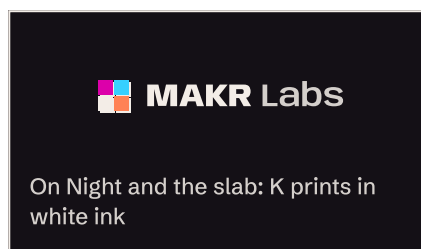
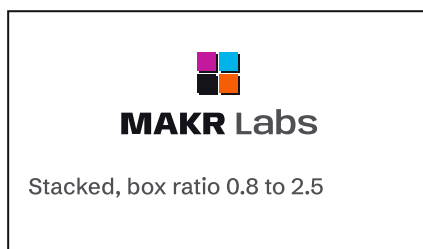
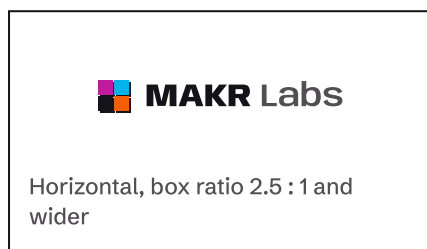
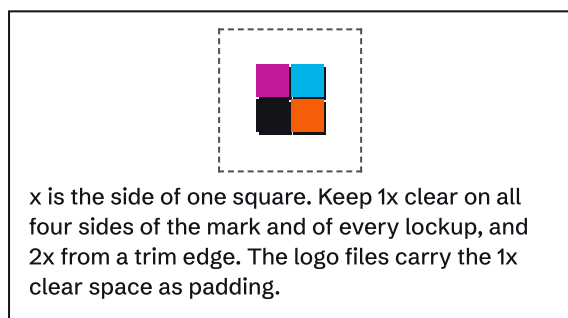


For printers and contractors. Use the files from design.makrlabs.dev/brand/downloads; never redraw the mark or retype the wordmark. The full rules are at design.makrlabs.dev/brand.

01 Lockups



02 Clear space



03 Minimum sizes

Piece	Print	Screen
The mark (height)	6 mm	24 px
Letters on the squares	12 mm	48 px
Horizontal lockup (width)	30 mm	120 px
Stacked lockup (width)	18 mm	64 px
Wordmark (width)	22 mm	100 px

04 Six things never to do



✗ Don't Stretched
(BB-MARK-07)



✗ Don't Rotated or tilted
(BB-MARK-07)



✗ Don't
Recoloured with an alternate, client or single ink (BB-MARK-05)



✗ Don't An added outline or frame
(BB-MARK-07)



✗ Don't On a line plate (BB-MARK-08)



✗ Don't Crowded clear space (BB-MARK-02)



05 Inks

CMYK through PSO Coated v3 (ECI, FOGRA51) and PSO Uncoated v3 (ECI, FOGRA52), relative colorimetric with black point compensation; ΔE is ΔE_{2000} from the screen colour. Spot inks stay candidates until approved against a physical guide.

Ink	Screen	CMYK coated	CMYK uncoated	Nearest spot
 K key, the Websites line	#15131A RGB 21 19 26	C0 M0 Y0 K100 ΔE 9.8, prints duller	C0 M0 Y0 K100 ΔE 22.8, prints duller	Opaque white ink (screen print), candidate
 R red, the Growth line	#F55E07 RGB 245 94 7	C0 M73 Y97 K0 ΔE 2.8	C0 M69 Y100 K0 ΔE 9.1, prints duller	Pantone 1655 C, Pantone 1655 U, candidate
 A aqua, the Software line	#00B4EA RGB 0 180 234	C71 M5 Y0 K0 ΔE 0.7	C72 M0 Y0 K0 ΔE 2.7	Pantone 2995 C, Pantone 2995 U, candidate
 M magenta, the Custom apps line	#C31A9D RGB 195 26 157	C34 M93 Y0 K0 ΔE 4.7, prints duller	C31 M95 Y0 K0 ΔE 11.7, prints duller	Pantone 240 C, Pantone 240 U, candidate
 yellow, the one action	#FFE500 RGB 255 229 0	C0 M4 Y88 K0 ΔE 1.2	C0 M0 Y92 K0 ΔE 3.8, prints duller	Pantone 102 C, Pantone 102 U, candidate
 wood, MAX//OS	#D9B27C RGB 217 178 124	C11 M28 Y52 K5 ΔE 0.9	C9 M24 Y49 K3 ΔE 2.6	Pantone 7508 C, Pantone 7508 U, candidate
 go green, the live dot	#008A4E RGB 0 138 78	C78 M9 Y78 K16 ΔE 2.2	C81 M5 Y87 K9 ΔE 7.2, prints duller	Pantone 348 C, Pantone 348 U, candidate

06 Black and neutrals

Type and rules	C0 M0 Y0 K100 only
Floods $\geq$ 10 mm, coated	Rich black C65 M57 Y36 K100
Floods $\geq$ 10 mm, uncoated	Rich black C73 M55 Y30 K100
Knockouts	Pull CMY back 0.15 mm
Second text ink	K 82
ink-3	K 73
Rules	K 61

07 Paper

Bone	a warm or natural white uncoated stock, smooth or eggshell; business cards on 130 lb cover (about 350 g/m ²) or duplexed
White	a bright white coated or uncoated stock
Night	a rich black flood on the Bone stock
Sticker	white vinyl with a matte laminate

08 Type

Built to be found

Anybody. Display, numerals and the wordmark.

Pre-orders close at noon

Schibsted Grotesk.
Every text: body, tables, labels and footers.

Shipped on a Friday

Shantell Sans. Comic balloons and captions only, in capitals.

pnpm brand:build
Geist Mono. Code only.

Print roles: nothing prints under the footer role

Role	Family	Size	Weight	Leading	Use
Title	Anybody, width 106	28 pt	830	1	a document's title, its one display moment
Head	Anybody, width 104	14 pt	780	1.15	section heads in documents and the spec sheet
Body	Schibsted Grotesk	10 pt	420	1.45	running text
Table	Schibsted Grotesk	9.5 pt	450	1.35	line items, totals and spec tables
Meta	Schibsted Grotesk	8.5 pt	500	1.35	numbers, dates, client blocks