



**Mahi toi**

# Brand Styleguide

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## 1 Philosophie

It is pure nature that humans want to create something by their own. Especially something that lasts forever. To do some art is a good way to show this. We are convinced that everybody can be an artist on his own way.

Mahi toi is Maori and means a work of art and that's what it's about. Like waves bringing the water to the beach, we want to bring art to every single one.

That is the reason why our main colors are blue and white. They imply good times, peace and movement and these are all properties of our brand.

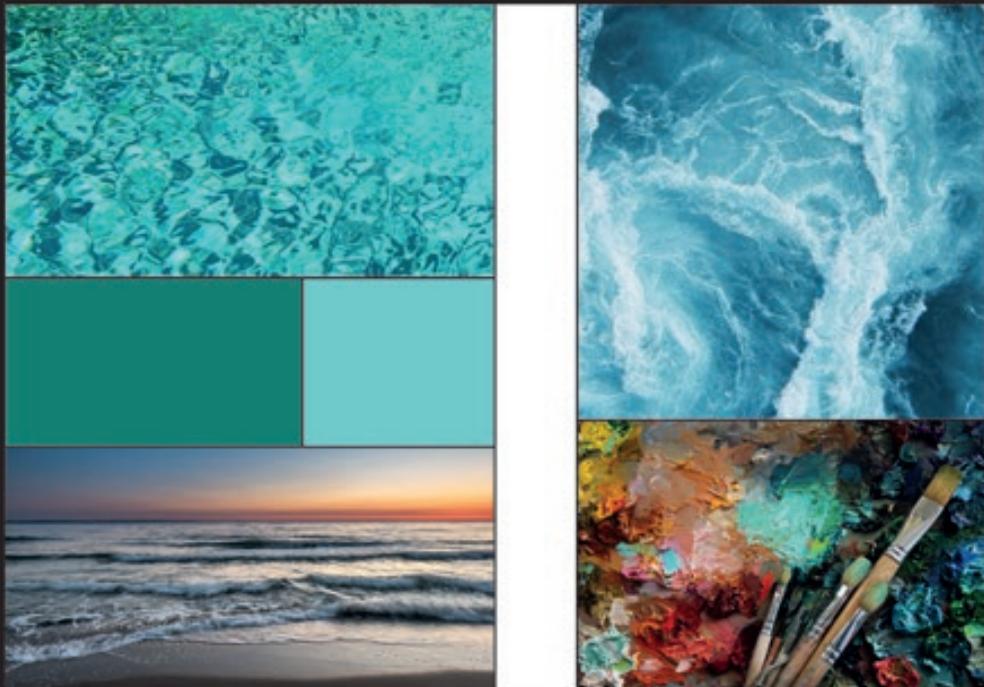
To deal with acrylic colors on a canvas is a great experience and different tools enable new ways of applying the paint.

Everybody can create a masterpiece and our mission is to bring it to you.

## 2 Moodboard

ocean, waves, beach, silence, art

—  
mahī toi



## 3 Logo

Based on our Moodboard colors we thought about the logo. It was very important for us to combine the use of tools like brushes and the color mood.

mahi toi

## FREE SPACE



The lowercase letter „m“ indicates the free space. There must be nothing inside this space.

Also in the world logo, the lowercase letter „m“ is the delimitation for the free space.



## DO's and DONT's

### DONT's

different color



flip



### Do's

font alone

Mahi toi

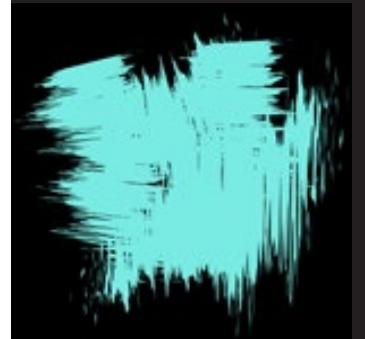
colorful background



black background

Mahi toi

illustration alone



## 4 Typography

Active Reagular

„The quick brown fox jumps over  
the lazy dog“

Helvetica

„The quick brown fox jumps over  
the lazy dog“

## 5 Color

Everything has a beginning and this is ours. We want to transport a special feeling when our customers create their own masterpiece. We think that drawing is meditative.

You should feel refreshed and calm after doing it. We chose these colors to create a relaxing mood. It simulates the ocean, beach, sky or mountains.

Lot of people feel free and comfy at these places and that is what matters.



#FFFFFF

FOAM OF THE SEA



#68E8E0

MALDIVES CORAL BAY



#027D71

DEEP MYSTERY OCEAN



#FFD700

SPARKLING SUNRISE



# 7 Products







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