The below logos must always be used.

Mad Devs primary logo is a character mark that presents ideas of the company and spreads it through customers.

These are the main logos that will be used across primary brand applications.

Recommended for use in advertising and promotional materials.
Clear space

Always leave a suitable area of clear space around the logo - clear space. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of the "x" of the MAD. This minimum space should be maintained as the logo is proportionally resized.

The clear space is equal to the size of the "x". Always keep it in proportions. No logo modifications are allowed.
When the Mad Devs logo is published with a partner logo the alignment must follow placement rules.

The dividing line between logos can be created by using the logo symbol of the letter "M" in the logo lettering. In this case, 1 letter "M" is used between the dividing line.

The size of the value "M" is identical to the letter "M" in the inscription of the logo.
Primary logo

For corporate materials, the primary version of the logo is used. Also used for full color CMYK printing, web and mobile applications.

Logos in full color should only be used on white or black backgrounds, as mentioned above.
Monochrome

This version of the logo is designed to be reproduced in one color on a contrasting background - in the form of a stamp, hallmark imprint, screen printing, needlepoint. Also suitable for foil stamping and blind stamping.

The monochrome version of the logo should be placed on a contrasted background. For example, a black logo on a white background and vice versa.

The monochrome logo should always be reproduced from templates and should not be modified. Also, the logo and its elements should be well readable.
Color combinations

Monochrome logos are used when a color logo cannot be printed or when it is impossible to reproduce the company's color logo. Black and white logos should only be used on photographs and colored backgrounds in the Mad Devs color palette.

In this case, the logo is colored black (HEX #111111) or white (HEX #FFFFFF). A single-color logo is used only in black and white, mixing several colors in one logo is prohibited.
Unsuccessful logo examples

<table>
<thead>
<tr>
<th>Logo Example</th>
<th>Rule Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo1.png" alt="Logo" /></td>
<td>Don’t crop the logo</td>
</tr>
<tr>
<td><img src="logo2.png" alt="Logo" /></td>
<td>Don’t squash or stretch</td>
</tr>
<tr>
<td><img src="logo3.png" alt="Logo" /></td>
<td>Don’t outline the logo</td>
</tr>
<tr>
<td><img src="logo4.png" alt="Logo" /></td>
<td>Don’t rotate the logo</td>
</tr>
<tr>
<td><img src="logo5.png" alt="Logo" /></td>
<td>Don’t change transparency</td>
</tr>
<tr>
<td><img src="logo6.png" alt="Logo" /></td>
<td>Don’t add drop shadow or other text styles</td>
</tr>
<tr>
<td><img src="logo7.png" alt="Logo" /></td>
<td>Don’t change the size and position of the logo</td>
</tr>
<tr>
<td><img src="logo8.png" alt="Logo" /></td>
<td>Don’t skew the logo</td>
</tr>
<tr>
<td><img src="logo9.png" alt="Logo" /></td>
<td>Don’t remove a part of the logo</td>
</tr>
<tr>
<td><img src="logo10.png" alt="Logo" /></td>
<td>Don’t use the off-brand colors</td>
</tr>
<tr>
<td><img src="logo11.png" alt="Logo" /></td>
<td>Don’t change the fonts of the logo</td>
</tr>
</tbody>
</table>
Brand Colors

Corporate colors are an essential part of the Mad Devs corporate identity. So we have adopted a strict color palette which is restricted to the color below.
Main colors

The main color palette is red, black, white and gray.

Our color palette can be used in many color combinations, other colors are not allowed! When reproducing the logo and style-defining elements, it is necessary to monitor the accuracy of displaying corporate colors!
## Additional palette

An additional palette is designed to bring variety to the brand's corporate identity.

It should be used when creating headings and illustrations on the maddevs.io website.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong></td>
<td>#00C05B</td>
<td>0, 192, 91</td>
<td>100, 0, 53, 25</td>
</tr>
<tr>
<td><strong>Orange</strong></td>
<td>#F24E1E</td>
<td>242, 78, 30</td>
<td>0, 68, 88, 5</td>
</tr>
<tr>
<td><strong>Purple</strong></td>
<td>#9963F6</td>
<td>153, 99, 246</td>
<td>38, 60, 0, 4</td>
</tr>
<tr>
<td><strong>Blue</strong></td>
<td>#5159F6</td>
<td>81, 89, 246</td>
<td>67, 64, 0, 4</td>
</tr>
<tr>
<td><strong>Yellow</strong></td>
<td>#F7C744</td>
<td>247, 97, 71</td>
<td>0, 19, 72, 3</td>
</tr>
<tr>
<td><strong>Grey Dark</strong></td>
<td>#404143</td>
<td>64, 65, 67</td>
<td>0, 50, 38, 8</td>
</tr>
<tr>
<td><strong>Grey Medium</strong></td>
<td>#707072</td>
<td>112, 112, 114</td>
<td>2, 2, 0, 55</td>
</tr>
<tr>
<td><strong>Grey Light</strong></td>
<td>#A0A0A1</td>
<td>160, 160, 161</td>
<td>1, 1, 0, 37</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>#ECECEC</td>
<td>238, 238, 238</td>
<td>0, 0, 0, 18</td>
</tr>
<tr>
<td><strong>Fog</strong></td>
<td>#F4F4F4</td>
<td>244, 244, 244</td>
<td>0, 0, 0, 18</td>
</tr>
</tbody>
</table>
Typography

Typography is a powerful branding tool when used consistently. We use only two typefaces to create all the Mad Devs collateral, be sure to use these and only these typefaces.
Inter is our primary typeface and should be used wherever possible - execution of business documentation, information publications, Internet projects, corporate printing products, advertising layouts.

**Inter typography basic:**

Use for headlines that should be simple in content and layout.

Body text must be clean and brief.

**Minimum allowed font sizes:**

- **Body text** – 12px
- **Headlines** – 12px
- **Internet** – 11px

Add 2 points to the standard line spacing, if necessary.

[Download Inter font](#)
Poppins

Poppins is our supporting typeface and used for publishing on English-speaking platforms, execution of information publications, Internet projects, presentations.

Poppins Bold use for headlines.
Poppins Regular use for body copy.

Poppins typography basic:
Use for headlines that should be simple in content and layout.
Body text must be clean and brief.

Minimum allowed font sizes:

- **Headlines** – 12px
- **Internet**  – 11px

Add 2 points to the standard line spacing, if necessary.

Download Poppins font
Documentation

Herein is general information about how to design strong and high quality applications by using Mad Devs logo, typography and color pallet. Follow the guidelines for using the logo, font, color scheme. Documentation and presentation should be designed according to the corporate style.
Our logo is optimized for use at all sizes, making it the best choice for most marketing applications. So for business documentation, follow these guidelines:

- Logo should be placed in the upper left corner according to the minimum clear space that must surround the logo.
- Mad Devs contact form should be placed in the upper right corner.

Headlines – Inter Bold 18px
Body text – Inter Regular 11px
There are a number of general guidelines for designing a presentation.

- Presentations are made in the main corporate colors. Use black color for the background.
- Headings are highlighted in red or white.
- Use graphic elements to visualize and complete the concept of your presentation.

There are two types of presentations:

- About company
- Commercial offer
Brand in use
Pattern

An important element of the brand's visual language is the pattern. To densely fill the space, you can use a frequent pattern of a similar design. The brand will appear more unified as a result.
Stickers
Swag
Thank you

The visual component is an important part in creating the impression of the company. There are no minor details that can be ignored.

We urge you to follow the rules of style and design, which are formulated and described in this book especially for you.
Any questions?

We hope that this book has helped you to understand the key elements of the brand and you will enjoy creating another bright page in the history of our company.

If you have any questions or need additional information, please contact Mad Devs Marketing Department.