Brand guide
Megabeetle
April 2020

The reason for the name MegaBeetle was a mixture of ideas between the name Beetle and Mega, to create something resembling Megabyte.

Mega is a word to define something large, something big, we felt this was fitting, considering we work with companies around the world, providing design and IT solutions such as websites.

The Beetle is often associated with traits of Strength, Time, Structure, Creativity, Recycling, Cleanliness, Adaptation, Transformation, Metamorphosis, Resourcefulness among others. All these traits represent what our company is.

We always aim to be a creative team that builds things from scratch or rebrands companies, adapting to their needs and to the companie's current image if case, transforming their image into a clean and efficient look that will last through time.

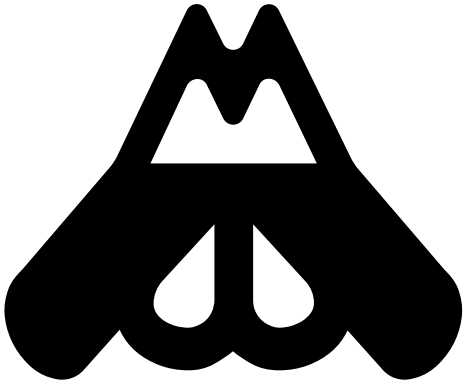
As such, with those goals in mind, MegaBeetle was born.

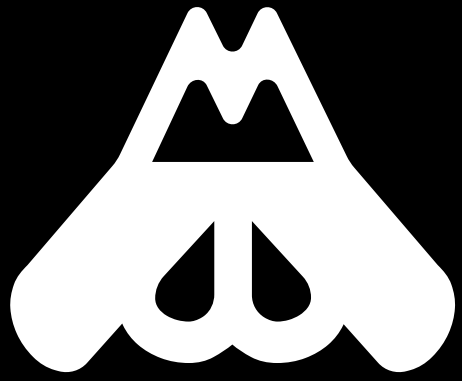
MegaBeetle’s logo was created with the idea of portraying the aspect of cleanliness while also communicating efficiently through it’s image, with a goal of making a lasting brand.

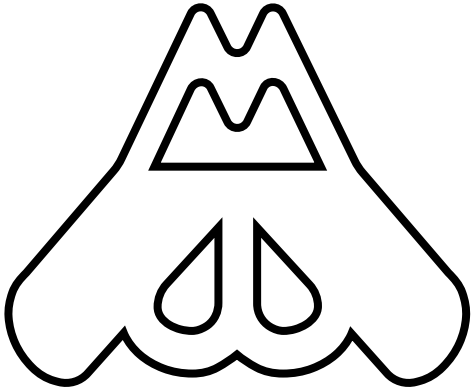
The base elements the logo would need would be a Beetle and something related to Megabyte, initially we made a logo with some circuitry coming out from the Beetle’s husk but it didn’t communicate properly. So we moved to something simpler, using the initials M and B, we designed the beetle to resemble those letters.

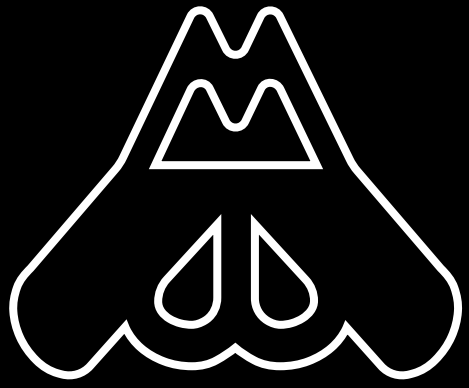
The logo reflects the company’s stance as a laid back, cool and clean organization, here at MegaBeetle we like to have a good time while doing what we do best, serve our customers with quality services at prices that are affordable.

POSITIVE AND RESERVED VERSIONS

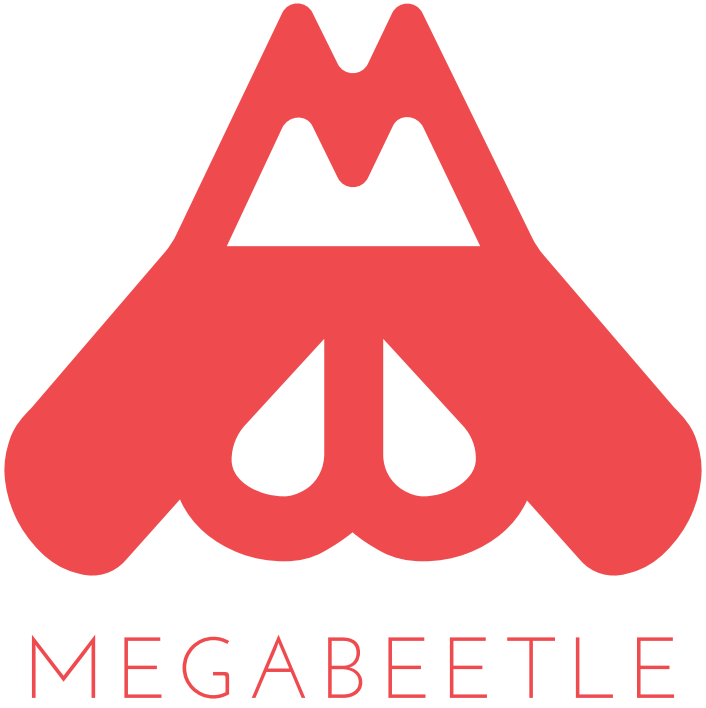




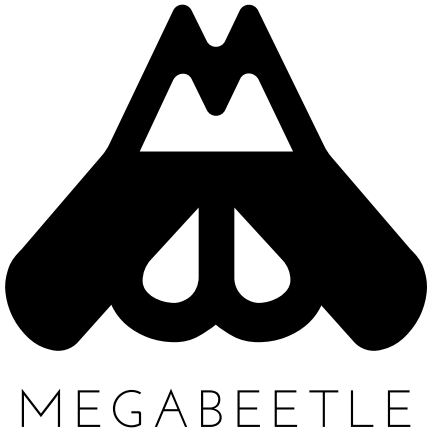


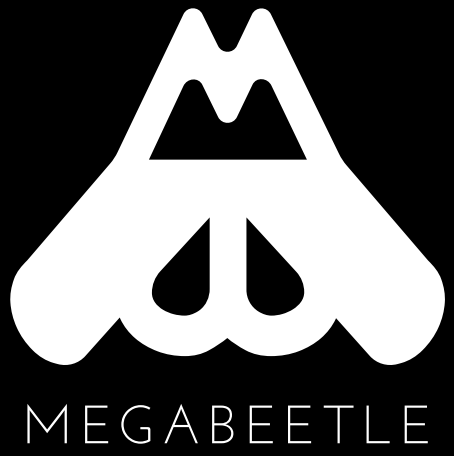


SECONDARY VERSIONS

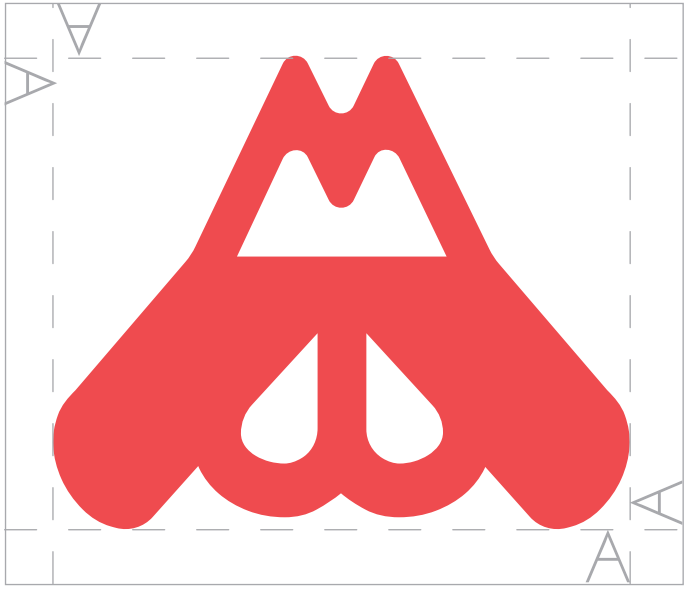


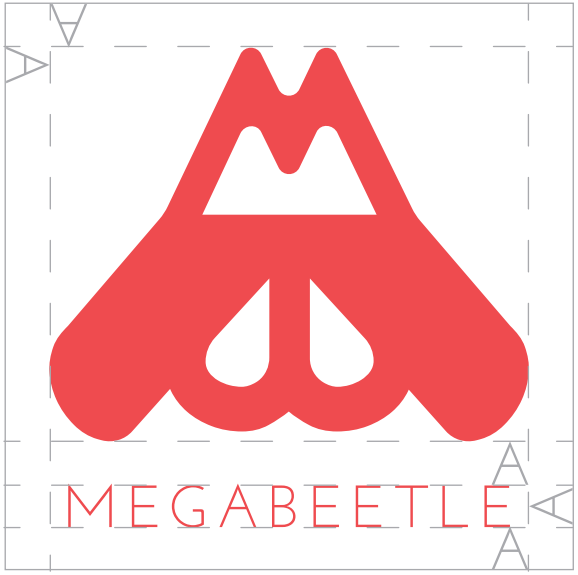
POSITIVE AND RESERVED VERSIONS





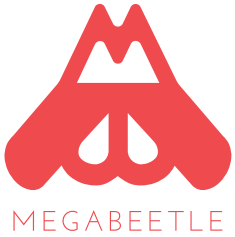
CONSTRUCTION AND SAFETY AREA





MINIMUM SIZE

To ensure the logo maintains
its visual impact, do not go any smaller
than 16 pixels wide or 12 mm.



To ensure the logo maintains
its visual impact, do not go any smaller
than 114 pixels wide or 30 mm.

Cor direta
Pantone P 52-7 C

Quadricromia
C 0% M 86% Y 71% K 0%

RGB
Red 199 Green 83 Blue 71

Web Hex
ff5544

Cor direta
Pantone P 179-16 C

Quadricromia
C 100% M 100% Y 100% K 100%

RGB
Red 0 Green 0 Blue 0

Web Hex
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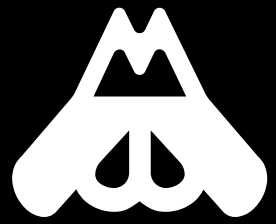
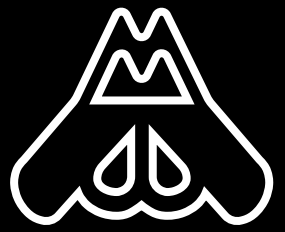
CORPORATE COLORS' BEHAVIOR



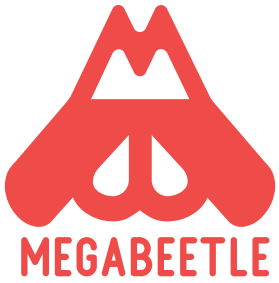


CHROMATIC BACKGROUND BEHAVIOR

PHOTOGRAPHIC BACKGROUND BEHAVIOR

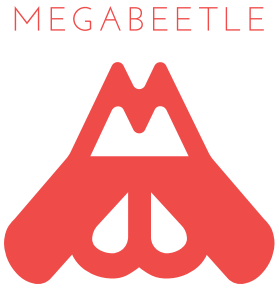
MISUSE

Inverter a ordem cromática.



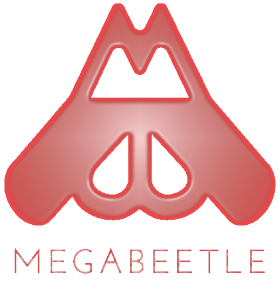
Usar uma tipografia em substituição da palavra “megabeetle”.

Utilizar transparências, marcas de água ou qualquer reforço gráfico.

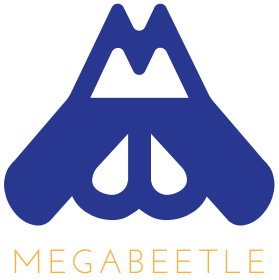


Inverter a ordem dos elementos.

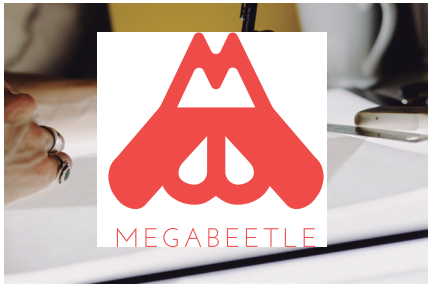
Distorcer a identidade.



Aplicar efeitos gráficos à identidade.



Usar outros esquemas cromáticos que não sejam previstos neste manual.



Desrespeitar as dimensões previstas para as margens de segurança.

JOSEFIN SANS

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/( )=+

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&/( )=+

SEMIBOLD
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BOLD
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abcdefghijklmnopqrstuvwxyz
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BLACK
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LATO

HAIRLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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REGULAR
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BOLD
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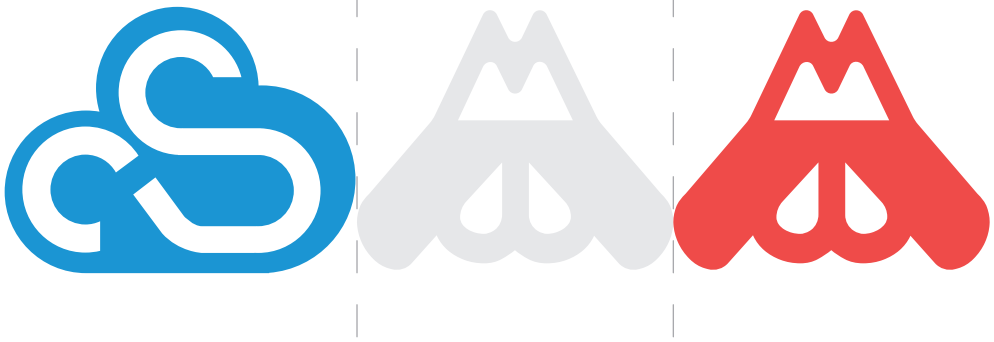
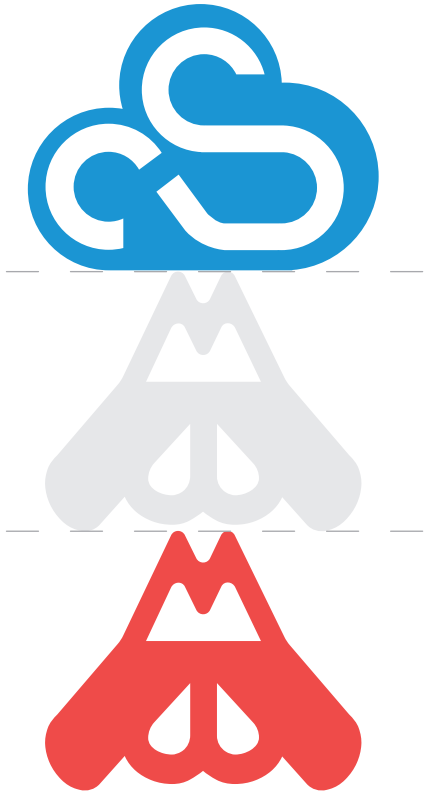
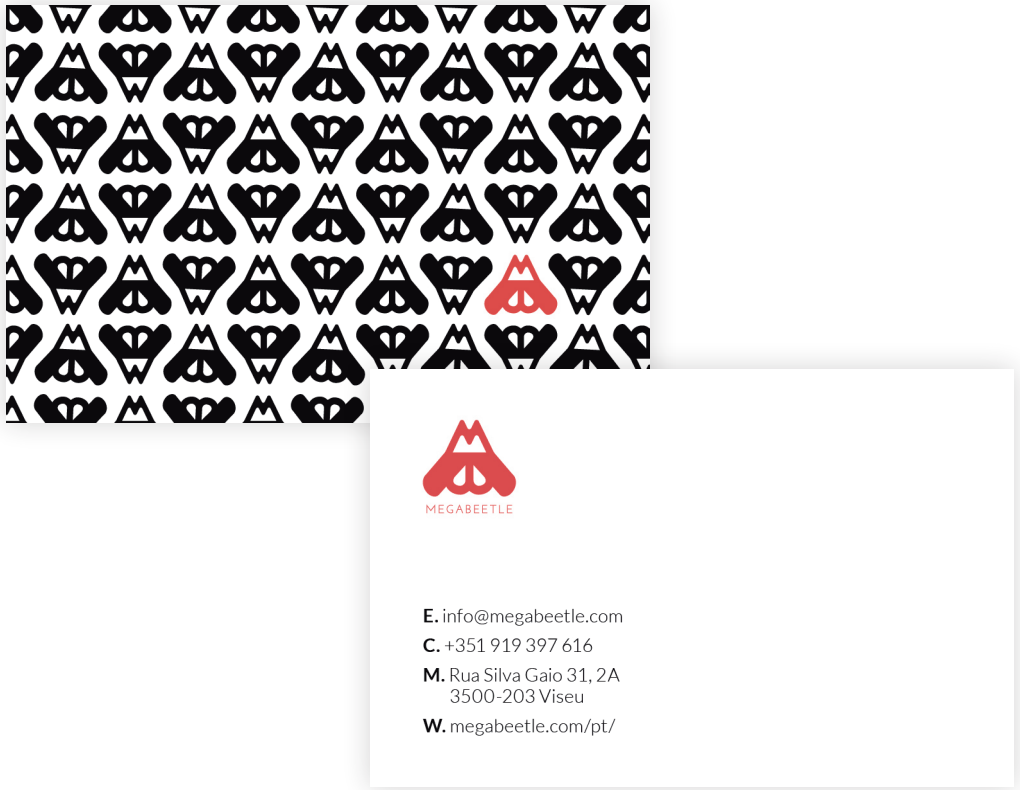


1/2



STATIONARY - BUSINESS CARD



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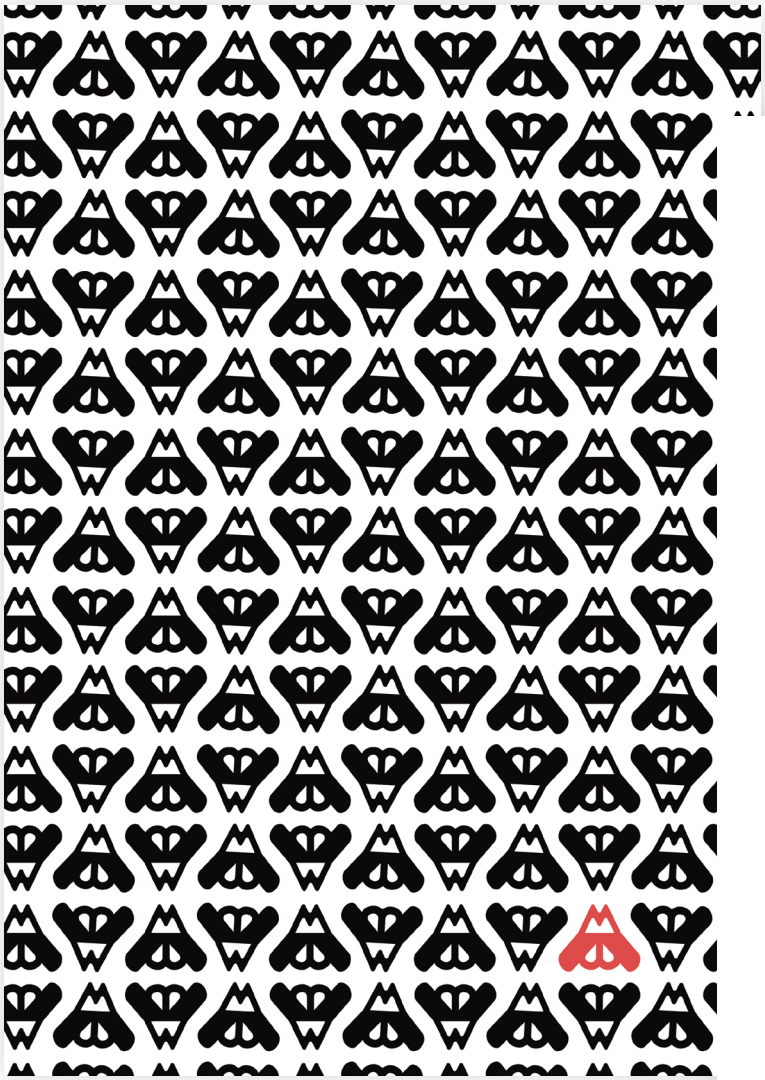
STATIONARY - LETTERHEAD



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STATIONARY - LETTERHEAD

STATIONARY - ENVELOPE

STATIONARY - ENVELOPE