



Mako Networks

Brand Guidelines

Version 2.1, March 2022

Font Styles

HEADER 1
Interstate Regular Condensed

Mako Networks Page Title

HEADER 1
Interstate Black Condensed, 48pt+

Big Title

HEADER 2
Interstate Bold Condensed

Integrated VoIP phone solutions customized for your business.

HEADER 2
Interstate Regular Condensed

Mako Helps Merchants Achieve PCI Compliance

HEADER 3
Interstate Bold, All Caps

SUBHEADER

BULLET LIST
Interstate Light Condensed,
FontAwesome

- Bullet list item 1
- Bullet list item 2
- Bullet list item 3
- Bullet list item 4

CALLOUT PARAGRAPH
Interstate Light Condensed

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NORMAL BODY PARAGRAPH
Nunito Sans Light, 9pt

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Website Font Styles

H1 Overpass Extra Bold	Network management made easy.
H2 Overpass Extra Bold	Network management made easy.
H3 Overpass Bold	Network management made easy.
H4 Overpass Bold Uppercase	NETWORK MANAGEMENT MADE EASY.
H5 Overpass Regular	Network management made easy.
H6 Overpass Bold	NETWORK MANAGEMENT MADE EASY.
H1 ALT Nixie One Regular	Network management made easy.
H2 ALT Nixie One Regular	Network management made easy.
H3 ALT Nixie One Regular	Network management made easy.
P Nunito Sans	Ratem. Itat audandunt volenis et, coratempos dolor reprovitis auta dempore, ommod qui consequi corestis expe voluptae nus everum rection ecatem sam, volo quatenda entem re mint volorum fugias ditatur, inctiasperi reicum nos quia quiatem as recabo. Nam re res sit liquia volupid ebition nisitatur, sedi auda at rendae cuscipsam hillit dolupta eritatibusam que ventior eruptat vendit volore, quam es et prorem dit exerspe rerorem fugit liquisciet qui iumquid unt volorib ustiatuunt volecus, officiet, optatur.

Good and Bad Font Use



Network management

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Network management

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Icon Examples

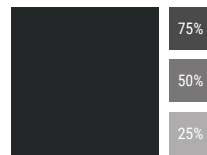


Colors

MAKO PRIMARY COLORS



Mako Yellow (PMS 109C)
 RGB: 255 202 0
 Hex: #ffd100

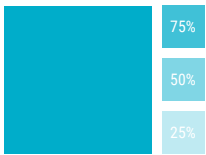


Mako Dark Grey (PMS 446C)
 RGB: 65 65 67
 Hex: #414143

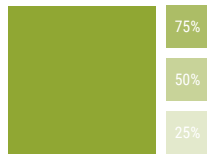


Mako Cool Grey (PMS 3C)
 RGB: 201 201 199
 Hex: #c8c9c7

MAKO SECONDARY COLORS



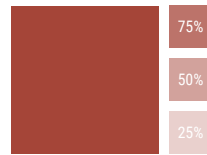
Link Blue
 RGB: 0 173 202
 Hex: #00adca



Green
 RGB: 144 167 51
 Hex: #90a733



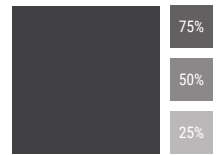
Mako Dark Yellow
 RGB: 203 154 27
 Hex: #cb9a1b



Red
 RGB: 165 69 56
 Hex: #a54538



Mako Black (PMS 433C)
 RGB: 39 40 42
 Hex: #27282a

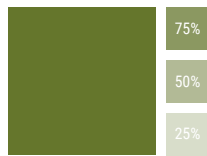


Mako Mid Grey (K 47%)
 RGB: 135 135 135
 Hex: #878787

MAKO TERTIARY COLORS



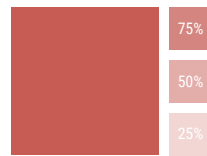
Dark Link Blue
 RGB: 0 145 181
 Hex: #0091b5



Dark Green
 RGB: 101 118 44
 Hex: #65762c

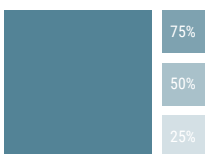


Very Dark Yellow
 RGB: 158 119 21
 Hex: #9e7715

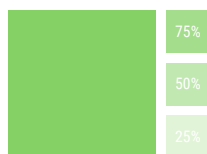


Light Red
 RGB: 198 92 84
 Hex: #c65c54

MAKO STATUS COLORS



Status Info
 RGB: 83 131 150
 Hex: #538396



Status Success
 RGB: 134 209 101
 Hex: #86d165



Status Warning
 RGB: 240 180 25
 Hex: #f0b419



Status Error
 RGB: 255 69 23
 Hex: #f0b419



Status Standby
 RGB: 12 127 198
 Hex: #0c7fc6

Logos

STANDARD LOGO



OPTIONAL VERTICAL LOGO



LOGO ONLY



Logo Applications



Good and Bad

These examples serve to indicate appropriate and inappropriate use of the Trademark in ad-hoc situations.



This is the control. Standard dark grey on white.



Cool grey on white is acceptable for applications where there is a primary instance of the logo in higher contrast.



Enough spacing around logo within a colored box.



Dark gradient is fine for the Cool Grey 3C version... The gradient could be a little darker...



And the dark Brandmark looks fine against a close-up of our President's shirt.



These examples apply to the alternate version of the logo and the Mako shark equally.



Representation of the Brandmark must be in a solid, approved color.



Technically this is OK, but the underlying color could be misconstrued as part of the Brandmark, so this is a 'No'.



Not enough spacing around logo within a colored box.



No 'de-finning' of the Brandmark, nor repositioning of the elements.



Too Small. For print/PDF, minimum size is 20 mm wide, proportional @100% reproduction size.



While both the Yellow and the Gray are approved colors... No. Not enough contrast.



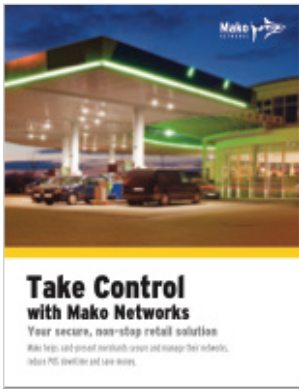
Busy backgrounds, however appropriate, detract from the Brandmark's purpose.



No distortions or transformations.

Document Examples

MULTI PAGE BROCHURE



Generic Brochure

SINGLE PAGE BROCHURE



AD / FLYER - FULL PAGE



e911 Regulations

Unified Threat Management

Chevron & Texaco

Get Ready for EMV

PRODUCT BRIEF



CASE STUDY



Mako 6600-M

Mako Managed Switches

Cicis Pizza

