

STUDIO IDENTITY

OUR LOGO



MADCHAMO

CLEAN TYPE



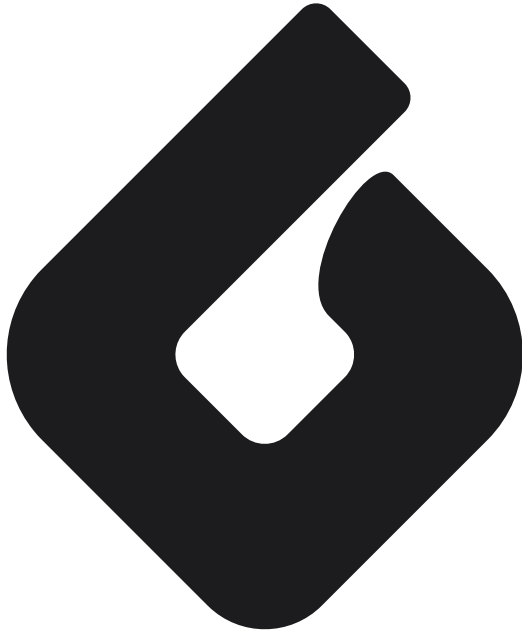
BLACK

WHITE



BLACK

WHITE



MADCHAMO



MADCHAMO

CLEAR SPACE



INCORRECT LOGO USAGE

- 1 Do not change the colors of the logo.**
- 2 Do not place elements in the logo clear space.**
- 3 Do not condense, expand, or distort the logo unproportionally.**
- 4 Do not add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.**
- 5 Do not adjust the placement of the logo icon.**
- 6 Do not place the logo on top of an image with poor contrast and readability.**
- 7 Do not resize any individual elements of the logo.**
- 8 Do not rotate the logo.**
- 9 Do not crop the logo.**



PRIMARY COLORS

Aesthetic Black
Hex #1C1C1E
28, 28, 30
CMYK 7, 7, 0, 88

Outer Space
Hex #49494B
RGB 73, 73, 75
CMYK 0.026,
0.026, 0, 0.705

Dark Charcoal
Hex #333333
RGB 51, 51, 51
CMYK 0, 0, 0, 8

Ultra Violet
Hex #645394
RGB 100, 83, 148
CMYK 32, 44, 0,
42

Ghost white
Hex #F8F8FF
RGB 248, 248,
255
CMYK 3, 3, 0, 0

MONTERRAT | PRIMARY TYPEFACE

Aa

**ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklm-
nopqrstuvwxyz
(.,;?!@#\$\$%^&*)
0123456789**

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
(.,;?!@#\$\$%^&*)
0123456789

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
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