BRAND GUIDELINES

mapmycustomers

Using the Map My Customers brand

A quick reference for media, partners, and event organizers. Use these assets as provided so our brand looks consistent wherever it appears.

Logo

Use the full-color logo on white or light backgrounds and the off-white logo on dark or photographic backgrounds. Single-color versions are available when color printing is limited.



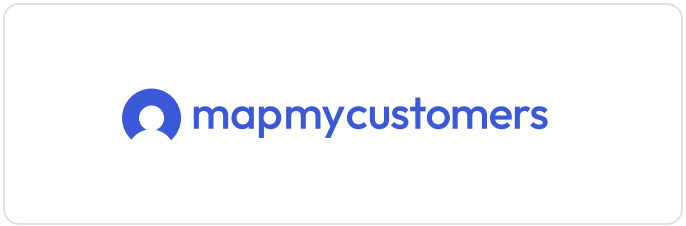
Primary: full color on light



Reversed: off white on dark



One color: dark blue



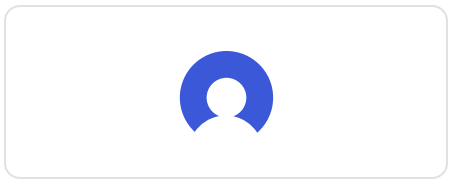
One color: medium blue

Symbol

Use the symbol on its own only where the full logo will not fit, such as app icons, avatars, and favicons, or when the company name appears nearby.



Dark blue



Medium blue



Off white

Clear space

Keep space around the logo at least equal to the height of the symbol's head. Keep text, edges, and other logos out of this area.



Minimum size

Logo: at least 1 inch (120 px) wide.
Symbol: at least 0.25 inch (24 px) wide.

File formats

SVG for web and design tools, scales to any size.
PNG with a transparent background for documents and slides.

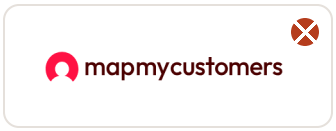
media@mapmycustomers.com

Logo misuse

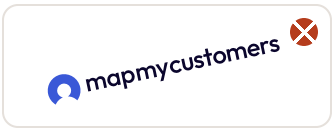
Do not alter the logo. Always use the files provided in the press kit.



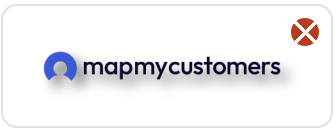
Don't stretch or squash



Don't change the colors



Don't rotate



Don't add effects



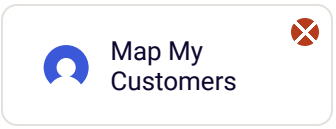
Don't place on busy backgrounds



Don't use low-contrast pairings



Don't retype the wordmark



Don't rebuild the lockup

Color

Dark blue and medium blue lead. Burnt orange is reserved for calls to action. Sand tones keep layouts warm and calm.

Dark Blue
HEX #0B062D
RGB 11, 6, 45
Primary. Headlines, wordmark, dark backgrounds.

Medium Blue
HEX #3A58D7
RGB 58, 88, 215
Primary. Symbol, links, accents.

Light Blue
HEX #96B4DE
RGB 150, 180, 222
Secondary. Supporting graphics and tints.

Off White
HEX #F6F4F0
RGB 246, 244, 240
Text and logo on dark backgrounds.

Burnt Orange
HEX #B53D1D
RGB 181, 61, 29
Accent. Calls to action only.

Sand
HEX #DCD1BE
RGB 220, 209, 190
Neutral. Borders and warm backgrounds.

Sand Light
HEX #F3F0EB
RGB 243, 240, 235
Neutral. Section backgrounds.

Typography

HEADLINES

Roboto

Bold (700). Tight letter spacing for large headings. Available free from Google Fonts.

BODY

Nunito Sans

Regular (400) for body copy, SemiBold (600) and Bold (700) for labels and emphasis. Available free from Google Fonts.

Company name

Write: Map My Customers (three words, each capitalized) in all text.

Avoid: MapMyCustomers, Map my Customers, MMC on first reference.

The lowercase "mapmycustomers" wordmark appears only in the logo artwork.