mimix

Brand Guideline 2023
mimiX Biotherapeutics

01 Logo

Our logo is the face of mimiX - the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.
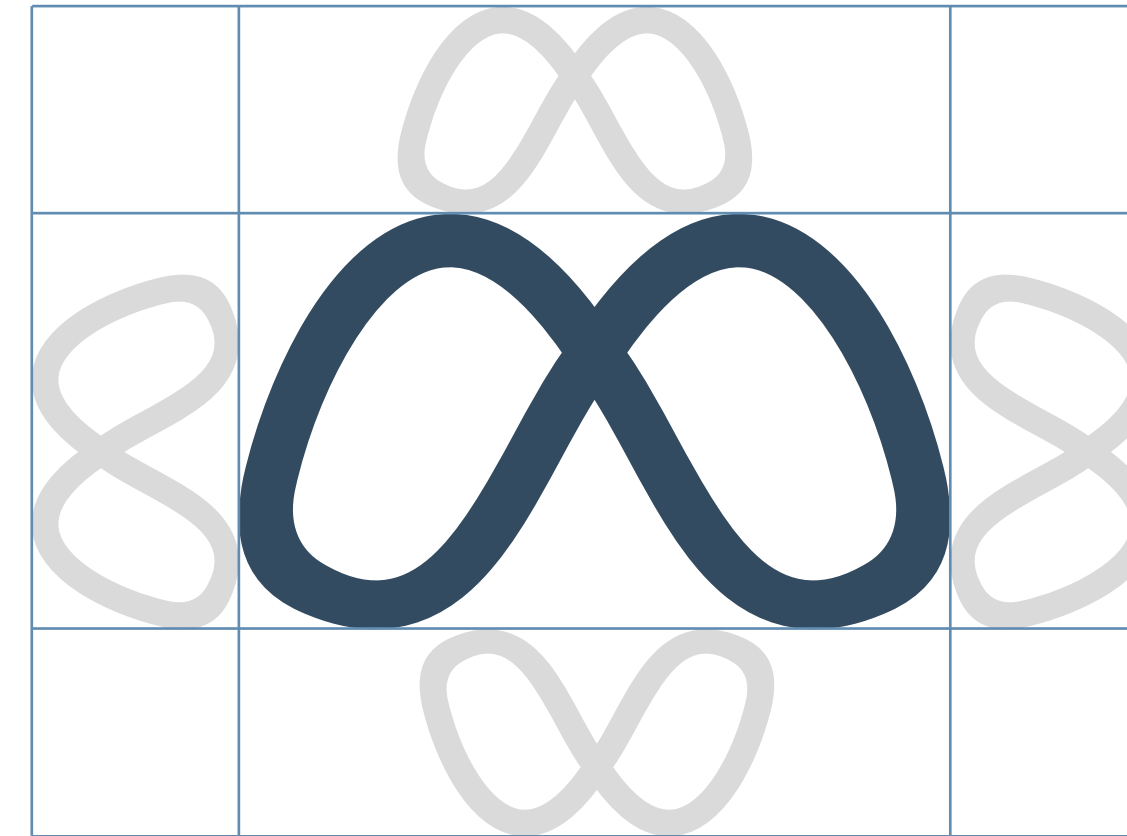
02
Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the lisibility of our logo.
No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.
Measure the clear space for primary logomark by the height of the letter m.

03
Variations

Clear space prevents type, imagery or other graphic elements from interfering with the lisibility of our logo.
No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.
Measure the clear space for primary logomark by the height of the letter m.
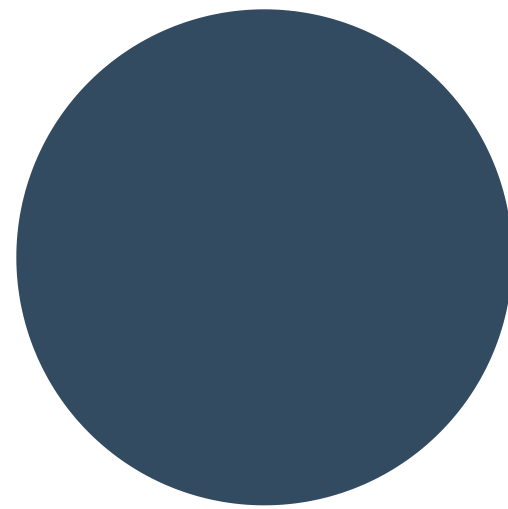

Blue for bright background

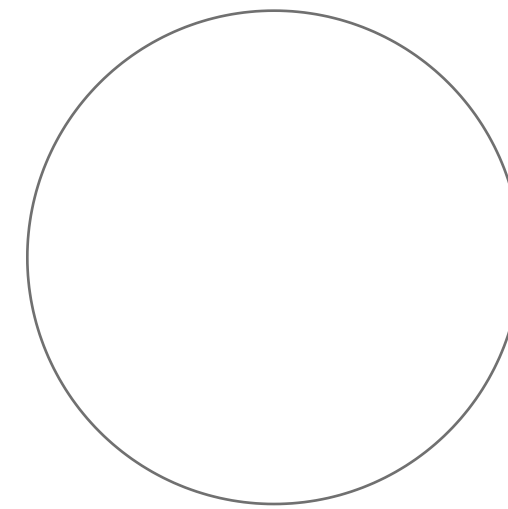White for dark background

04
Colors

Primary colors are used for logo variations, titles & paragraphs

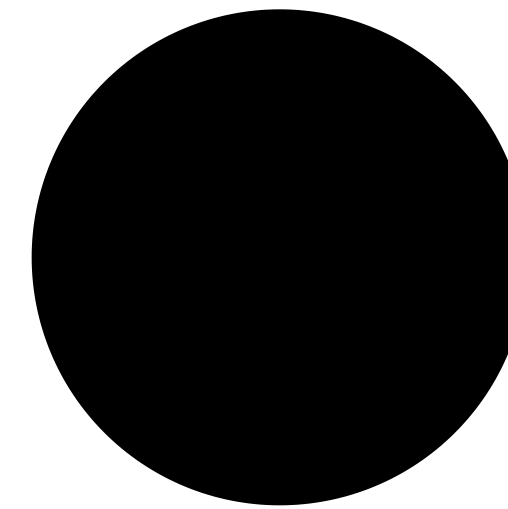Secondary colors are used for links & buttons

Primary colors
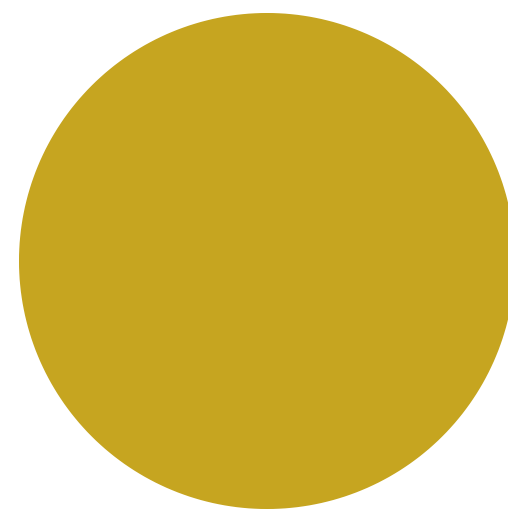
HEX: #334B60

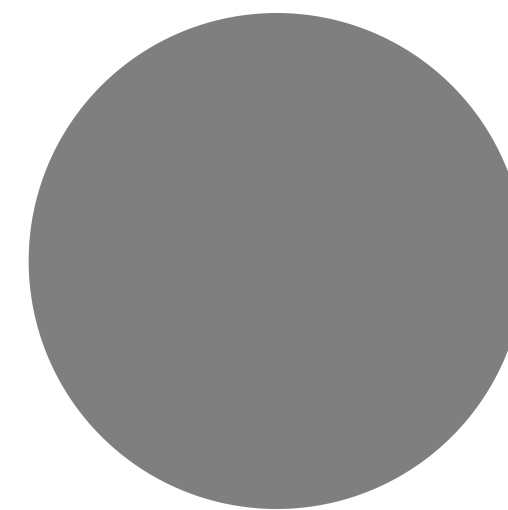CMJN: (47, 22, 0, 62)

HEX: #FFFFFF

CMJN: (0, 0, 0, 0)

HEX: #000000

CMJN: (0, 0, 0, 100)

Secondary colors

HEX: #C6A520

CMJN: (0, 17, 84, 22)

HEX: #7F7F7F

CMJN: (0, 0, 0, 50)

05
Do not

Do not resize or change the position of the logomark.

Do not use squish or squash the logo. Any resizing must be in proportion.

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines