MLXVE

Branding + Style Guide

This document will act as the foundation of all branding and design used across both social media and physical formats.

Branding & Style Guide
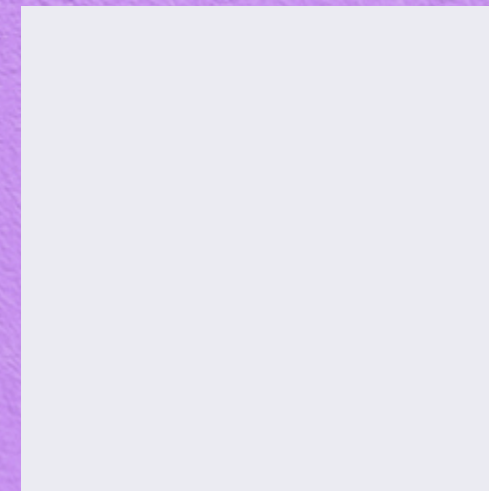
Color Palette

#fdc9eb

#fd72cd

#925aba

#0802l6

#6a2889

#c6a5de

#f4l0a5

#ebebf2

Fonts

MLXVE

Akira Expanded.

i never got to say this

Beyond Infinity

i never got to say this

FixCystNeon

i never got to say this

Benedict

Inspiration

Textures

Textures like: cloud, smoke, marble, resin, brick. We can layer these with colours to create a dream-like abstract visual and add depth to branding & images.

Art Style

MLXVE branding should be photo-based and quite feminine. Use coloured lighting, neon, and icons such as hearts, butterflies and balloons.

We can create neon-style lettering by using the fonts overlaid with lightly blurred copies.

Images should feel warm & bright with depth and colour created with low & high lights. This combined with textural backgrounds and elements create a cool, mixed-media approach.
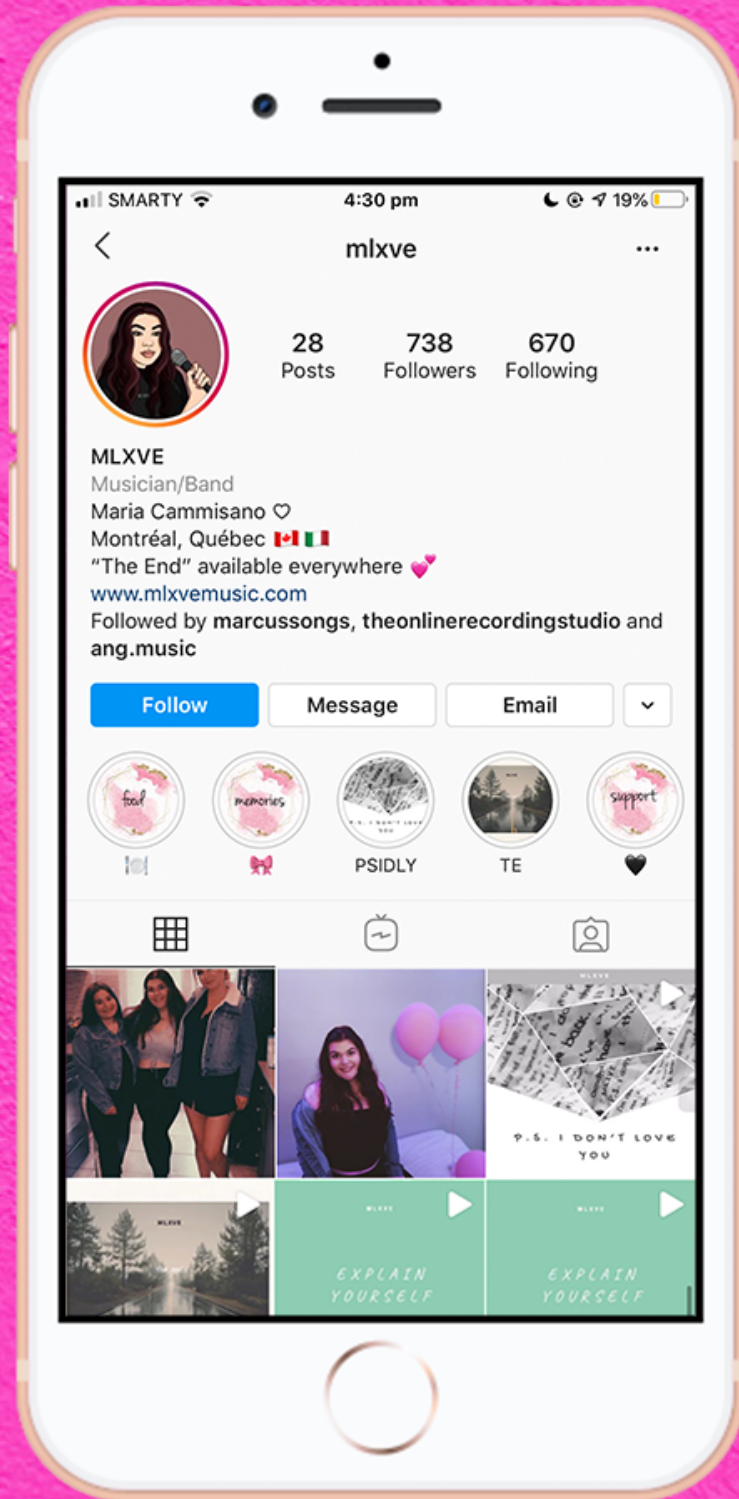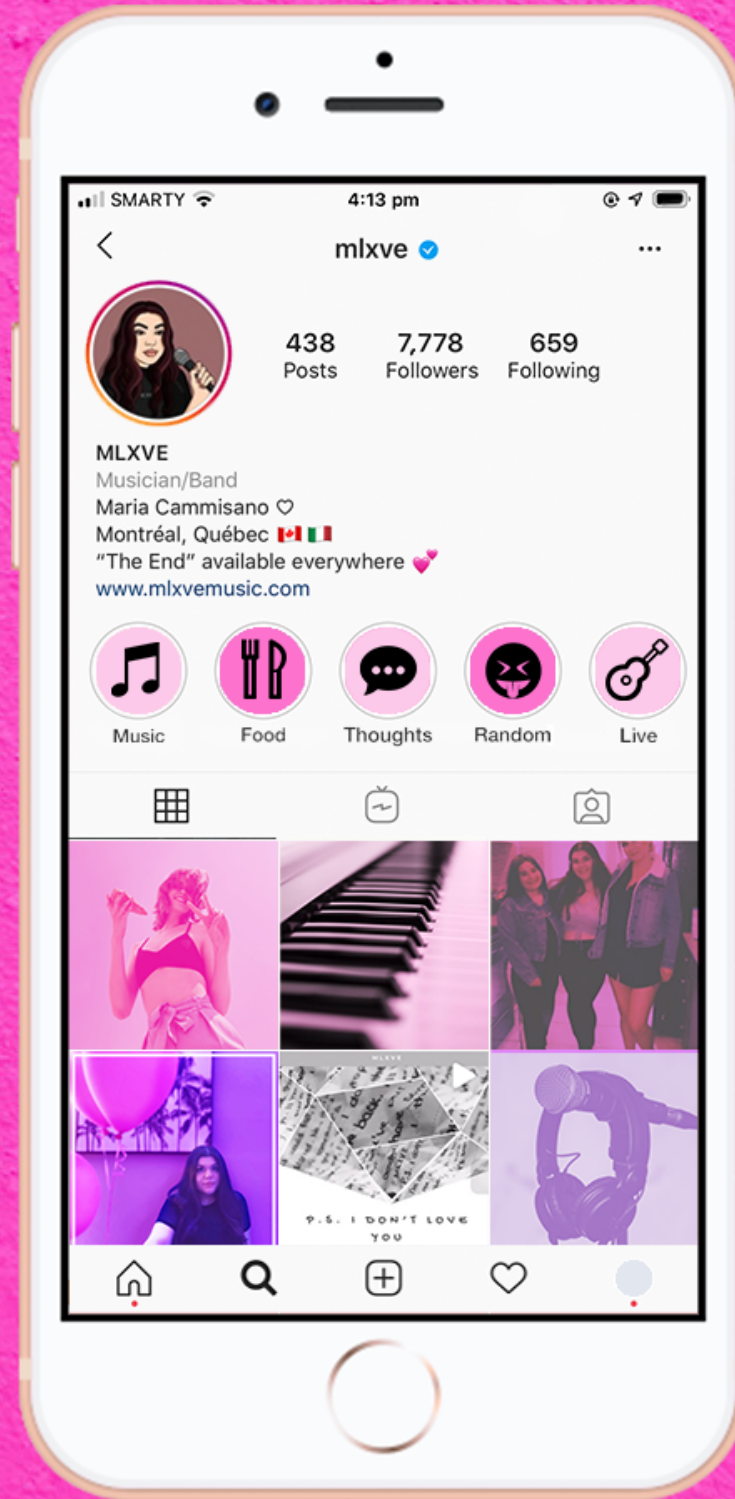
Photo Editing

Before

After

MLXVE's photos should be edited with pink & purple overlays. This keeps photos looking cohesive with branding and also gives a dreamy effect to the photo. Adding a neon-style border adds to the framing of the image and makes it cohesive with branding.

Before

After

See The Difference

- Cohesive Branding – leading to an improved user experience and brand recognition.

- Highlights – used to to organise content by topic and interest.

- Clear Subject Focus – drawing users in with clear and cohesive content.

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