

MA SV

MASV

LOGO GUIDE



This is the MASV logo. Simple by design, our logo represents our promise of simple, fast, and reliable, large file transfers. Like the MASV app, it just works.



STANDARD LOCKUP

The standard, horizontal logo is our primary logo and is what you should use in most applications.



STACKED LOGO

The stacked logo can be used when you're confined to a square space that would make the standard logo look too small.



CLEAR SPACE

Keep some buffer around the logo and other visual elements like text, imagery or other logos. This helps our logo appear clean and uncluttered.

M A S V 130 pixels wide

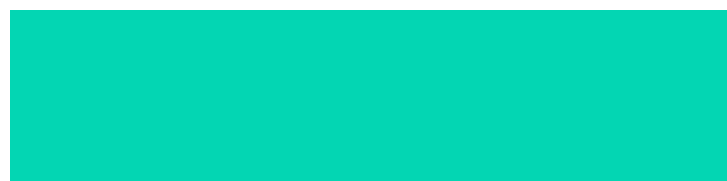


90 pixels wide

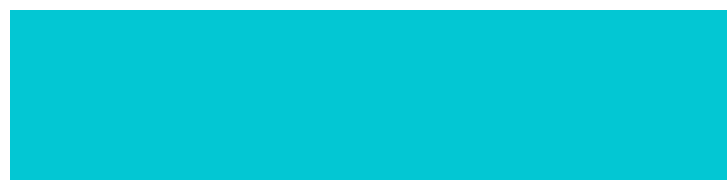
SIZE CONSIDERATIONS

We don't recommend making the logo smaller than 130 pixels wide. Any smaller and the logo becomes difficult to read.

For applications under 130 pixels, it's usually best to use the icon or stacked logo.



#03D6B3



#03C7D3



#03A1CE



#1A87C4

PRIMARY LOGO COLOURS

Our logo consists of four distinct colours. The bright colours give the logo contrast against both light and dark backgrounds.

If using the colour logo isn't possible, you can use the black or white versions instead.



ON A COLOURED BACKGROUND

If you'd like to use our logo over a coloured or photo background, a black or white version of the logo should be used.



You'll need to use some discretion with photo backgrounds to ensure there's enough contrast and the logo doesn't appear cluttered.

Poppins Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

If you're creating digital or print materials that represent the MASV brand, we recommend using the Poppins font family. You can use Poppins Bold for headings or emphasis, and Poppins Normal for supporting text.

M A S V



Do not change the colour. Use only the colours in the palette.

M A S V



Do not add shadows or effects to the logo.

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Do not rotate the logo

M A S V



Do not distort the logo

LOGO "DON'TS"

These are some examples of logo usage that shouldn't be used. When in doubt, refer to the standard logo earlier in this guide.

If you're still unsure, just drop us a line at team@masv.io. We always love to hear from you :)

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