Mixmax

Brand Guidelines

MIXMAX | APRIL 2024

Logo use

LOGO USE

The recommendation is for Mixmax to limit use of logos that are not the primary logo and reverse version of the primary logo.

Additional colour may be used in the animated version of the logo only.

Main logo - used throughout the site in Gmail and in other 3rd party applications (such as pages in the resources section of the

Reversed logo - used on the home page and in marketing materials where a dark backgrounds (ideally the indigo) are used.

The single colour version of the logo may be used in certain print applications where the use of multiple colours is limited (one colour print, embroidery, engraving etc.) or on a colour/photography where the primary logos will look to

The vertical version of the logo may be used as a secondary option where it makes sense because of size or layout constraints. The vertical logo may be used in the same colour ways as the horizontal logo.

Typography

TYPE USAGE OPTION 1

To keep the app and the marketing brand aligned, it is recommended that marketing adopt the typographic conventions of the app that are currently being developed.

Lora - is to be used for headlines and pull quotes.

Lato is to be used for all other typography.

These are both Google fonts, so will be easy to implement cross platform (ie on slide decks etc) and across the company (no licensing issues). There are multiple weights of each font which helps to make these very usable as well.

The contrasting serif and sans serif also help to create hierarchy of type and infuse a bit more personality into the brand.

Handgloves

Lora 40pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id massa sed lorem pretium aliquam. Donec interdum nunc diam, eget laoreet velit lacinia et. Nunc non vulputate ex,

Lora regular 18pt

Handgloves

Lato Regular 40pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id massa sed lorem pretium aliquam. Donec interdum nunc diam, eget laoreet velit lacinia et. Nunc non vulputate ex, ac tristique

Lato regular 18pt

TYPE USAGE - SITE

LINE SPACING

Overall tightening up the line spacing of the text on the site, particularly in the H1 and H2 will result in a cleaner look that is easier to read.

Workflow automation reinvented

H1 44/40

Workflow automation reinvented

H2 32/28

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id massa sed lorem pretium aliquam. Donec interdum nunc diam, eget laoreet velit lacinia et. Nunc non vulputate ex, ac tristique urna. Aliquam commodo est id ipsum facilisis, eget lobortis magna maximus. In vitae magna ac justo suscipit efficitur. Nulla porta metus eget euismod gravida. Aenean purus est, tincidunt dapibus

body 18/24pt

Colour

COLOUR USAGE

This updated colour pallet reflects the pallet being used in the app development.

Some rules around colour use will help to really make these work for Mixmax.

Primary colours

- to be used for the majority of Mixmax brand elements

Secondary colours

May be used on the Mixmax dark blue or white, but may never overlap each other.

Greys

Tones of grey are to be used for backgrounds sparingly.

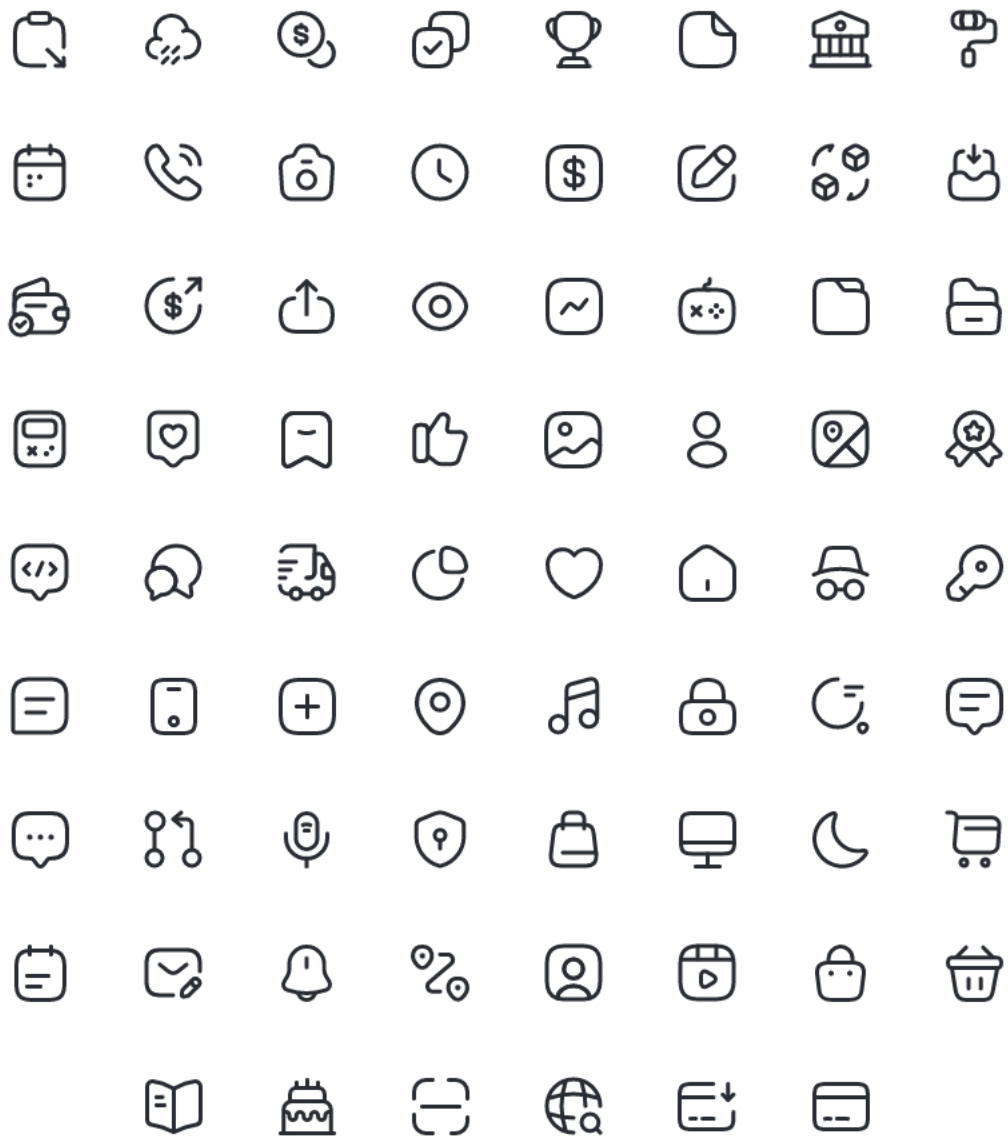
Additional pink and coral may be used sparingly for alerts, charts, etc.

Brand Elements

ICONOGRAPHY

The current brand icons, while and interesting and distinct in style, are cumbersome when shrunken down for use in the app and are not being used on the web in a way that is really essential to communication. Rather than having 2 different styles of icons for app and web, the recommendation is to move away from the more decorative use of icons on the web, and towards a consistent use of uni-line icons in the app, that may also live on the web where appropriate.

For now these will be sourced from https://iconsax.io/ in the icons outline style. In the future distinct ownable icons may be developed, but in a way that follows this style to for a subtle transition.



Not actual suggested icons. Just general suggested style. If an icon not found in this set is needed a custom icon in this style can be created.

USE OF COLOUR BLOCKS

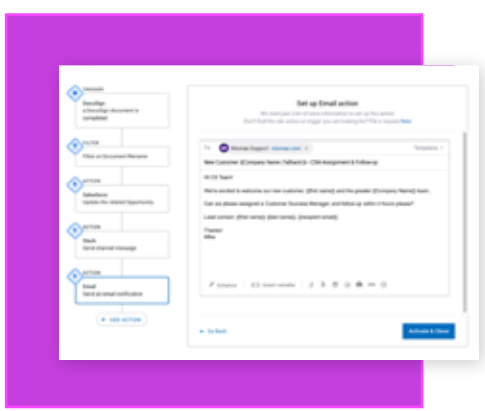
Colour blocks are used effectively as a photo treatment. They also provide an opportunity to give contrast to screens and to add colour and life to pages and blog posts.

With photography

Colour blocks are used with photography either as a full or partial background.

As a call-out

Colour blocks are used to call out specific bits of information



With screens

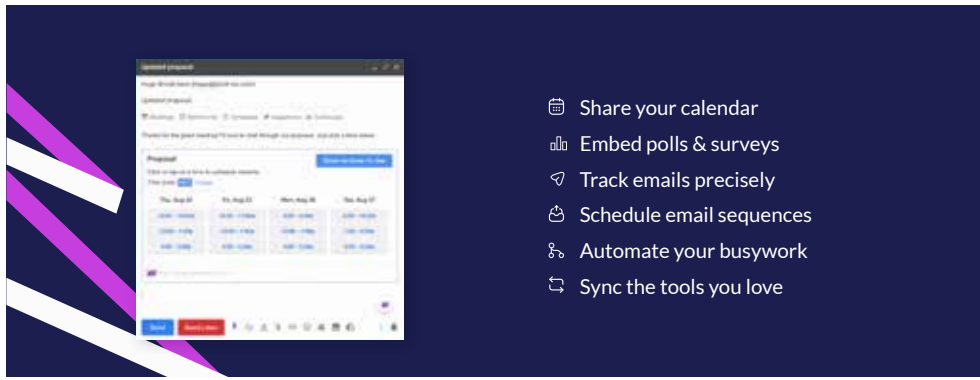
Colour blocks are used with screens to help them pop out from the background

MIXMAX ZIGZAG

The Mixmax zigzag is an element that can be used to add visual interest to the brand.

- It plays on the form of the logo, further reinforcing the brand.
- It works well as an animation in digital applications.
- It is bold, and flexible and ownable.

The zigzag should always show a “bend” so it always appears more like a ribbon than simply stripes going off screen.



The Mixmax zigzag comes to life when animated as seen here.

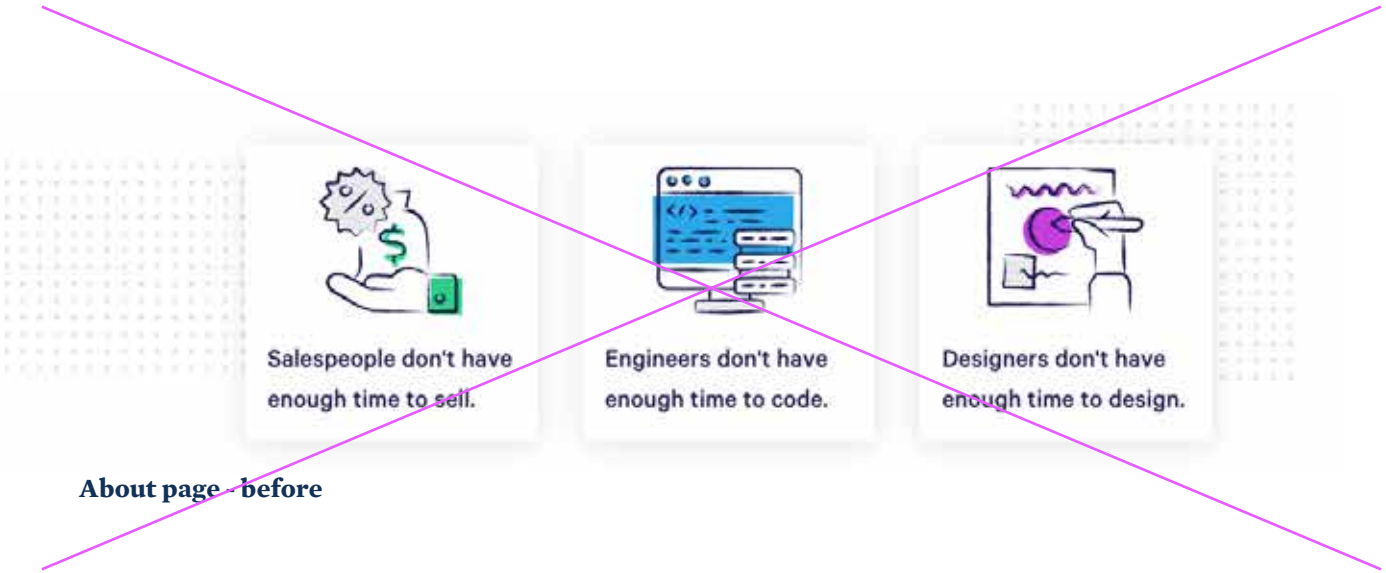
https://www.notion.so/Mixmax/c29c6d3db68349ee8e095f4c47d661db?v=bc476da0752447868a0da7ca37f56eec&p=8b55f04c7b4245e1818648434d1e4328

ILLUSTRATION

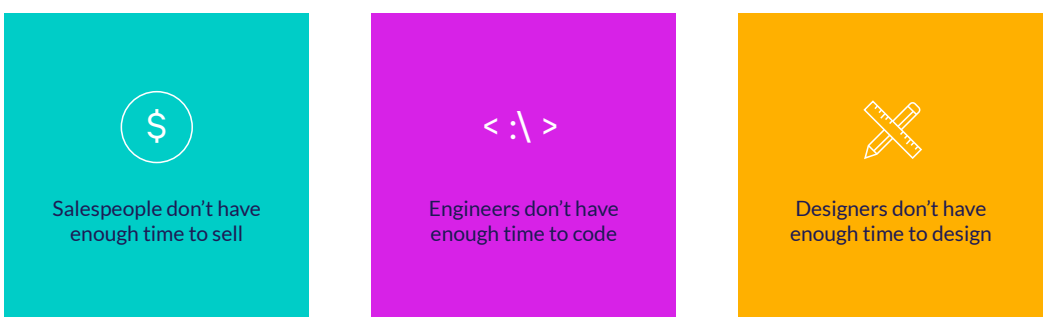
The current recommendation would be to replace illustration with photography or icons.

Alternatively a new illustration style could be explored that would be consistently implemented across brand touch points that require illustration.

If this approach is chosen we can do a discovery into an illustration style that suits the brand.



About page - before



About page - suggestion

Colour helps to visually break up a long page. Icons are simple, and consistent in style across web and product

GRADIENTS

1 gradient has been made for use in Mixmax materials.

This is best zoomed in as shown to the right. By zooming to different parts of the gradient there can be some variety.

Gradients should be used in instances where there is a lot of white-space in the design.

These function as an exclamation mark and should be used sparringly. They are for “Hero” situations only.

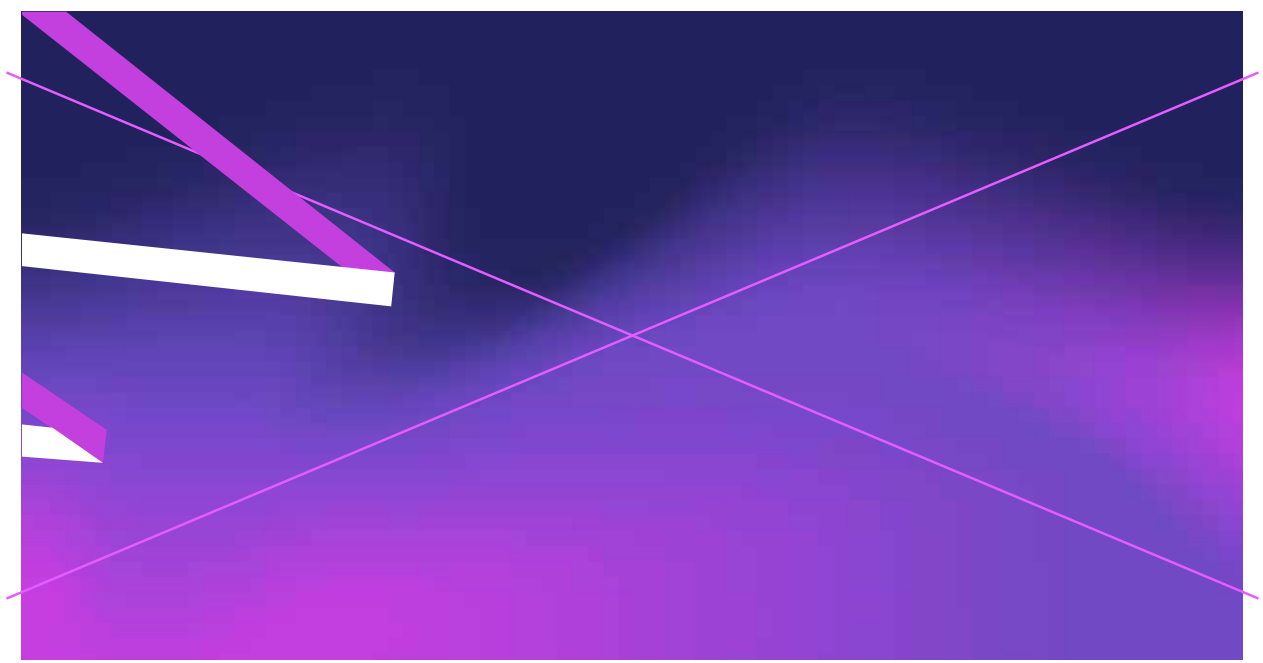
Zoomed gradient

Full gradient

GRADIENTS

Images should **NOT** be layered over gradients.

Zigzags should **NOT** be used on gradients



GRADIENTS

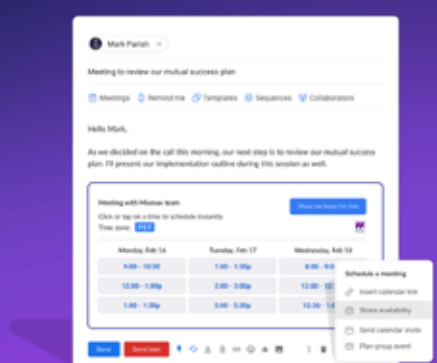
Type may be used on gradients as well as product imagery.

Buyers are harder to reach than ever.

Make it easy for prospects to book a meeting with you

Spend less time coordinating meetings and cut out the back-and-forth. Use one-click scheduling to send calendar invites, meeting notifications and reminders.

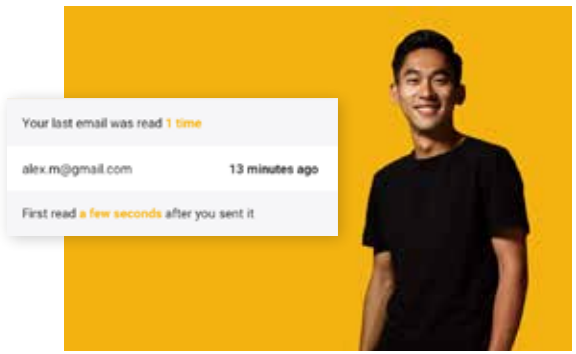
Learn More

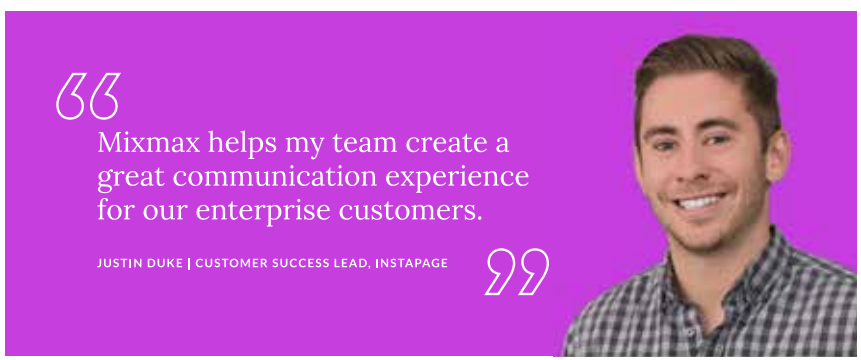


Photography Style

CUT-OUT PHOTOGRAPHY

Colour blocks are used with photography either as a full or partial background. This creates a bold look for featuring a customer profile, and employee headshot. It works especially well when photography needs to be combined with type.



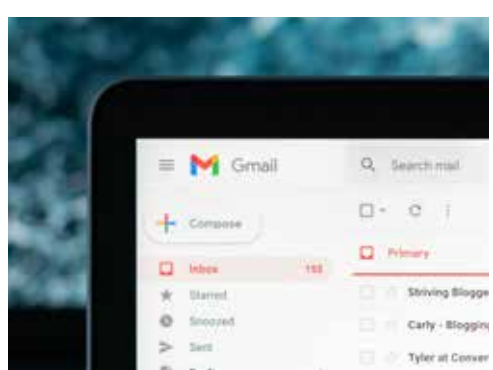


LIFESTYLE PHOTOGRAPHY

Lifestyle photography will play a role in blog posts, presentations, and may take a greater roll in the web.

Some considerations when choosing lifestyle photography to keep things looking consistent and on brand.

- When possible show people, not just empty rooms or devices.
- Tonally, use photography that is light, with cool blue tones present.
- If there is a pop of brand colour in the photography then great!
- Keep it positive. Even if accompanying a blog article about overcoming frustration, show the end result, not the frustration.
- Have diversity in the people featured, in age, race, ability, body types.



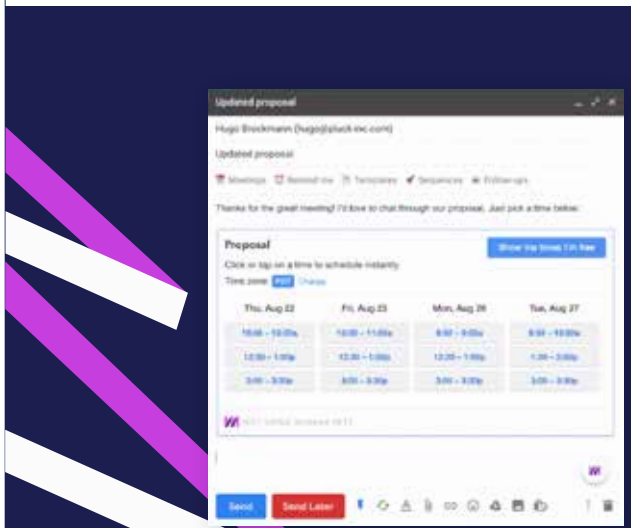
Photography all found here from - https://unsplash.com/

Brand Environment

USE OF SCREENS

To have a more consisted representation of screens which are integral to communicating the Mixmax product below are outlines a few rules for consistency.

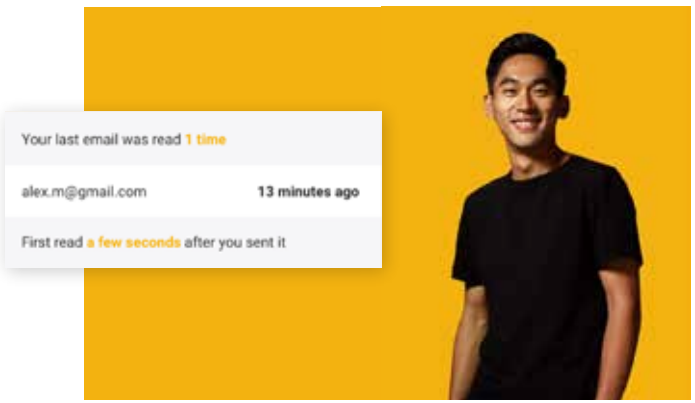
- Screens never have interface elements such as browser bars etc.
- Screens always use a drop-shadow with a 1px offset at 20% opacity.



- Share your calendar
- Embed polls & surveys
- Track emails precisely
- Schedule email sequences
- Automate your busywork
- Sync the tools you love

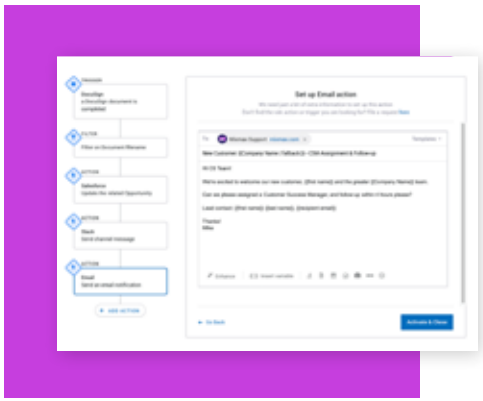
On a full background

On a full colour background Screens may be offset off a contrasting colour block as shown below, or overlapping the Mixmax zigzag as shown above



On a partial colour block

When on a partial colour block that does not go full screen, it is ideal if some of the screen can fall outside the colour block.

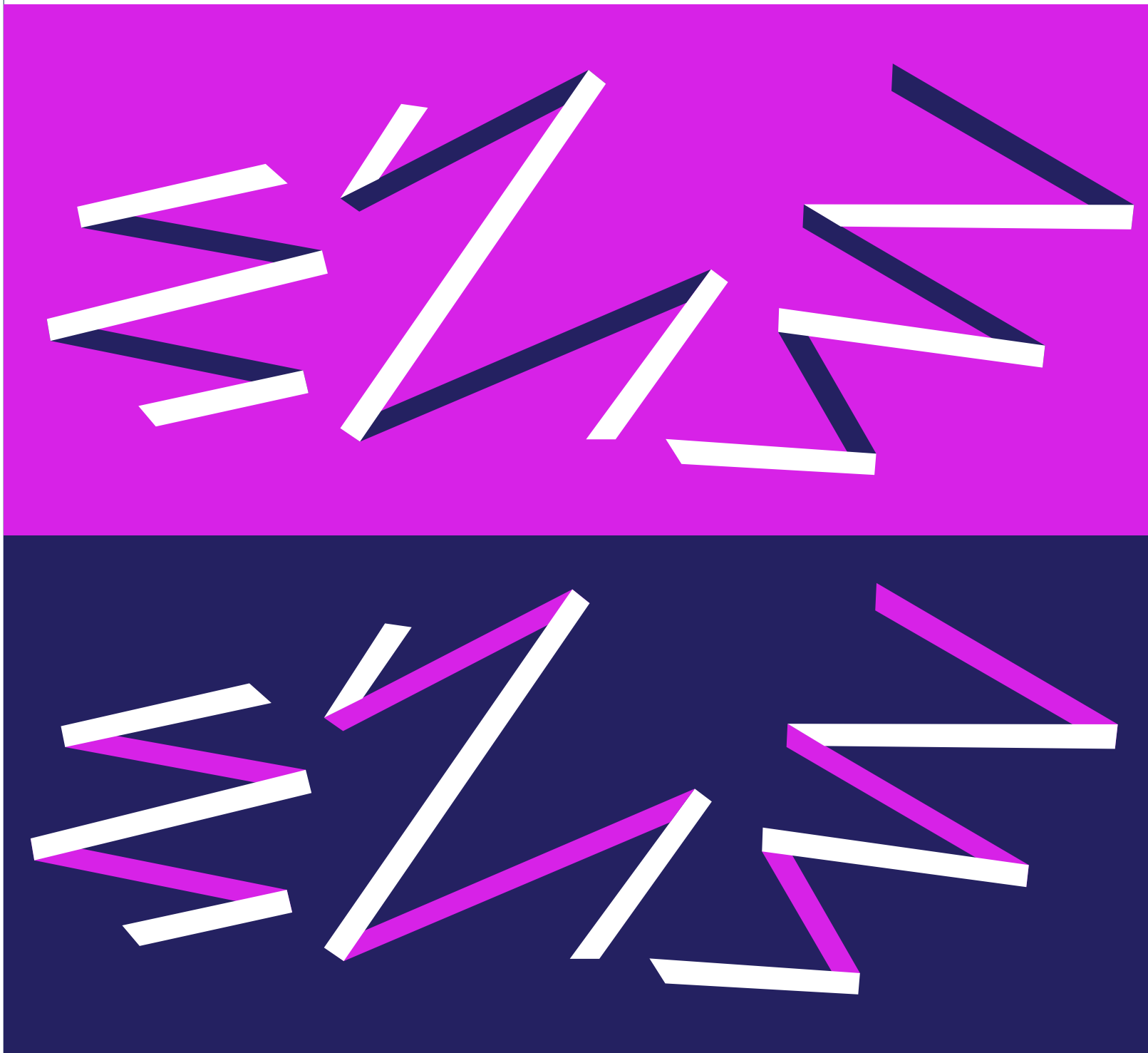


On a white background

When on a page with a white background a partial colour block may go behind to make the screen pop, it is ideal if some of the screen can fall outside the colour block.

ZIG ZAGS

A few zigzag options could are available to be used in a variety of ways as shown in the examples in the following pages. This is just a start to the zigzag library that may be built in an ongoing way as needed.
This graphic could also really shine as an animated element.



BLOG POST GRAPHICS

The recommendation is to create 2 styles of blog post graphic - photographic and text based.

This will give enough variety to carry the content, unify the brand elements and be easy to follow for those implementing.

The text based pieces can be a pull quote from the article or the article title. These could be paired with the Mixmax zigzags.

ZOOM BACKGROUNDS

This is an example of how zoom backgrounds may look in the brand refresh. The zigzags bring in a branded element. The logo and tag line are still present. The solid colour backgrounds allow for the persons zoom video to mimic the cut-out photography style further reinforcing the brand connection.

By removing affiliate logos we reduce visual clutter and focus attention of the Mixmax brand instead of distracting from it.

PRESENTATION TITLE PAGE

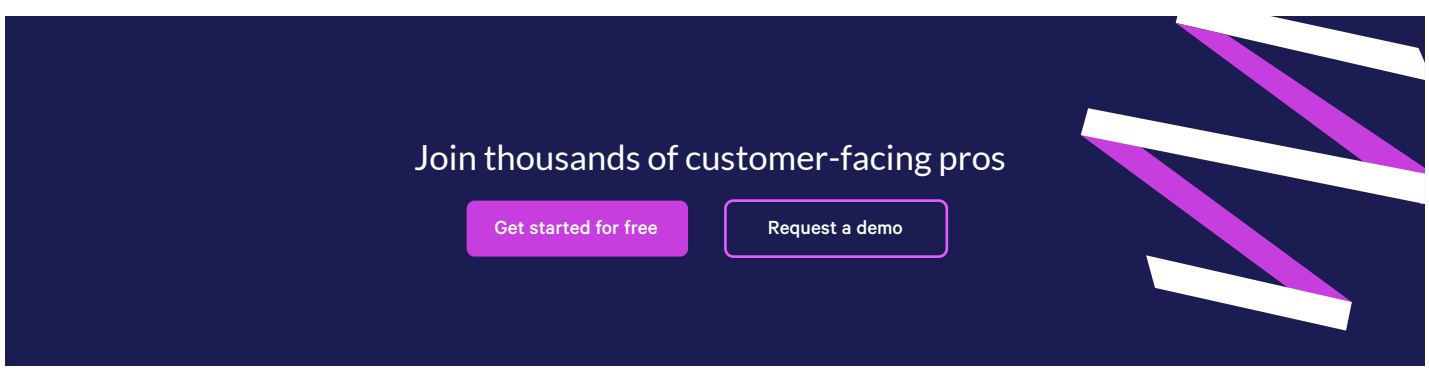
Another example of a clean and consistent brand use of bold colour, type and the zigzag element.

WEB CTA AREAS

This has been singled out as an area of focus as it is repeatedly used throughout the site and uses the gradient.

Keeping the CTA in the main brand purple and the background in dark blue will create a consistent visual cue for the user when looking for a CTA.

Before



After

WEB HEADERS

For ultimate consistency in viewing the website, the suggestion is to have only 2 header treatments.

The home page header with the reverse logo. There is still value in this as the big impactful full screen colour is effective. On scroll though this should be triggered to turn white.

The rest of the site will use a white header for consistency across the site.

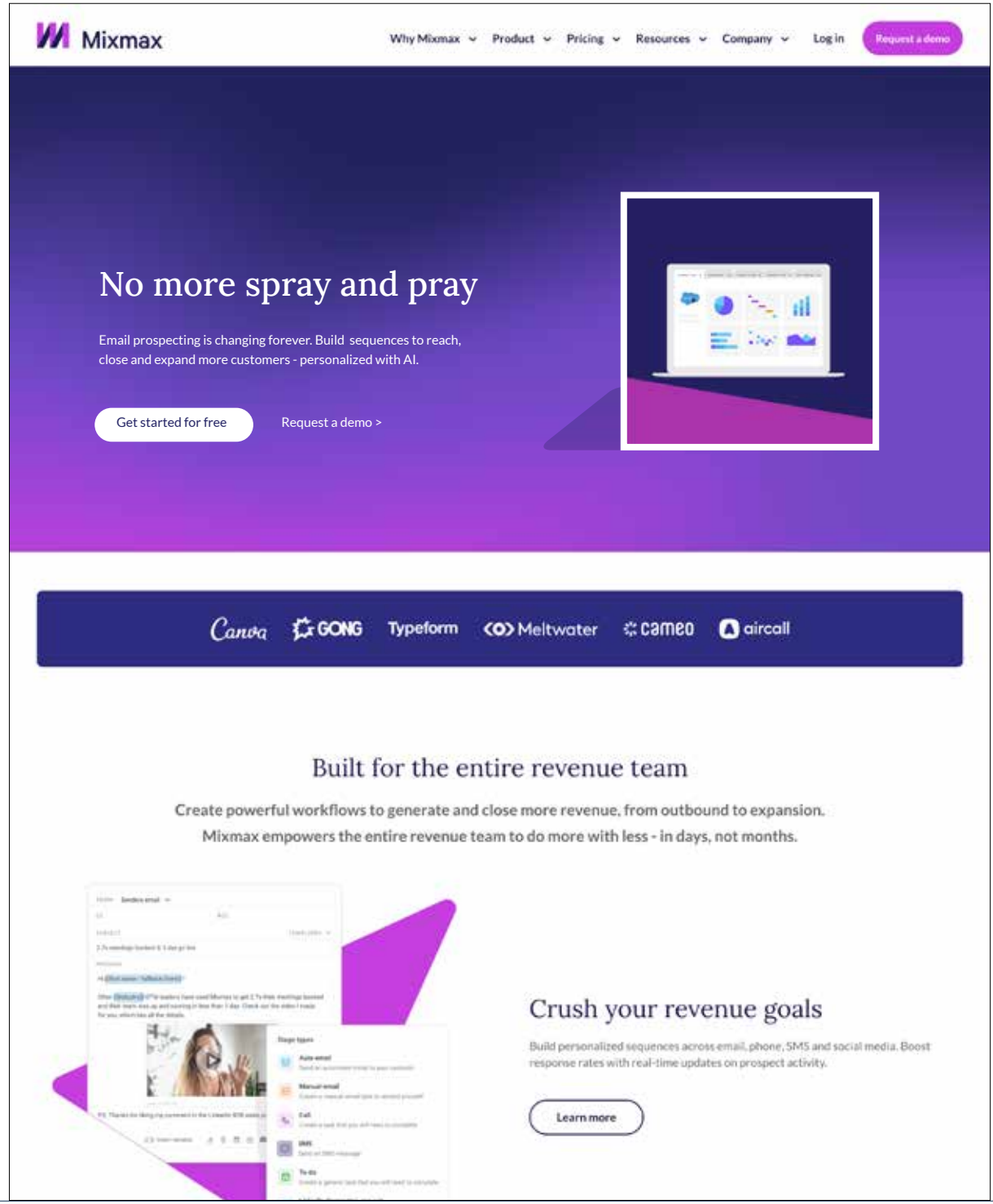
Home

Home - once scroll is triggered and all other web headers

Page Mocks

PAGE EXAMPLE - HOME

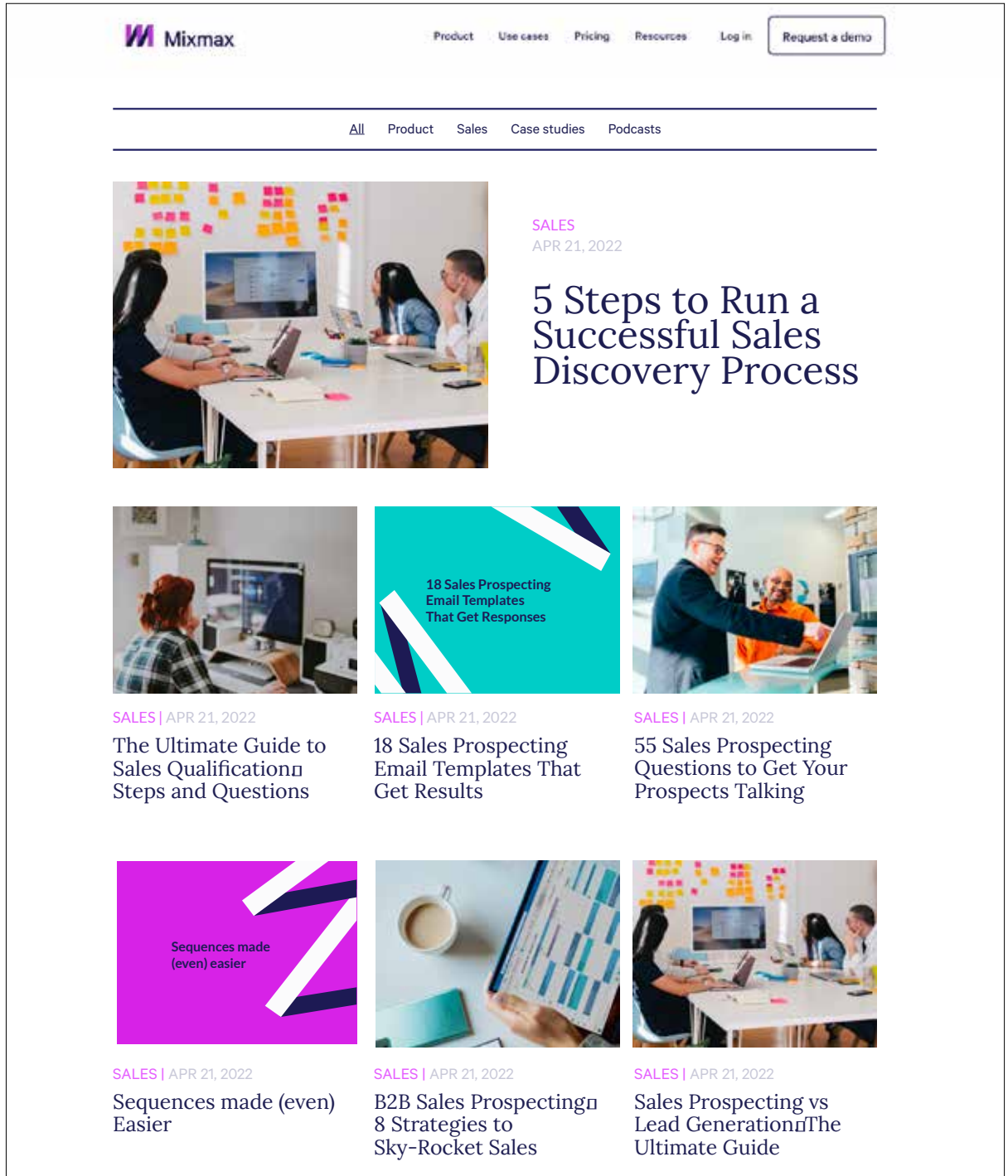
The gradient is used in the hero spot. The video is treated with a subtle shadow like product images when placed on the gradient and given a slight frame to help it pop.



PAGE EXAMPLE - BLOG

This is an example to help visualize the new blog graphics in situ.

These would also be the main header image once you click into the blog.



Retired Brand Elements

USE OF GRADIENTS

Gradients are used throughout the brand in a variety of ways.

As backgrounds behind screens (often with a dot pattern).

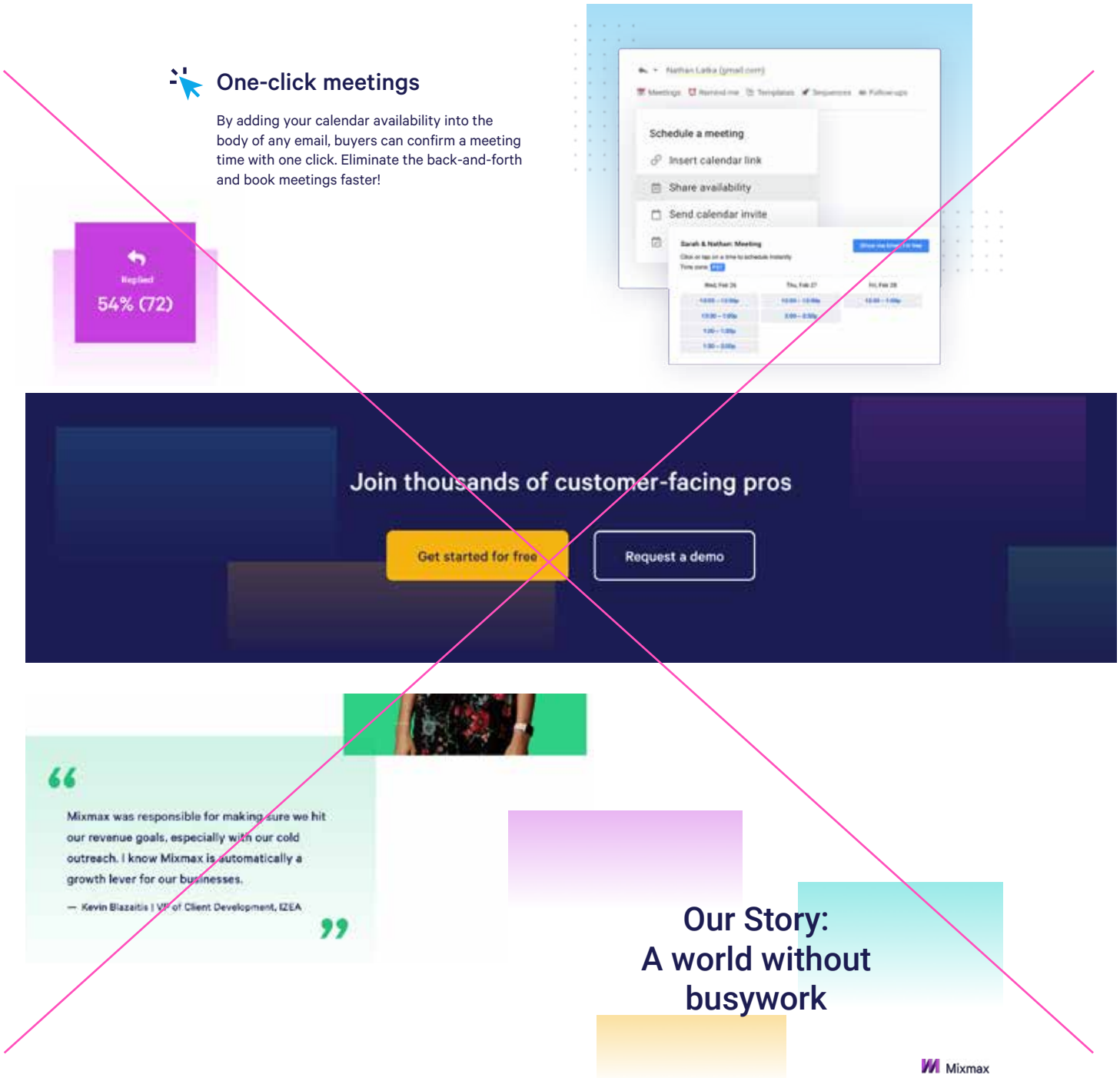
Behind colour blocks of the same colour.

On backgrounds for a textural element.

To hold quotes.

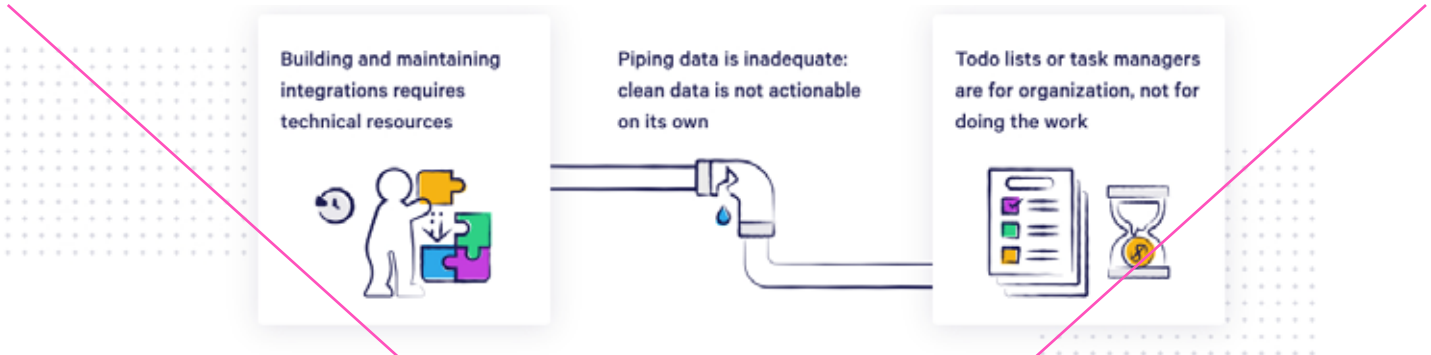
-

With so many instances of gradients throughout all the Mixmax touch points the brand could benefit from some restraint in using this element for greater visual impact and a more consistent user cue.



PATTERN

The recommendation is to remove the dot pattern and square pattern elements as brand elements.



About page

LinkedIn profile

Zoom background