

Brand style guide

June 2022



About this guide

These Mainmatter Brand Style Guidelines set out the principles for the correct implementation of the brand's identity in all forms of communication.

Everyone who communicates on behalf of the brand or interacts with our clients should make use of these guidelines to ensure the end client has a consistent brand experience.



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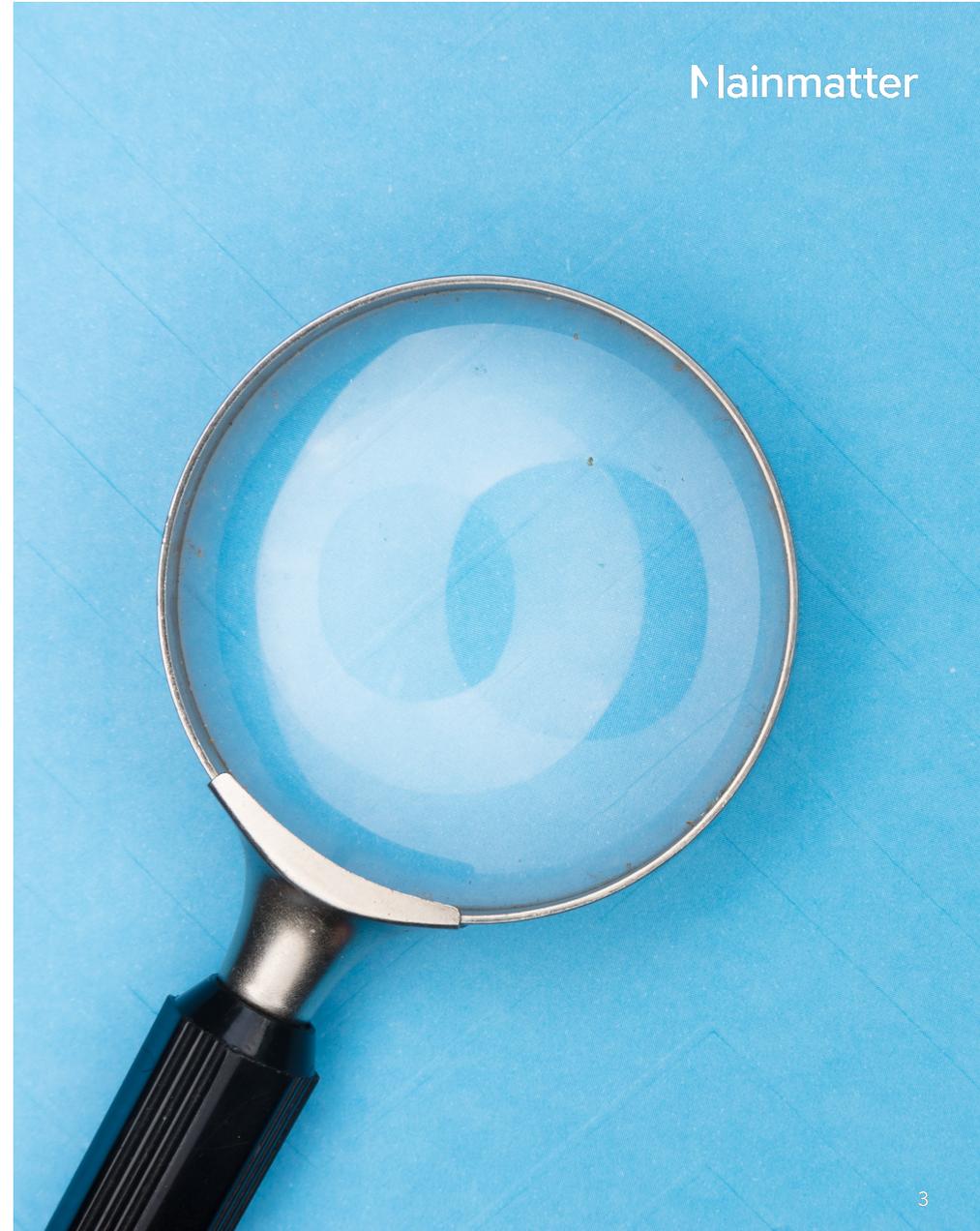
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Mainmatter



1.0

The Mainmatter Brand

It takes brains to develop a no-brainer

At Mainmatter, we teach, cross-pollinate, and collaborate with our clients to develop digital products and practices they can build on. We don't care for trends or theory if the results are impractical, so we strive for effective and pragmatic solutions for complex problems.

Through guidance and knowledge transfer, we take a long-term view, rather than chasing a short-term high, enabling our clients to shape the future of their digital products.



1.1 Brand personality and tone of voice

Mainmatter is sage, creative and collaborative, as well as lively, bold, and modern. Our main goal is to provide simple solution to a complex problem. With our heritage as an evolved German company, we can claim to be:

- **Knowledgeable**
- **Experienced**
- **Focussed**

By working closely with our customers and embracing our bright, multicultural team are:

- **Collaborative**
- **Ambitious**
- **Innovative**

Mainmatter

This unifies into 3 personality traits:

Wisdom

Simplicity

Engagement

1.2 Brand personality traits

Our 3 brand personality traits define what we stand for.

→ **Wisdom**

We strive for mastery in what we do and will share what we know with others to enable them get better as well.

→ **Simplicity**

We turn complexity into simplicity to remain focused on what matters instead of solving non-essential problems.

→ **Engagement**

We care about what we do and the communities we are a part of – whether that's a project team or an open source community.

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Our 3 brand personality traits

Wisdom

Simplicity

Engagement

Wisdom

We never waffle, brag, or explain the obvious. We inform without being condescending, making a good use of:

- **Authenticity**
- **Precision**
- **Everyday phrases and words**



Don't use thesaurus words for no reason or overexplain what is common knowledge. Chances are, we're speaking to people who know their stuff. Treat them accordingly.

"Our most fundamental belief is to build products that work well and keep working well."



Do write on eye-level. If you're stating the obvious, acknowledge it. Share knowledge implicitly, without showing off.

"It's a no-brainer: Every product should be a keeper."

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→ **Wisdom**

Simplicity

Engagement

Simplicity

We are direct and clear. Our product aims for a simple solution to a complex problem, so does our tone of voice:

- Clarity
- Brevity
- Straight-forwardness



Don't write sentences that are too long or complicated, or try to squeeze too much information into one piece of text. Attention spans are short: Make sure you truly need every word, sentence, or paragraph. Avoid extraneous adjectives.

"We strongly believe in the value of sharing our expertise and experience with others and are engaged with various conferences and meetups as organizers, speakers and sponsors."



Do find a good lead to set the mood, so that information can follow with more simplicity. Keep it short and simple.

"Sharing is caring: we're actively engaged in conferences and meetups as organizers, speakers, and sponsors."

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Wisdom

→ Simplicity

Engagement

Engagement

We encourage positive thinking and problem solving, and are friendly and conversational while we are at it.

→ **Motivation**

→ **Courage**

→ **Knowing a good pun or colloquialism when we see one**



Don't use passive language, or speak about clients like some mysterious third party. Don't be vague. It lacks confidence and motivation. Don't put people to sleep with dry content.

"Our clients are encouraged to take on an active role in projects and we guide them along the way..."



Do use active language and bright verbs. Have a little fun and make sure you activate clients whenever you can, e.g. "let's find a way," "get involved", etc.

"Do and be done: Take an active role and let us guide you along the way."

Mainmatter

Wisdom

Simplicity

→ Engagement

2.0

The Mainmatter Logo

2.0 The Mainmatter logo

With our unique logo, we tell the world who we are. Mainmatter is easy to read, but with an alliterative twist, which makes it memorable.

We should always use the Mainmatter logotype in purple, occasionally in black or reversed in white on any solid background colour or imagery that allows the logo to be visible.

The logo should never be boxed out, so always use the logo within an open area. The logo should not be stretched, skewed, cropped, given a shadow, or subjected to any other effects.

Logo's minimum size

The minimum size is the threshold the logo can be scaled at. To ensure proper readability, never go below the recommended size.

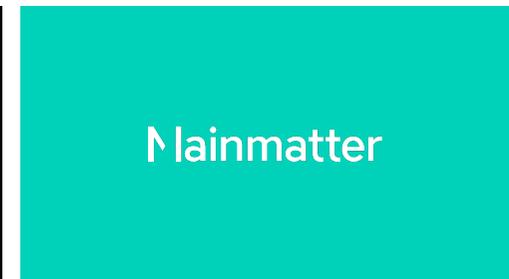
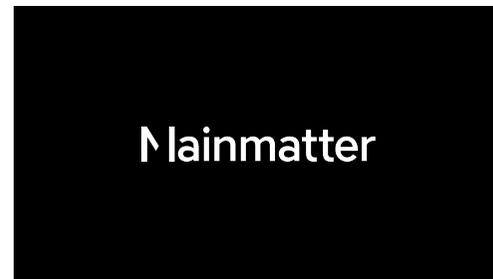


Mainmatter

Primary logo

Mainmatter Mainmatter

Reversed out logo



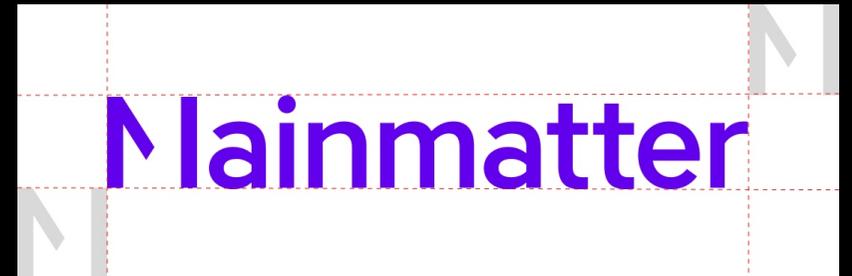
2.1 Clearance area and backgrounds

The minimum clearance area is determined by placing the uppercase 'M' – as it appears in the Mainmatter typeface – around the Mainmatter logotype. The height of the 'M' forms the minimum clearance area. No type, images or other graphic elements may appear within this area.

Please note this is a minimum clearance area.

Additional clearance should be given if possible or appropriate.

Mainmatter



2.2 The Mainmatter symbol

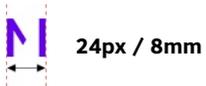
Our logo's first letter is a striking symbol that expresses who we are. It's clever, yet simple and quite magical, actually: readers need to complete the letter "M" in their own minds.

The symbol is to be used when there is not enough space to fit the logo, as a profile picture on social media or as a favicon that require a logo smaller than the 43mm minimum size of the full logo. It can be placed on square or round background shape, as long as it stands out with confidence.

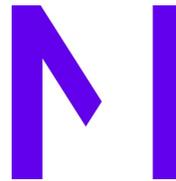
Just like our logotype, we should always use the Mainmatter symbol in purple, or reversed in white on any solid background colour or imagery that allows the logo to be visible.

Symbol's minimum size

The minimum size is the threshold the logo can be scaled at. To ensure proper readability, never go below the recommended size.



Primary symbol



Reversed out symbol



3.0

Colour palette

3.1 Primary colours

Primary colours ensure that our brand is recognisable, when in doubt, choose a primary color.

Purple helps us stand out and differentiate ourselves from competitors. White and black are neutral hues that help the color purple shine even more.

3.2 Accent

To keep things from getting monotonous, we use Teal to create a bright colour climate, vibrant layouts and highlights.

White
HEX #ffffff
CMYK 0/0/0/0
Pantone -

Black
HEX #000000
CMYK 90/90/0/100
Pantone -

Purple
HEX #6200ee
CMYK 85/90/0/10
Pantone 266 C

Teal
HEX #03dac5
CMYK 75/0/40/0
Pantone 2239 C

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4.0

Typography

4.1 Primary typeface

Type is just for reading, right? Think again. The right typeface has a unique character that matches the brand. Like Core Sans A: A modern and straightforward, yet friendly typeface.

Core Sans A

Our primary typeface is used for all kinds of professional communications—from digital to print.

Core Sans A is a versatile typeface that comes in many weights. We only need two:

- Core Sans A 45 Regular
- Core Sans A 65 Bold

You can download the font here:

<https://www.myfonts.com/fonts/s-core/core-sans-a/>

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Core Sans A 65 Bold

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.:?!@€=%&\$"β#'><*)

Core Sans
A 45 Regular

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.:?!@€=%&\$"β#'><*)

4.2 Substitute typeface

Arial

Good old Arial is our substitute typeface when Core Sans A cannot be used. For example, within Microsoft Office documents where fonts are not embedded.

These two weights are needed:

- Arial Bold
- Arial Regular

Arial is pre-installed on every computer.

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Arial Bold

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (.:;?!@€=%&\$”ß#’><*)

Arial Regular

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (.:;?!@€=%&\$”ß#’><*)

4.3 Typeface example

To make a text easily readable, it must be well structured: different font sizes, weights, and colours can help, this example shows how to use the typeface.

Please avoid ALL CAPS where possible.

Typography for web

To make sure a text readability on the web is accessible to everyone, we follow the WCAG AAA standards for colour pairing and font sizing.

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Big titles use Core Sans A 65 Bold

Small Headlines use Core Sans A Bold, in 50% font size from the title.

Subtitles use Core Sans A 65 Bold, 8 points smaller than the Headlines.

Body texts use Core Sans A 45 Regular, 8 points smaller than the Subtitles.

Captions use Core Sans A 65 Bold, 8 points smaller than the Body texts.

5.0

Visual elements

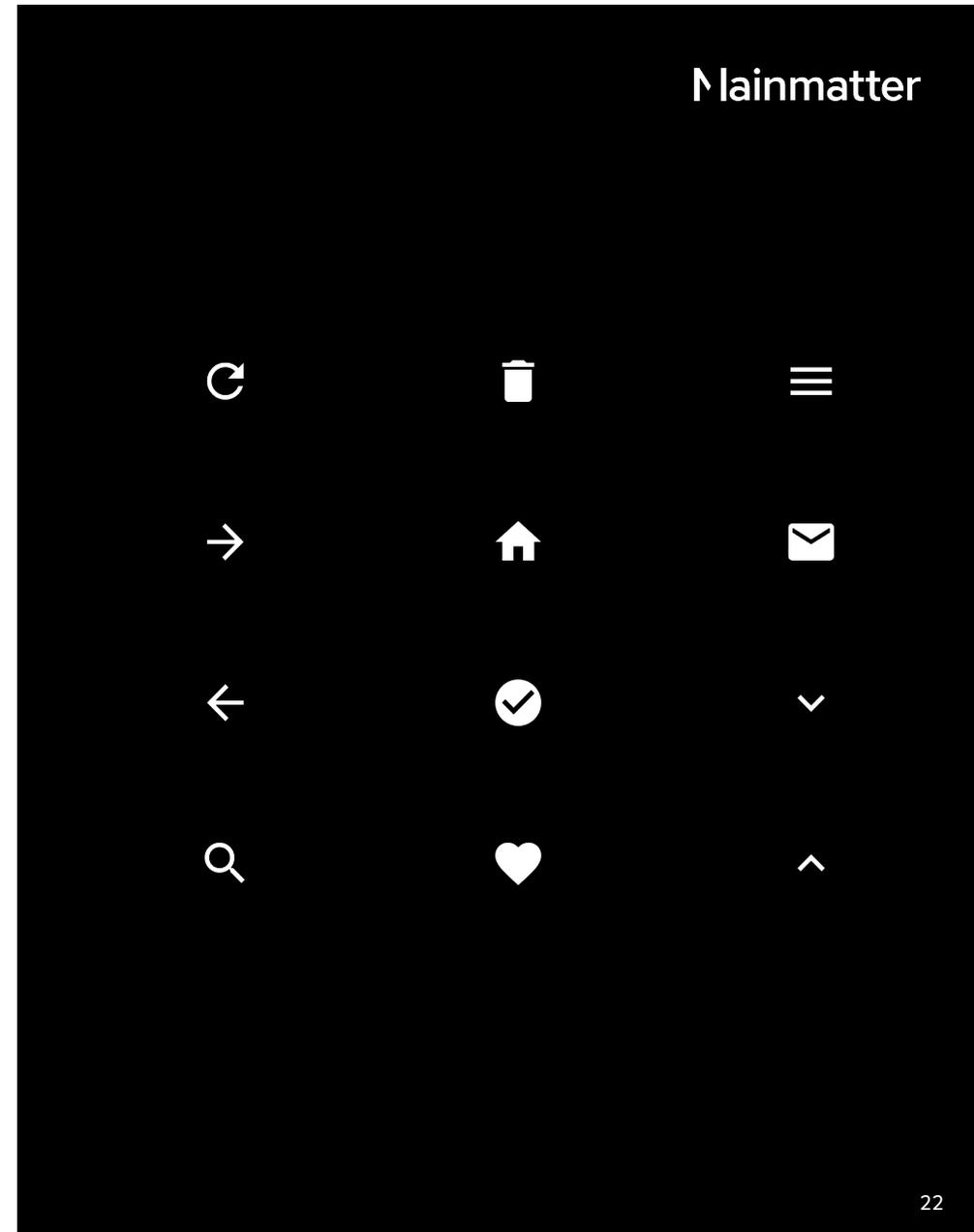
5.1 Iconography

Where words end, icons begin. We don't use icons excessively; only where it makes sense: when users need to be aware of something quickly.

The icons should be used in a single colour (ideally black, purple or white). When using icons to aid a presentation, choose one icon colour to use throughout.

Our icon style is simple and functional. And since we believe in open source, our style is freely available:

<https://fonts.google.com/icons?selected=Material+Icons>



5.2 Images

The work we do may look like magic, but we don't want to seem like a faceless mystery. That's why it's important that our images give our customers a lively, inviting idea of how we work.

→ Motifs

We show snippets of our working life: how we do workshops, how we laugh, what we love, what we look like when we're pondering something on our screen, etc.

→ Format

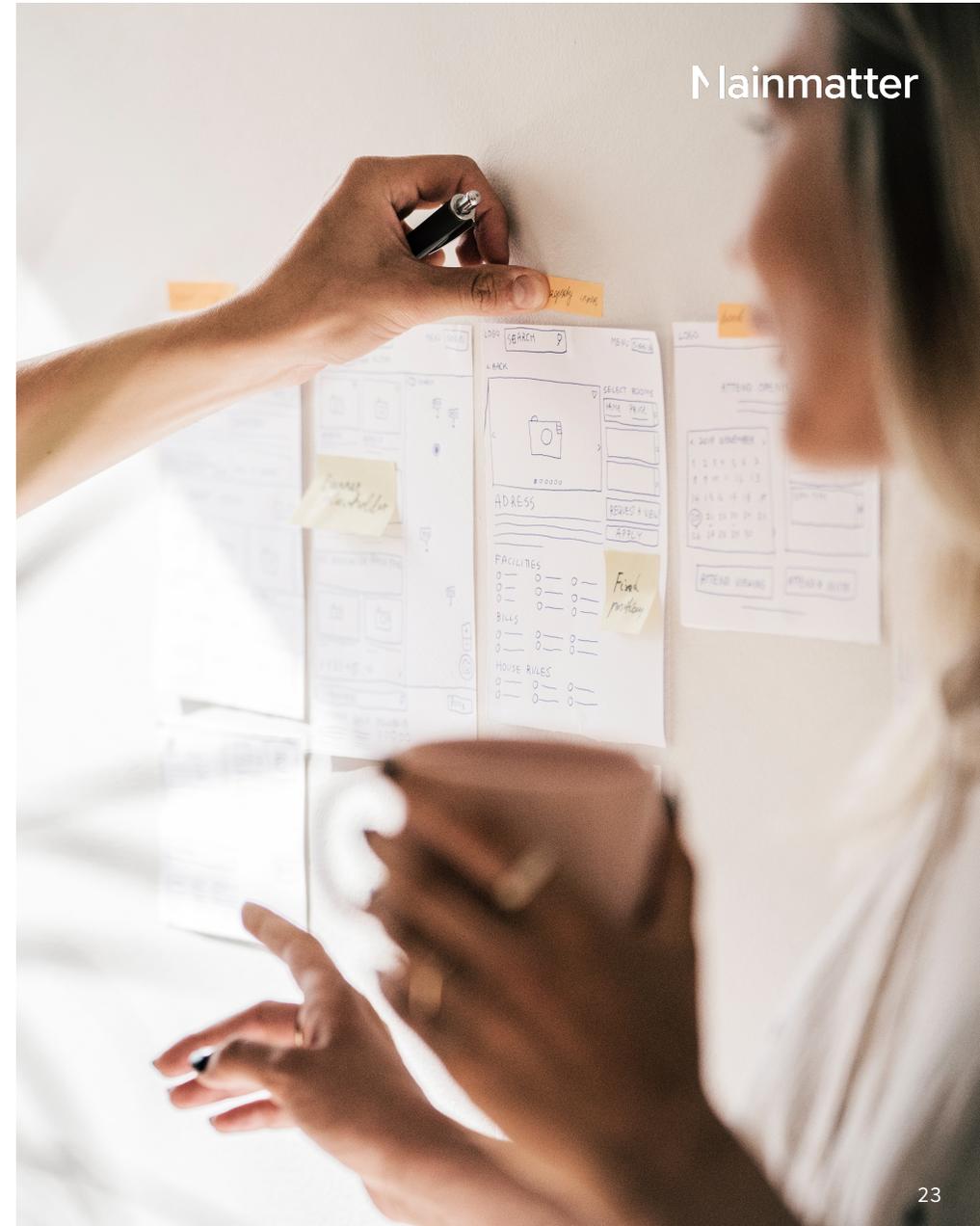
Images are tightly cropped so that viewers feel like they're right in the middle of things.

→ Style

Our pictures should look like snapshots: spontaneous, simple, and authentic. We also like to use some still life photography sometimes.

→ Colours

Colours are bright and can match our brand colours for a special effect.



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5.3 Photography motifs

We can use our own photographs from events together or meet-ups and combine them with some stock pictures from our favourite open-source website: <https://unsplash.com/>



5.4 Overlaid layers

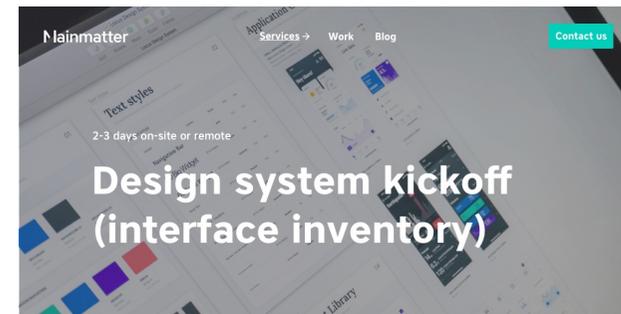
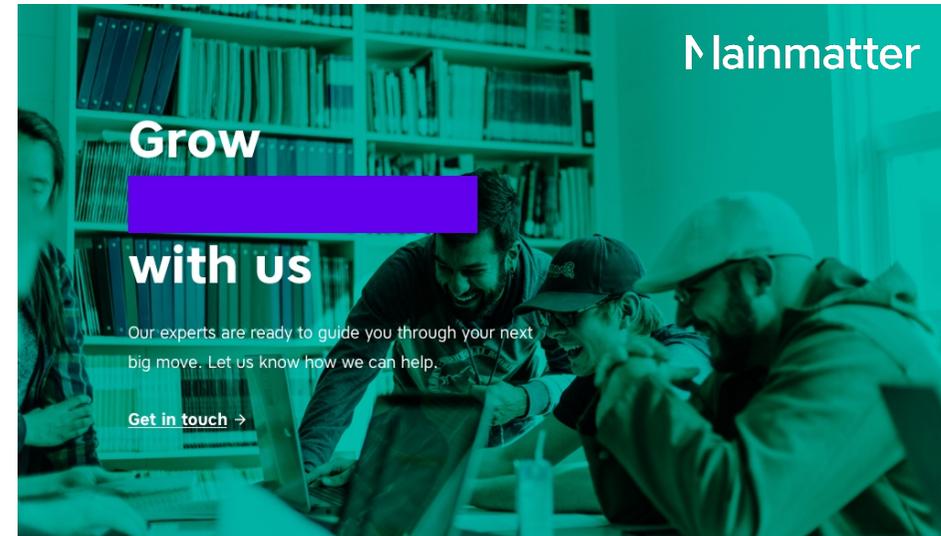
The overlaid layers can be used in pair with the content, for chapter openings or quotes in presentations, printed material and in our website. They help to brighten up the vibe, and should be used only with a limited amount of text. We have 3 overlay options to be placed as layer on top of our images: purple, teal and black.

For web and print

Create a layer filled with either purple or teal and set the opacity to multiply - 100%. If you want to use black, then set the opacity to multiply - 45%.

For Keynote

Create a layer filled with either purple or teal and set the transparency to 70% for purple and teal, to 35% for black, as Keynote doesn't allow multiply blending effect.



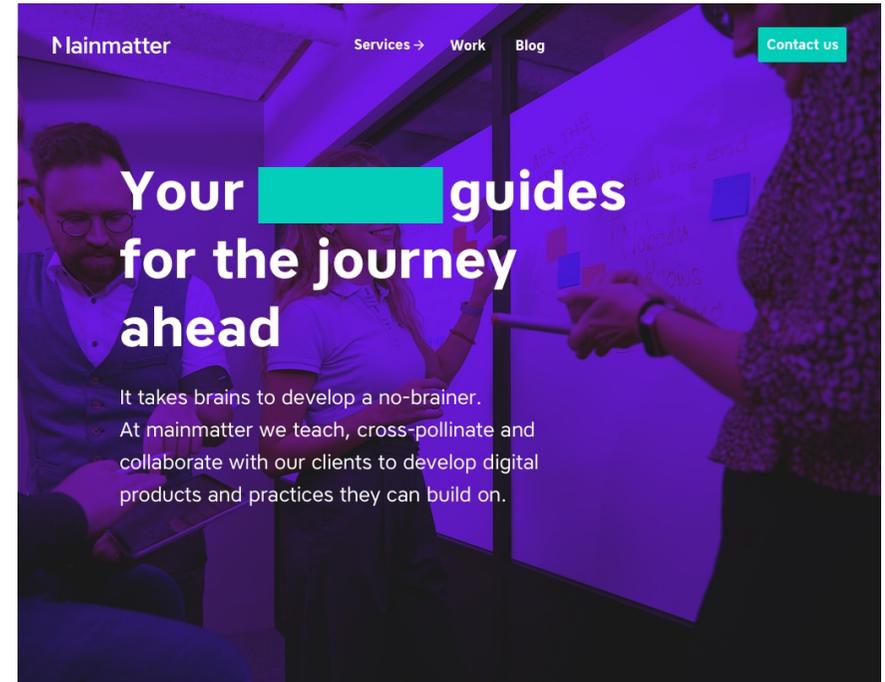
5.5 Focus Bars

Less is more—but only if you know what’s dispensable and what deserves prime real estate. Our focus bars play with this idea.

Focus bars are simple rectangles that overlay headlines. They cover individual words or parts of sentences, this can pique people’s interest. They can be quite surprising when they disappear, changing the meaning of a headline.

This is an interaction to be used only for web purposes as it needs animations.

Your **expert** guides for the journey ahead



6.0

What good looks like

6.1 Presentations

Enabling long term success

- **Building up capabilities**
Whether it's existing employees that are up for a change or new hires, we help identify and screen candidates and bring them up to speed.
- **Establishing a foundation**
We help teams establish the foundation they need to be productive: from infrastructure to practices and processes, we got it all covered.
- **Sustainable productivity**
We work to ensure that our clients' teams will remain efficient and impactful over time and well beyond our cooperation.



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“ We started working with Mainmatter to build a state-of-the-art mobile web app from the ground up and it was an absolute success! Not only are they web specialists, but their expertise in development practices and agile processes made our collaboration an absolute delight.

Carl Anderson, General Manager, Trainline Europe

Mainmatter

Our approach to

Digital product development



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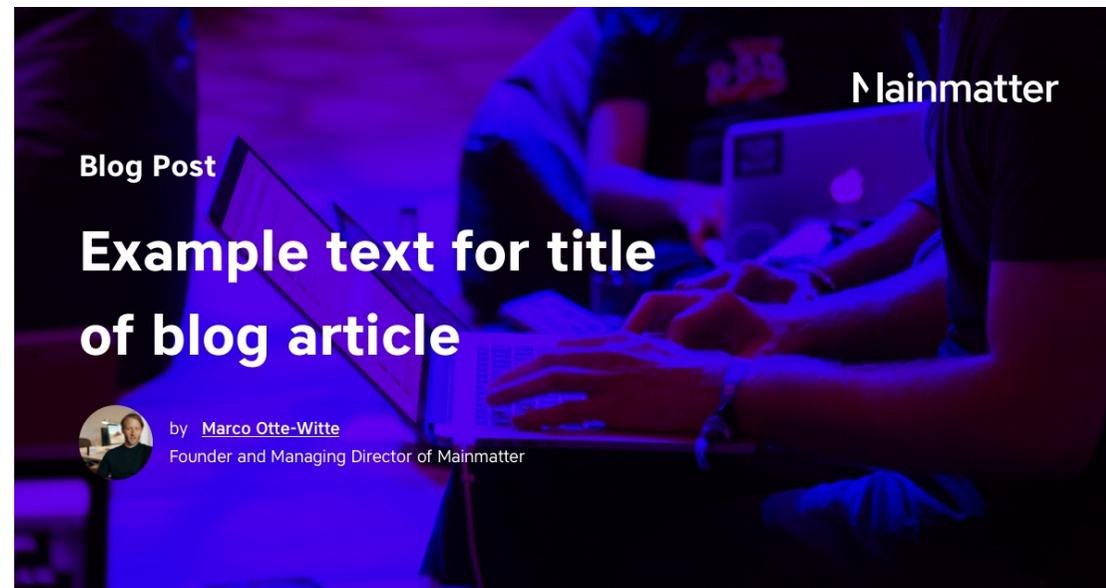
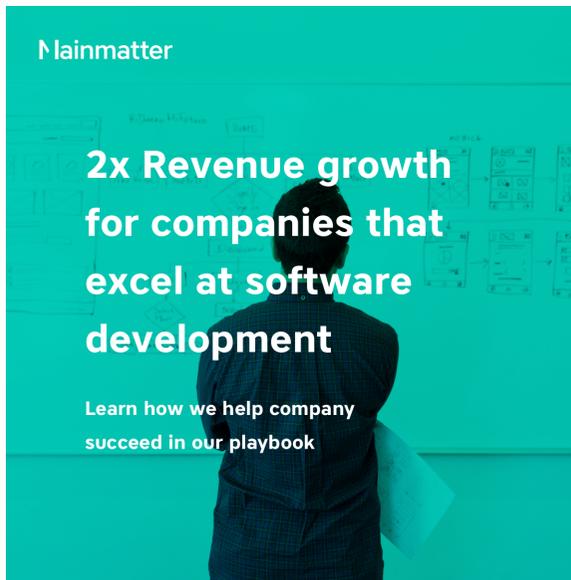
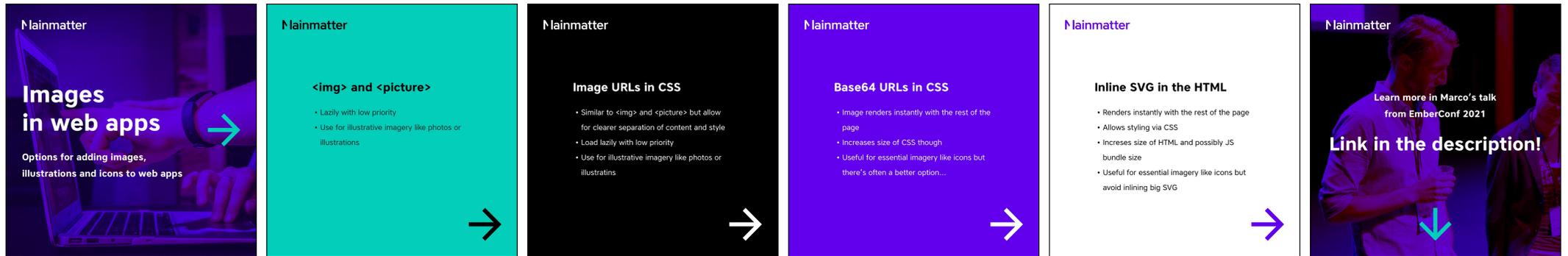
Founded 8 years ago in Munich, Germany

Mainmatter

<h3>17+</h3> <p>Years of experience in building web applications</p> <p style="font-size: x-small;">Our team of senior developers and designers is perfectly equipped to build digital experiences.</p>	<h3>3.5+</h3> <p>Years in average working with our clients</p> <p style="font-size: x-small;">We are a trusted partner by our clients and attach great importance to build long-term partnerships.</p>	<h3>24+</h3> <p>Supported companies, from startups, SMEs to NGOs</p> <p style="font-size: x-small;">Our team members are involved in open source core teams, we organize meetups/events and created/maintain a number of popular packages.</p>	<h3>20%</h3> <p>Of everyone's time goes into open source work</p> <p style="font-size: x-small;">Our team members are involved in open source core teams, we organize meetups/events and created/maintain a number of popular packages.</p>
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6.2 Marketing material

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6.3 Website

Mainmatter [Services](#) [Work](#) [Blog](#) [Contact us](#)

Your [redacted] guides for the journey ahead

It takes brains to develop a no-brainer. At mainmatter we teach, cross-pollinate and collaborate with our clients to develop digital products and practices they can build on.

Mainmatter [Services](#) [Work](#) [Blog](#) [Contact us](#)

Bridging the gap between vision and [redacted] execution

Effective Git

Git is at the center of modern pull request-based development workflows. Mastering it makes teams more productive and developers' job more enjoyable.

[Learn more](#) →

Browse our work

Qonto

A helping hand for a visionary fintech startup

development / refactoring / mentoring

[Read the case study](#) →

Trainline

The full market potential for a leading travel platform

Timify

An engineering overhaul for a validated booking system

DDWRT

A modern user interface for perennial router firmware

Why mainmatter

We are a team of developers, inventors, designers, strategists, artists and storytellers. We work remotely from 9 countries in Europe and we believe in recruiting top talents from any location.

That said, we still value face time. We frequently come together for team events and workshops, and invite our clients to join us as well.

[Learn about our technologies expertise](#) →

Discover our services

Transform bold ideas into shipped products

Our team of experts delivers everything from ideation to design and engineering. We can turn any idea sketched on the back of a napkin into a production-ready application.

- [Team augmenting & training](#)
- [Digital products design & development](#)
- [Tailored workshops](#)

Thank you for your time!

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