



Brought to you by Mapsimise

# Brand Guidelines





## ANSWERING THE QUESTIONS, YOU MIGHT HAVE?

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## Image Logo

The Mapsimise logo is derived from the outlines of our spherical globe and in relation to the tools in which Mapsimise uses to explore it. Our logo is composed of four directional arrows within a perfect circle.

Each Arrow has been assigned a different colour, only with the combination of all five colours is Mapsimise logo legitimised. (Find colours for which on page 3)

At the centre of the Mapsimise logo is a red pin. The logo is legible at most sizes, reducing the size is accepted above the dimensions 30x30px.

### Creating the Logo

To create our logo see below, note that the geometry and spacing must be maintained at all levels displayed.



Image Logo



20x20 Grid





## Our Logo

Mapsimise logo is composed of both our Image Logo as displayed in the above page and a typeface in Robot Regular.

The Horizontal logo displayed below is our primary logo and should be used in most instances.





## Stacked Logo

The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.





## Logo Construction

Mapsimise image logo and typeface must maintain the specific placement relationship with each other in every use.

See below to learn how our alignments work.





## Logo (For Small Use)

Mapsimise logo must be legible at all sizes. Please adhere to the guidelines below so as to ensure best practice when using our logo.

The small logo should and will need to be used when rendering at a size between 90px and 120px in width.

The Micro logo should be rendered at anything below 90px. Do not use Mapsimise regular logo or Mapsimise small logo at any sizes below required specification.

### Mapsimise Logo as Regular use



### Mapsimise Logo for small use





## Background Usage

Mapsimise Logo can be used on any background colour, as long as the font colour remains consistent with requirements.

If the background is dark the font colour must be #ffffff, RGB(255,255,255)

Else if the background is light the font colour must be #0c436a, RGB(12,67,106)



Mapsimise



Mapsimise







## Logo Clear Space

In order to ensure that Mapsimise logo is being used to the highest standards, please make sure to maintain adequate space surrounding the elements.

Below is an example of the minimum required clear space around our logo.





## Logo Misuse

Do not compromise our logo in any of the ways displayed on this page.

Do not crop the Mapsimise logo



Do not use different Colours



Mapsimise

Do not use drop shadows, or apply shadows to the logo



Mapsimise

Do not change the transparency of the logo



Mapsimise

Do not outline the logo



Mapsimise

Do not distort the logo



Mapsimise

Do not change the image to font relationship of the logo.



Mapsimise

Do not use different font



*Mapsimise*

Do not rotate any part of the logo



Mapsimise





## Usage Guidelines

Mapsimise name and logo,  
and any word, phrase, image, or other designation  
that identifies the source or origin of any of Mapsimise  
products. Please don't modify the logo or name or use them in  
a compromising way, including suggesting sponsorship or  
endorsement by Mapsimise, or in a way that confuses Mapsimise  
with another brand (including your own).

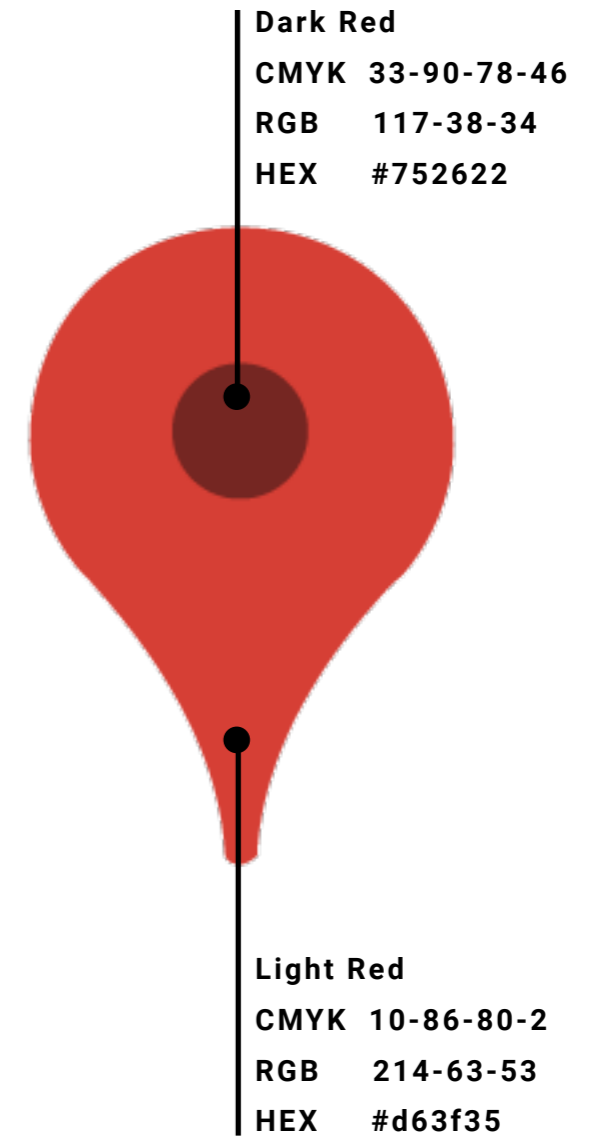
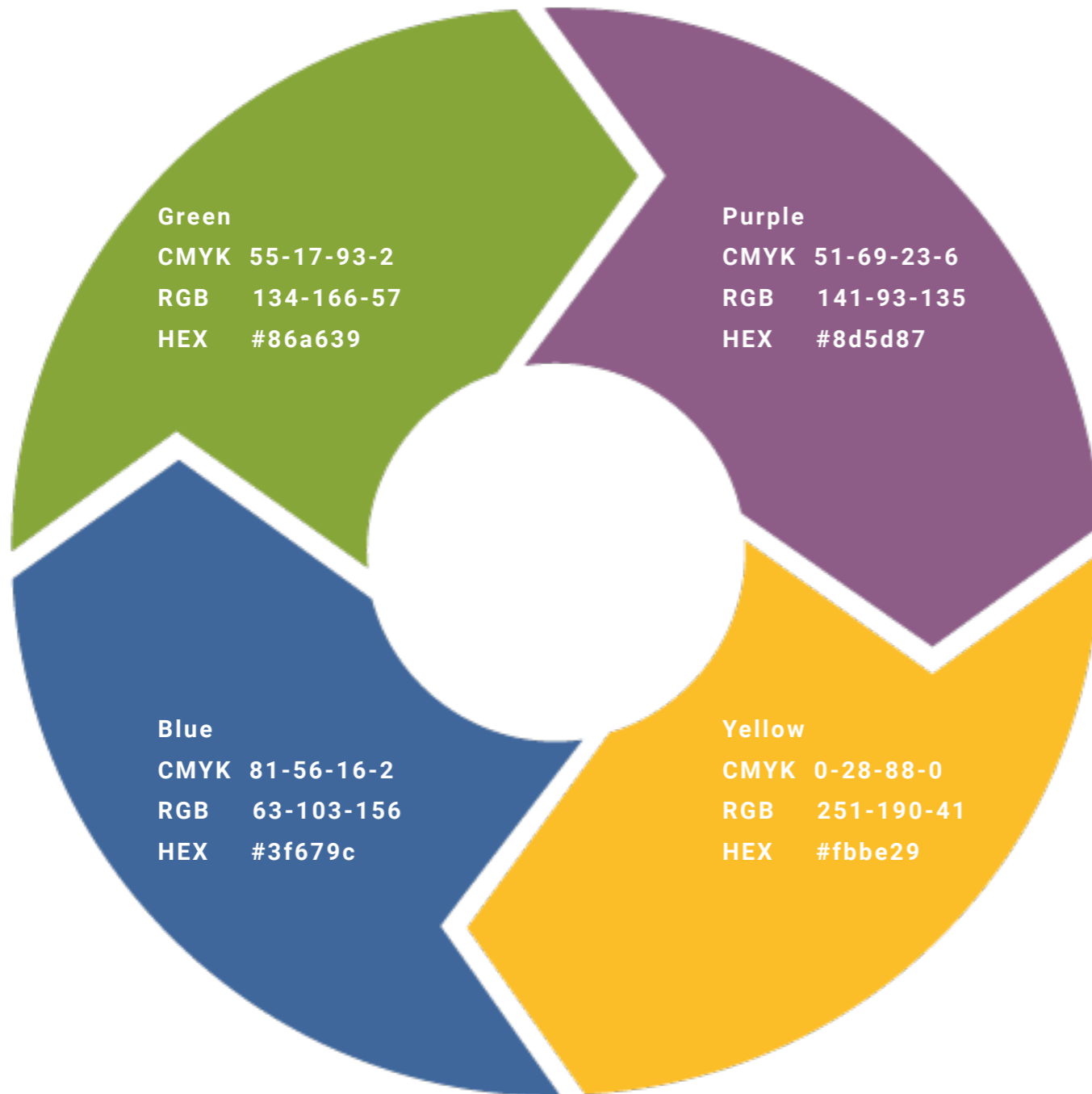
### You must not:

- Use any logos or similar imagery to represent Mapsimise other than the examples we have provided in the Mapsimise Brand folder within the media kit section of our website.
- Use Mapsimise logo as a substitute for your own.
- Obstruct our logo by hiding or overprinting any part.
- Add any additional effects to the logo, such as any given in the logo misuse page above.
- Use older versions of any Mapsimise brand representations.
- Distribute or allow the download of any of our logos and assets





## Colour Palette





This is the official branding guidelines presented to you by Mapsimplify. By using any of our assets you agree to comply in fully to all instruction, and specifications given within this document. The Mapsimplify team would like to thank you in taking the time to read this booklet, and also for your interest in using our assets.

You can contact me on Twitter, LinkedIn or email directly



**Twitter**

<https://twitter.com/mapsimplify>



**LinkedIn address**

<https://www.linkedin.com/company/mapsimplify/>



**Send me an Email**

[enquiries@mapsimplify.com](mailto:enquiries@mapsimplify.com)

[mapsimplify.com/e-books](https://mapsimplify.com/e-books)

