The Version 1 Brand

Logos

Primary logo

The primary Version 1 logo consists of a combination of a triangular pictorial mark and the Version 1 word mark.

Inverted Logo

The inverted logo can be used against any high contrasting background including photography and video.

Transparent Logo

The understated transparent logo is an alternative option for overlaying photography.

Alternative Logo Orientation

Version 1's alternative logo orientation de-emphasises the pictorial mark and brings the word mark to the fore. It should be used when the height of the object it decorates is at a premium.

Spacing Consideration

The minimum padding between the logo and any other design element can be relatively measured by the height of the '1'.

All logos and the fonts can be found in the accompanying Assets Folder. For more information visit maverick-intl.com

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Decorative Design Device

The decorative design device consists of circluar motifs in varients of Version 1's primary brand colours. Coral is also employed, but used sparingly for impact. The round nature of these shapes represent community and togetherness, and illustrate the our all-encompassing core values.

Brand Colours

Below are the colours associated with the Version 1 brand for both print and digital reproduction.

Primary / Accent
Teal
Pantone 326 C
Hex #00b7b6

Background Colour
Midnight Black
Pantone 5463 C
Hex #113037

Font Colour
Charcoal
CMYK 69, 57, 57, 35
Hex #4f4f4f

Primary / Accent
Seafoam
Pantone 3385 C
Hex #00d2a2

Primary / Accent
Jade
Pantone 7716 C
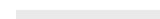Hex #00938f

Dominant Colour
Pure White
CMYK 0, 0, 0, 0
Hex #ffffff

Subtle Differentiator
Subtle Touch
CMYK 7, 5, 5, 0
Hex #eaeaea

Secondary / Action
Coral
Pantone 178 C
Hex #FE595F

Typography

Version 1's branding incorporates a combination of 'sans-serif' fonts, Roboto for headings and Calibri for body copy. *(Free to download from Google)*

Applications: Headings

Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Applications: Body Copy

Calibri Light

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

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