allow it.

The secondary and symbol alternatives are used for spaces where the primary logo will not fit.

Primary



Secondary

MYND

Symbol



03 Misuse

Consistent and accurate presentation of our logo reinforces awareness of our brand and ensures the legal protection of our identity. To help avoid misuse, follow the guidelines, and use only approved logo files.

DO NOT crop the logo



DO NOT distort the logo



MYND

DO NOT change the logo's transparency



MYND

DO NOT use drop shadows or other effects



MYND

DO NOT alter the logo's colors



MYND

DO NOT alter the logo size, orientation, or location



MYND

04 Typography

Letters are the smallest elements charged with identity. Typography has the power to transform both graphics and identity of a brand.

Akkurat

AKKURAT LIGHT

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$%^&*()_+

AKKURAT REGULAR

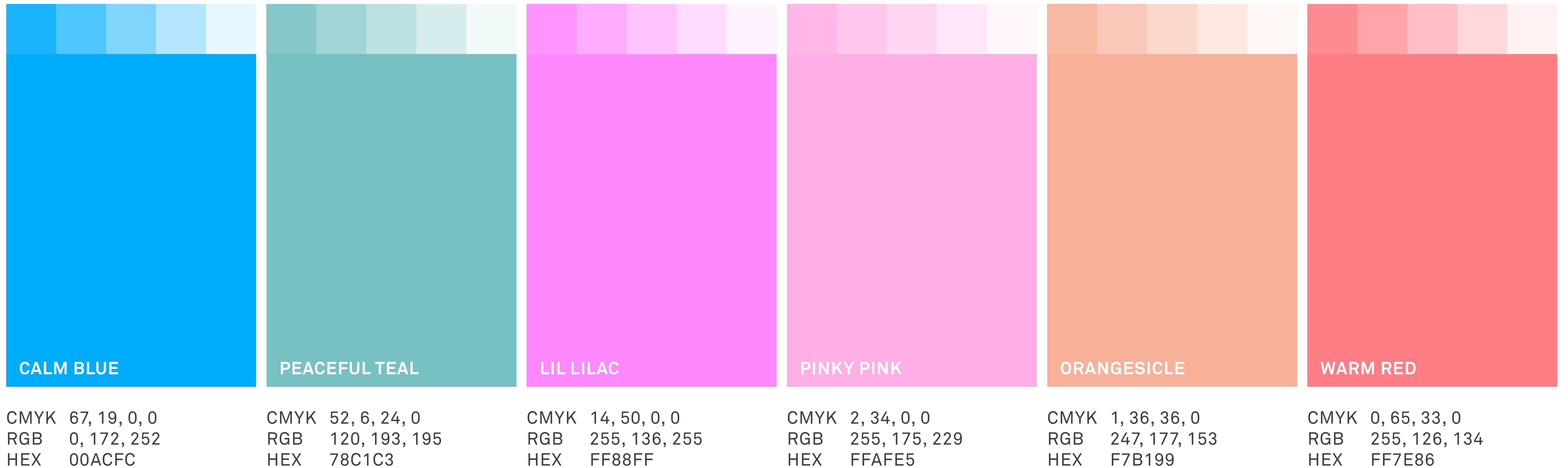
abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$%^&*()_+

AKKURAT BOLD

abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$%^&*()_+

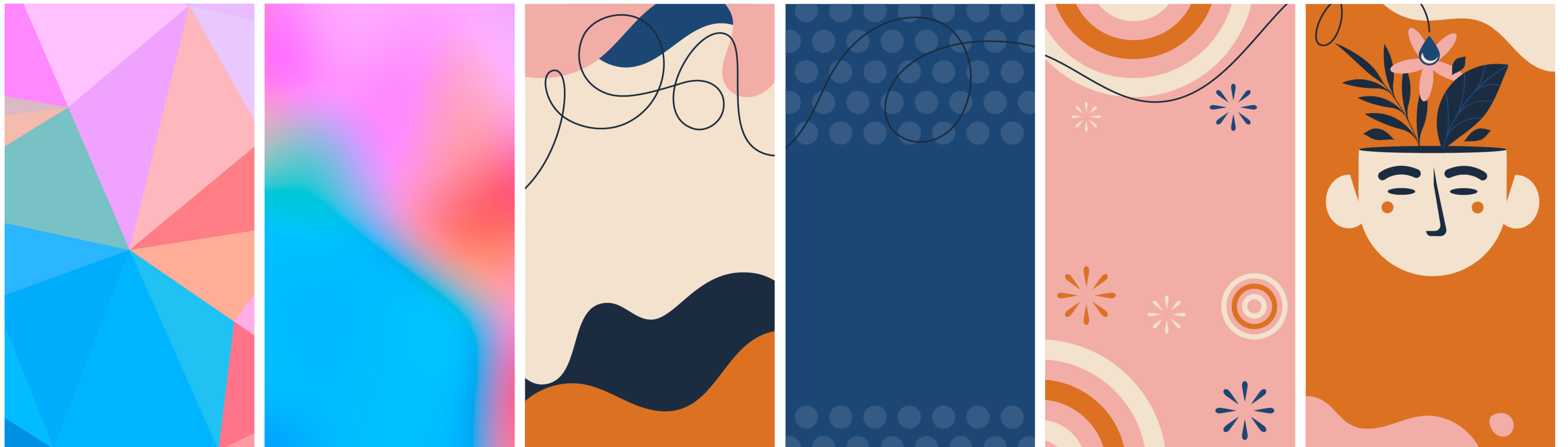
05 Colors

The MYND color palette is derived from its icon. Depending on the application and medium, primary colors usage can be adjusted in various tints.



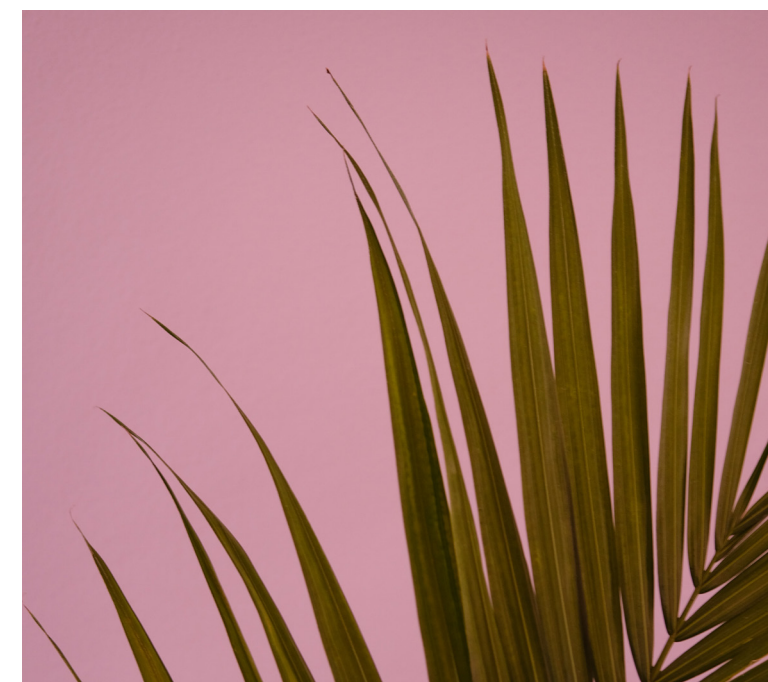
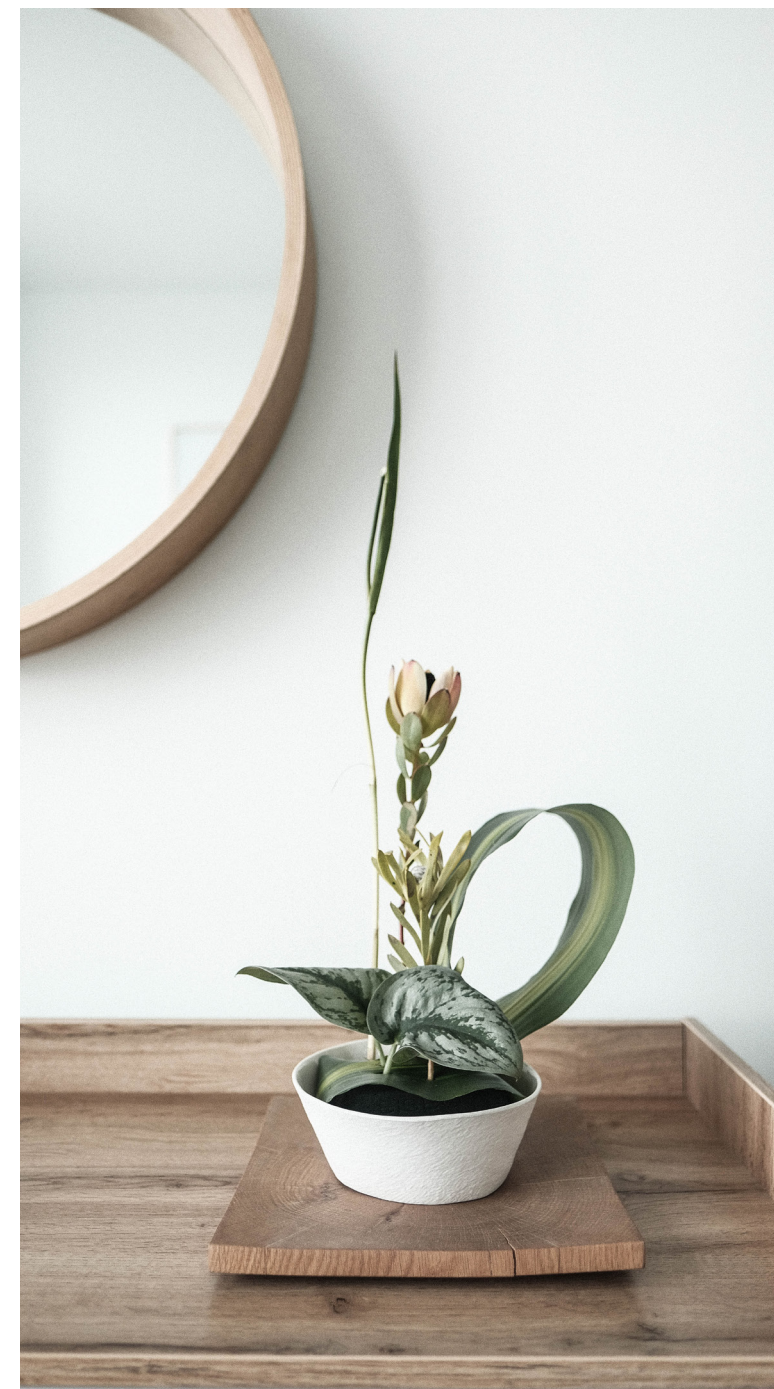
06 Illustration

The MYND illustration style revolves around flat imagery and calm moods. Real photography can be used as well.



07 Photography

The MYND photography style revolves around calm natural tones and moods. Photography can be mixed with vectors.



08 Iconography

The MYND iconography reflects minimalist lines and a simplistic style to minimize cognitive load.



09 Social Media

Consistent brand representation across social channels is critical to reinforce brand identity. Depending on the platform, the MYND avatars should reflect both the icon and wordmark if possible.

