

May 18, 2025

Version 1.0

Brand Guidelines.



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Brand Introduction.



Brand Introduction.

Maki is a platform that helps communities automate moderation, boost engagement, and stay safe. We offer features like automod, leveling, reaction roles, AI tools, and analytics, all in a sleek, plug-and-play package.



Brand Mission.

To make community management
effortless for everyone, from small
friend groups to massive online
networks.

Brand Vision.

We believe in building safer, smarter,
and more engaging communities across
the internet, powered by automation
and designed with people in mind.



2.0

Brand Logo.



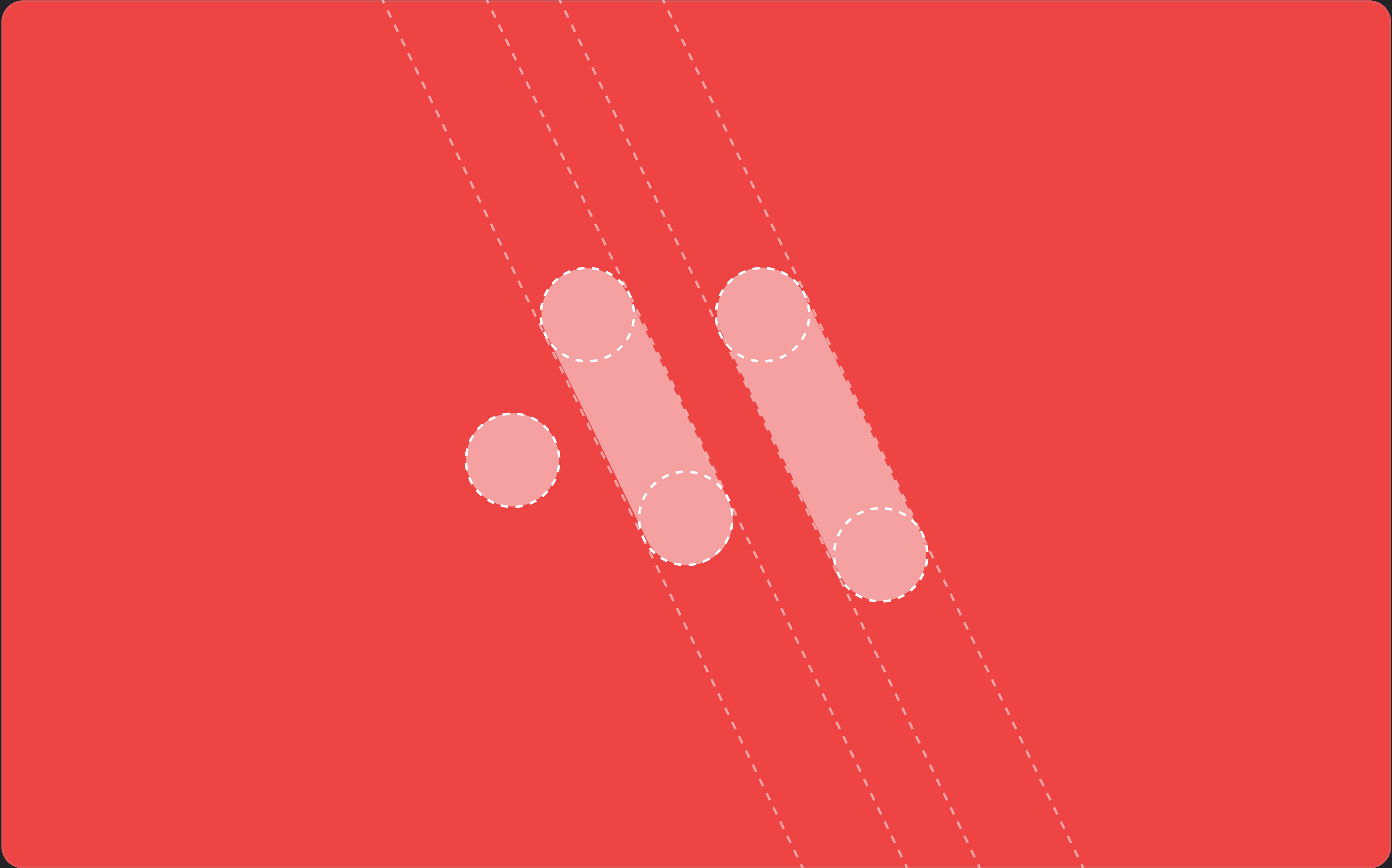
Lockup Logo.

The Maki lockup logo is a unified visual representation of the Maki brand, combining the iconic mascot mark with its custom wordmark. It reflects Maki’s identity as a modern, friendly, and powerful Discord bot that enhances community experiences. The clean, playful design of the mascot paired with the sleek typography reinforces Maki’s commitment to accessibility, trust, and innovation in server management. This lockup ensures brand consistency across all digital platforms, from Discord embeds to marketing materials and merchandise.



Construction Logo Mark.

The Maki logo mark is a bold and distinctive symbol that reflects the strength, stability, and innovation at the core of our construction brand. Built with clean geometry and purposeful design, the mark captures the essence of solid foundations and forward-thinking craftsmanship. Whether displayed on machinery, workwear, signage, or digital platforms, the Maki logo mark is a recognizable emblem of trust, durability, and architectural excellence.



Construction
Horizontal Logo.



Construction
Vertical Logo.



Clearspace

Logo Mark.

To ensure the Maki logo mark retains maximum impact and clarity across all applications, it must be surrounded by a minimum amount of clear space. This buffer prevents visual clutter and ensures legibility.

The clear space around the logo mark should be equal to the width of the Maki character's or, more generally, 25% of the logo mark's height.

Example Rule of Thumb:

If the logo mark is 100px tall, maintain at least 25px of padding on all sides.



Clearspace

Horizontal Logo.

To ensure the Maki logo mark retains maximum impact and clarity across all applications, it must be surrounded by a minimum amount of clear space. This buffer prevents visual clutter and ensures legibility.

The clear space around the logo mark should be equal to the width of the Maki character's or, more generally, 25% of the logo mark's height.

Example Rule of Thumb:

If the logo mark is 100px tall, maintain at least 25px of padding on all sides.



Clearspace

Vertical Logo.

To ensure the Maki logo mark retains maximum impact and clarity across all applications, it must be surrounded by a minimum amount of clear space. This buffer prevents visual clutter and ensures legibility.

The clear space around the logo mark should be equal to the width of the Maki character's or, more generally, 25% of the logo mark's height.

Example Rule of Thumb:

If the logo mark is 100px tall, maintain at least 25px of padding on all sides.



Brand Colors.



Primary Colors.

When using maki.gg logo, it's essential to ensure that the background provides good contrast and does not compromise legibility. Additionally, using a secondary color helps maintain consistency and a cohesive visual identity across all brand materials.



Primary Color - 01

White

-

HEX
#FFFFFF

RGB
255 | 255 | 255

CMYK
0 | 0 | 0 | 0



Primary Color - 02

Angry Flamingo

-

HEX
#F04444

RGB
240 | 68 | 68

CMYK
0 | 89 | 75 | 0



Primary Color - 03

Nero

-

HEX
#232428

RGB
35 | 36 | 40

CMYK
74 | 67 | 61 | 69



Primary Color - 04

Black

-

HEX
#000000

RGB
0 | 0 | 0

CMYK
75 | 68 | 67 | 90



Grayscale
Colors.



Grayscale Color - 01

Cloud

-

HEX
#EDEFF7

RGB
237 | 239 | 247

CMYK
5 | 3 | 0 | 0



Grayscale Color - 02

Smoke

-

HEX
#D3D6E0

RGB
211 | 214 | 224

CMYK
16 | 11 | 5 | 0



Grayscale Color - 03

Steel

-

HEX
#BCBFCC

RGB
188 | 191 | 204

CMYK
26 | 19 | 11 | 0



Grayscale Color - 04

Space

-

HEX
#9DA2B3

RGB
157 | 162 | 179

CMYK
41 | 31 | 20 | 0



Grayscale Color - 05

Graphite

-

HEX
#6E7180

RGB
110 | 113 | 128

CMYK
61 | 31 | 37 | 0



Grayscale Color - 06

Arsenic

-

HEX
#40424D

RGB
64 | 66 | 77

CMYK
74 | 67 | 50 | 40



Grayscale Color - 08

Gunmetal

-

HEX
#2B2C33

RGB
43 | 44 | 51

CMYK
16 | 14 | 0 | 80



Grayscale Color - 07

Phantom

-

HEX
#1E1E24

RGB
30 | 30 | 36

CMYK
77 | 71 | 60 | 76



P. Colors

Logo Mark.

Logo mark acceptable on
different color backgrounds.



P. Colors

Horizontal Logo.

Horizontal Logo acceptable on different color backgrounds.



P. Colors

Vertical Logo.

Vertical Logo acceptable on different color backgrounds.



Logo on
Backgrounds.

Acceptable logo variations on
different background images.



Primary Typography.



Primary
Typography.

Enuy is modern, rounded typeface with 9 fonts, regular, italic and multilingual support. It's a very versatile font that works great in large and small sizes.

Bubble Gum is perfect for branding projects, home-ware designs, product packaging, magazine headers - or simply as a stylish text overlay to any background image.

A a b c

Hey! How's it going?
Great, how about you?

Logo Font

Enuy Bold

Secondary Font

Manrope ExtraLight

Manrope Regular

Manrope Bold

Manrope Black



In use

Typography.

Main heading and other important elements example for using this font.

The Next Generation.

Empowering businesses and individuals with cutting-edge technology solutions.

Join Here

PRODUCTS

Talk with an expert
over video.

Choose your next product
in a guided, one-way
video session.

NEWSLETTER

Stay updated in the
loop, once a week.

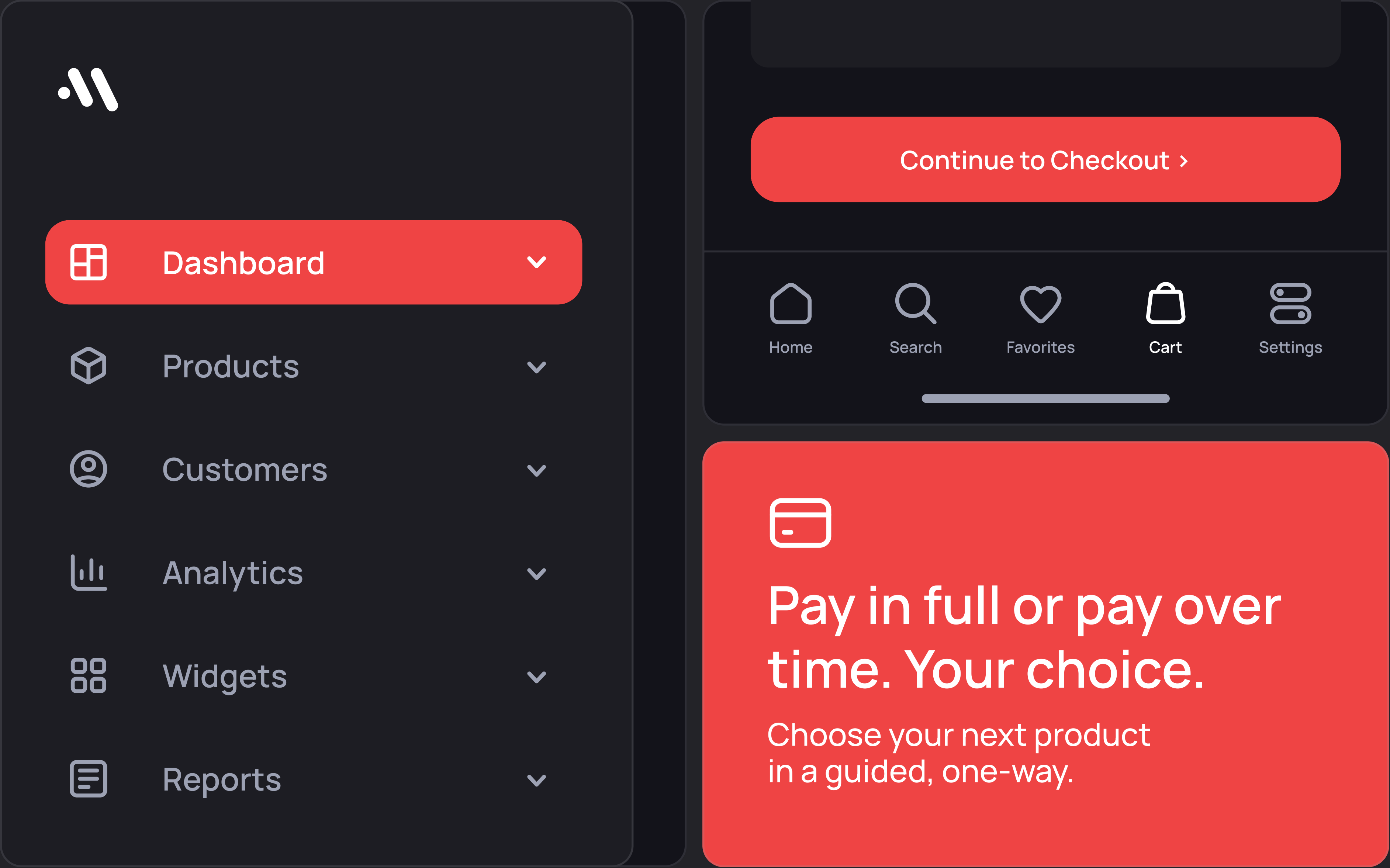
 johndoe@gmail.com



Icons and Secondary Typography.

Icons, Buttons, and typography
Examples Using the Font.

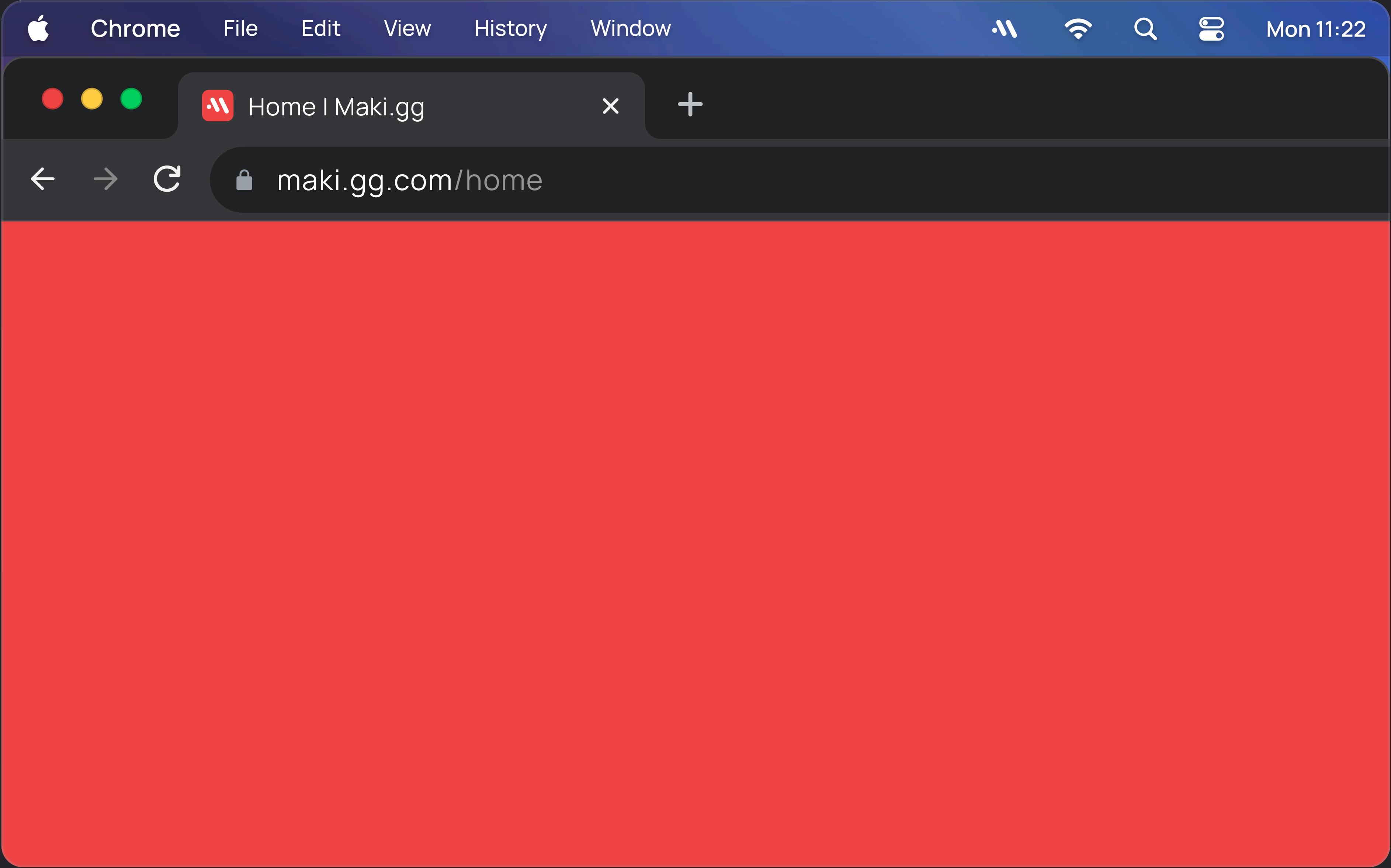
Manrope is used as a
secondary font option for web
and UI components to enhance
the overall typography
experience.



Applications Icon.



Icon
Browser.



Icon
MacOS.

usage for social media icons



Icon
iOS.

Placement for social media
profiles.
Recommendation dimension are
1080x1080 pixels and 72 dpi.



Maki.gg

Your text goes here.

Get

In-App Purchases



150KRATINGS

4.8

★★★★★

AWARDS

Editors' Choice Apps

AGE

4+

Years Old

CHART

No.2

Category



FaceTime



Calendar



Photos



Camera



Maki.gg



Notes



Reminders



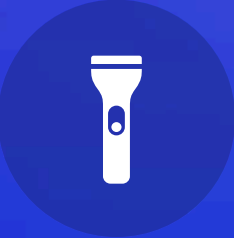
Clock



Maki.gg

This is a notification for your app.

Yesterday 9:41







Icon
Twitter “X”.

Placement for social media
profiles.
Recommendation dimension are
1080x1080 pixels and 72 dpi.





Follow

Maki.gg



@Maki.gg

Lorem ipsum dolor sit amet elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

 Spain

 [Maki.gg.com](#)

 Joined January 2024

1,5K Following

105,4K Followers

Posts

Replies

Media

Likes



Maki.gg



@NameCompany · 2d

Lorem ipsum dolor sit amet elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.



Maki.gg

14K posts

Follow

Posts

Replies

Media

Likes



Maki.gg



@Maki.gg · 2d

Lorem ipsum dolor sit amet elit, sed do eiusmod tempor incididunt ut labore.

 439

 1.2K

 19K

 225K





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>

Index Content

>

Applications Icon

>

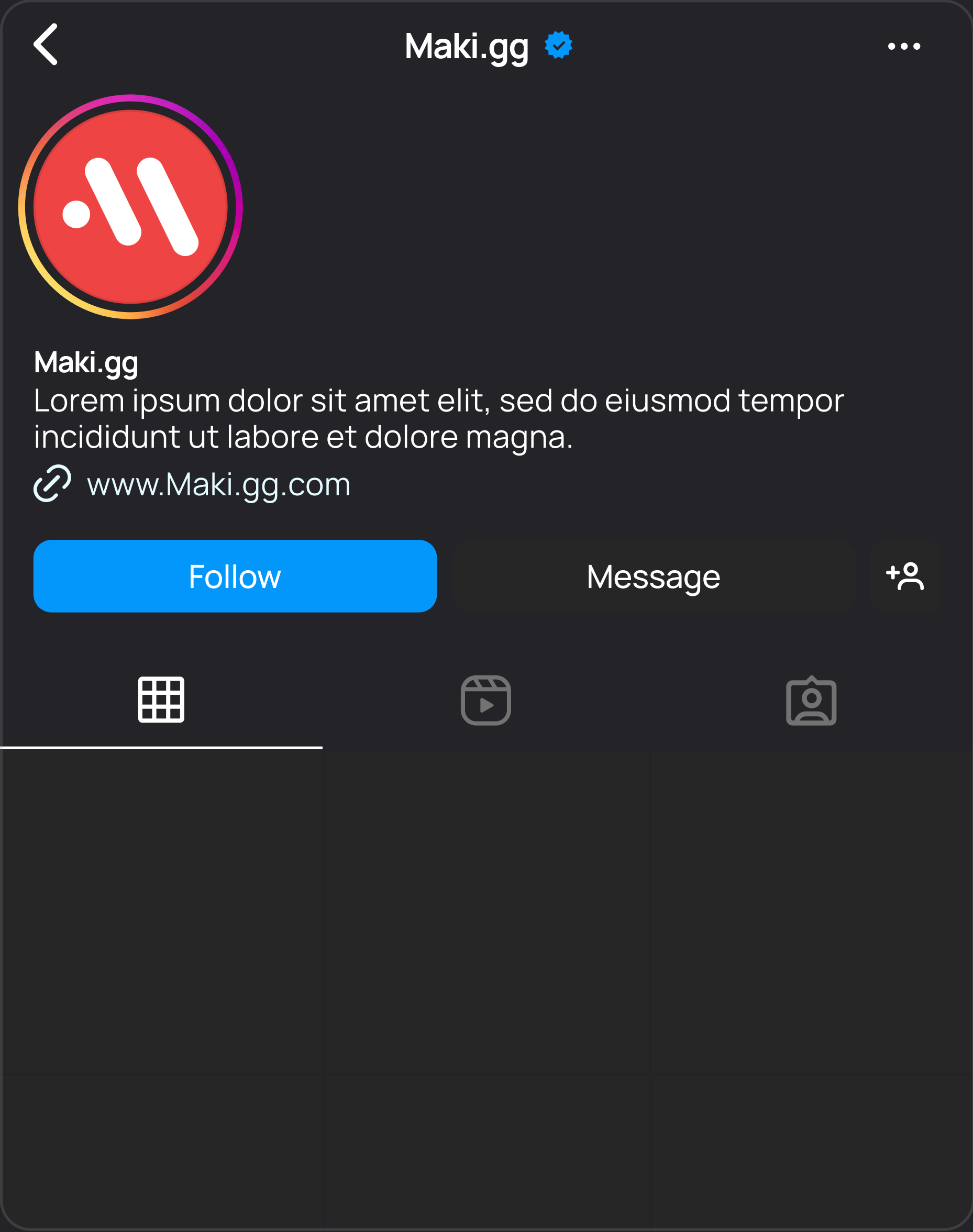
5.4

>

29

Icon Instagram.

Placement for social media
profiles.
Recommendation dimension are
1080x1080 pixels and 72 dpi.



6.0

Mockup Logo.











7.0

Brand Stationary.



Brand Letterhead.

To create a clean, professional letterhead for official correspondence that reflects Maki.gg's tech-forward, friendly, and trustworthy brand personality.

Page Size: Standard A4 (210mm x 297mm / 8.27" x 11.69")

- Margins:
- Top: 25mm (1 inch)
 - Bottom: 20mm (0.79 inch)
 - Left & Right: 25mm (1 inch)



Business Card.

To design a professional, modern business card that reflects Maki.gg's tech-savvy, approachable brand and leaves a strong impression on community managers, partners, and users.

Dimensions

- Standard size: 3.5" x 2" (88.9mm x 50.8mm)
- Bleed: Add 3mm (0.125") bleed on all sides for print safety



Thank You.

Maki.gg is a powerful, all-in-one platform designed to help communities grow, engage, and stay safe.

Say hi to contact@maki.gg

