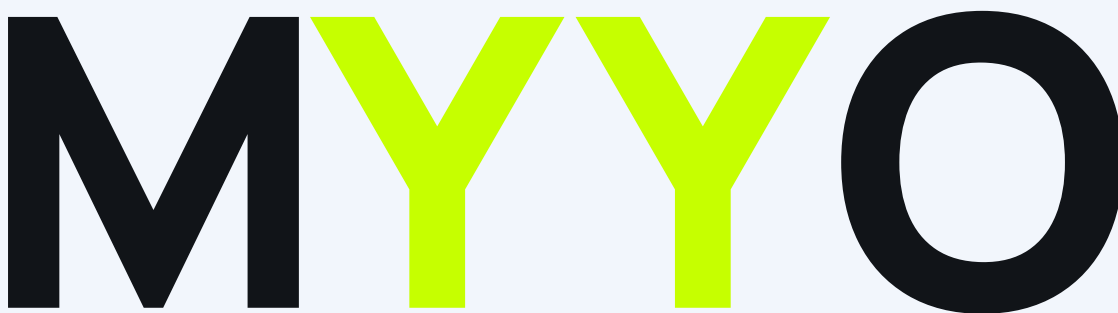


MYYO brand materials

Logos, colours and design guidelines for printers, partners and marketers. Essential assets for posters, websites and other materials featuring MYYO.



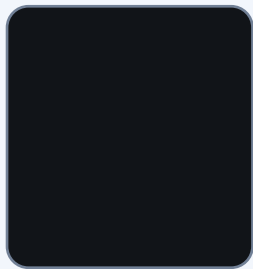
The logo and its variants

Always write MYYO. Use the supplied artwork; do not recreate the logo by typing its name. The primary version uses graphite M and O with lime YY. Use the light or white version on dark backgrounds. Keep the original proportions and letter spacing.

Clear space and size

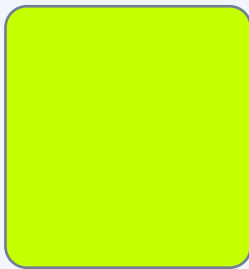
Leave clear space of at least half the logo's visible height on every side. The recommended minimum width is 20 mm in print and 80 px on screen. Test small sizes, textiles, embossing and porous materials with a physical sample. Do not stretch, rotate or add shadows, outlines or effects.

Colours and typography



Graphite

#111418



Lime

#C6FF00



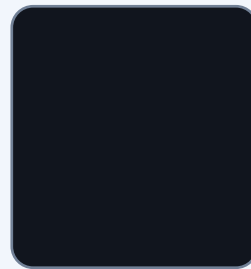
Ice

#F2F6FC



Voice

#6C5CFF



Night

#11151E

HEX values are for sRGB screens, not printing-ink recipes. Use Manrope 700/800 for headings and Inter 400/500/600 for body text. Do not use small lime text on white or white text on lime. SIL OFL font licences are included in the kit.

Manrope 700 / 800

Inter 400 / 500 / 600

MYYO · Ä Ö Õ Ü · A Б B · 0123456789 · €

Design principles

Use generous space, pale blue or calm dark backgrounds and clear typography. Keep lime as an accent. Glass surfaces and bubbles are secondary; they must not obscure text, prices or product photos. Prefer simple colour areas in print. Present products honestly and retain their actual characteristics.



The logo and its variants

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For printers

Printing and file selection

Prefer vector PDF for print and SVG for websites. PNG is suitable for presentations but does not replace vector artwork. The black CMYK logo uses K100 only. The white CMYK logo is knockout artwork, not a separate white-ink plate; white overprint must be off. Agree any white underbase for transparent or dark substrates with the printer.

Colour proofs and publication

The colour master is supplied in RGB. Agree the substrate, ICC profile and physical colour proof with your printer. Bright screen lime may not reproduce in CMYK; select any spot ink using a physical sample. Logo PDFs are placed assets without bleed or crop marks; the printer specifies final artwork requirements. Use these materials to represent MYYO accurately. Coordinate co-branded campaign content with MYYO; do not imply an unconfirmed partnership or endorsement.