

Mahi toi

DONT's AND DO's

DONT's

different color

flip

black background



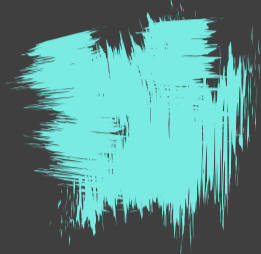
Do's

font alone

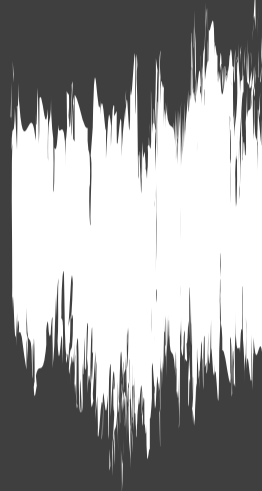
colorful background

illustration alone

mahi toi

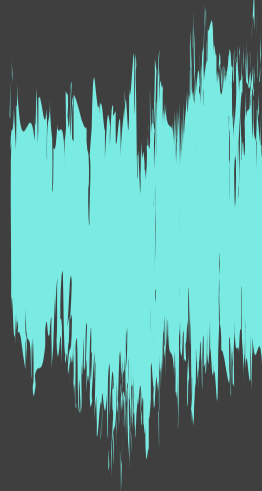


COLOR PALETTE



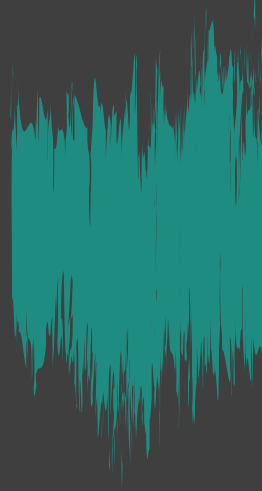
#FFFFFF

FOAM OF THE SEA



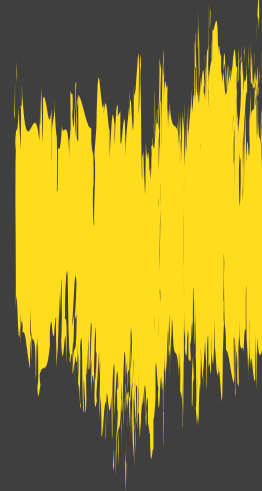
#68E8E0

MALDIVES CORAL BAY



#027D71

DEEP MYSTERY OCEAN



#ffd700

SPARKLING SUNRISE

FONT

Active Regular

„The quick brown fox jumps over the lazy dog“

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Light

„The quick brown fox jumps over the lazy dog“

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CONCEPT

The idea for the logo emerged from picking up a color from the moodboard and combine it with the typical structure of a big brush.

Mahi toi is Maori and means work of art.
The hole logo represent the nucleus ideas of our startup.

Everone can create a masterpiece.

INSTRUCTIONS

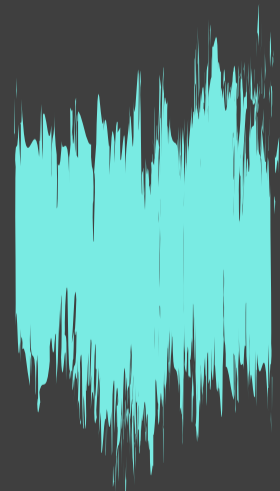
Almost you need is in your order. Just add a cup of water and you can start.
There are three different colors in font off you.

At first you will have to prime your canvas with the specified primer color
but leave some paint in the tube. Use the brush for this.

After that you can start to apply the other colors and mix it with the primer.
It is your choice to use the brush or spatula.
Take what you are comfortable with.

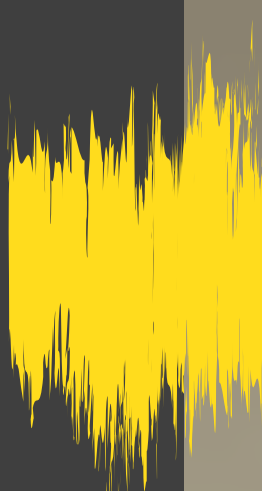
So that's it - Create your own masterpiece!

MOCK UPS



#68E8E0

MALDIVES CORAL BAY



#ffd700

SPARKLING SUNRISE

