

2019

***mamerican***

Brand Guidelines

# Introduction

Mamerican sweets is undergoing a rebrand and relaunch for 2019. This new logo has been created with this relaunch in mind.

The new logo resembles the old one so that it is still recognisable to customers all while implementing a newer, modern design that will scale across mamerican's social properties and their new website.

That's enough nonsense.

**TL;DR** In this guide we outline how you should use and display our logo.

# Our Logo

There is only one variant of the logo permitted for use, this is always a wordmark.

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Our wordmark, in full colour, plays on the colours of the American flag (there's a star too for the i).

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# Our Logo Variants

Our logo is always a wordmark but depending on where it is being displayed you may need to use another version of it.



The logo consists of the word 'merican' in a bold, italicized sans-serif font. The 'm' is blue, and the rest of the letters are red. A small red star is positioned above the 'i'.

For use on light or dark backgrounds. Not for use on images with multiple backgrounds or on backgrounds with red or blue overlap.



The logo consists of the word 'merican' in a bold, italicized sans-serif font, rendered in white. A small white star is positioned above the 'i'. The entire logo is set against a solid black background.

For use on dark backgrounds and images where there would be overlap with red or blue.



The logo consists of the word 'merican' in a bold, italicized sans-serif font, rendered in black. A small black star is positioned above the 'i'. The entire logo is set against a solid white background.

For use on light backgrounds and images where there would be overlap with red or blue.

Our single colour logos can be used on solid backgrounds too. The key is to make sure that the logo is visible and recognisable.



The logo consists of the word 'merican' in a bold, italicized sans-serif font, rendered in white. A small white star is positioned above the 'i'. The entire logo is set against a solid blue background.

# Logo Misuse

We'd love you to feature our logo, just please do it properly. Please use our logo as is. Our logo is not to be modified in any way.



Please don't change or skew the proportions of our logo.



Please don't create your own colour variants of our logo.



Please don't change the order of the colours in our logo.



Please don't outline the mamerican logo.



Please don't add shadows to our logo.



Please don't add to our logo. One star is plenty.



Please don't modify the opacity of our logo.



Don't contain any variants of our logo within a shape.



That's it, use it properly please. We just wanted a nice 3x3 grid.

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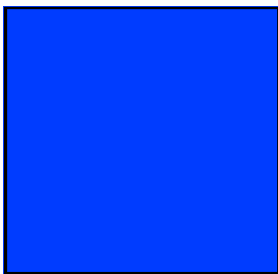
# Logo Size and Colours

Our logo uses different colours depending on its format.

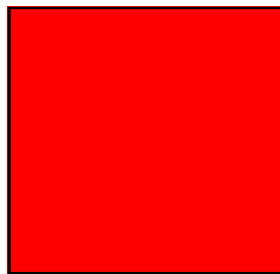


Please make sure to feature our logo at the same size as others it is immediately next to or near.

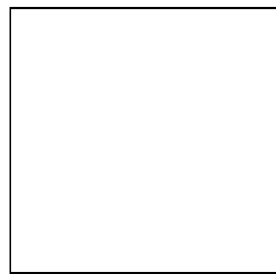
We're not really bothered about clear space, just don't cover it within its bounding box.



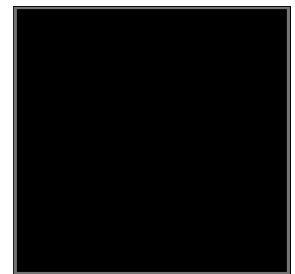
#003cff  
mamerican  
Logo Blue



#ff0000  
mamerican  
Logo Red



#ffffff  
mamerican  
Logo White



#000000  
mamerican  
Logo Black

Mamerican's logo uses "Upgrade" as a typeface, specifically ***semibold italic***.

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# The End

Thanks for reading through these and representing us properly (you can call us mamerican or mamerican sweets if you'd like), please let us know where we're featured by sending an email to us at **hello@mamericansweets.com**

If you've still got questions feel free to send an email to us at **press@mamericansweets.com** and we'll see what we can do to help you out.

Thanks,  
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