

MIKROE

MIKROE BRAND IDENTITY GUIDELINES

LOGO

MIKROE

SIGN



Basic elements

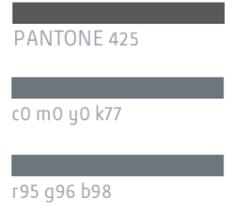
Primary color
logo



Sign



Secondary color
besedila



PANTONE 447 C
c71 m60 y75 k76

MIKROE

PANTONE 123 C
c0 m20 y100 k0



Basic elements

Color rules:

When using the logo on the light background, it should be rendered in the primary color. The defined colors may vary depending on the color and quality of the paper and different media.

AbsolutPro

MIKROE
mikroe

AbsolutPro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AbsolutPro normal Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

AbsolutPro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AbsolutPro Light light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

AbsolutPro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AbsolutPro Thin Thin Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Basic elements

Typeface:

For business and marketing materials, as well as for the product signage, Mikroe uses the AbsolutPro as the primary font.

Geogrotesque

MIKROE
mikroe

Geogrotesque *Regular*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Geogrotesque *Regular Italic*

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Geogrotesque *Light*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Geogrotesque *Light Italic*

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Geogrotesque *Thin*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Geogrotesque *Thin Italic*

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Geogrotesque *UltraLight*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Geogrotesque *UltraLight Italic*

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Geogrotesque *Medium*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Geogrotesque *Medium Italic*

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Geogrotesque *Semibold*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Geogrotesque *Semibold Italic*

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890

Geogrotesque *Bold*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890

Geogrotesque *Bold Italic*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Basic elements

Typeface:

For the correspondence, word documents and in the electronic communication, as well as for the printed materials, Mikroe uses the Geogrotesque as the secondary font.

Montserrat

MIKROE
mikroe

Montserrat Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Montserrat **bold**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **Black Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **Black**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **ExtraBold Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **ExtraBold**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **Bold Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **SemiBold Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **SemiBold**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **Medium Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **Medium**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **Light Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **Light**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **ExtraLight Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **ExtraLight**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Montserrat **Thin Italic**

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890***

Montserrat **Thin**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

Basic elements

Typeface:

For the correspondence, word documents and in the electronic communication (e-mails and web pages), Mikroe uses the Montserrat as the secondary font.

MIKROE



MIKROE



Basic Rules
OK TO USE



RESTRICTED



MIKROE



The sign and logo can be used only as defined by Mikroë.

MIKROE



MIKROE

MIKROE ✓



Basic Rules

Using the logo with background color

Where possible, the Mikro logo must appear in full color. If necessary, a whited-out version of the logo can be used on blocks of color. The positive and the negative logo can be used when the use of the color version on black or white background is not possible.

10 cm

MIKROE

MIKROE

5 cm

MIKROE

MIKROE

1.5 cm

MIKROE

MIKROE

Basic Rules

Reducing the size:

The logo cannot smaller than 1.5 cm.