brand identity guidelines

makura creations

Contents:

- Introduction
- About us
- Our Story
- Services
- Values
- Vision & Future
- Rebranding
- Logo
- Color Palette
- Typography
- Stationery
- Digital Media
- Imagery
- Applications

◇ About us

Makura is a service-based Nepalese IT company that provides top-notch designing, development, and branding services. From small startups to big corporate houses, Makura has worked for all kinds in Nepal, the USA, Australia, India, and Japan. We are a team of young professionals who are always excited to weave your dream business and reach possible clients.

◇ History and background

In 2013, one idea to create a platform gave birth to 'Makura'. Initially, Makura started its journey, not as a business organization but as a platform to learn and grow together. However, the love for innovation and the entrepreneurial mindset transformed this platform into a company. Right now Makura is a workplace for more than 20 professionals who work to provide a wide range of IT services.

◇ Services

- Web Design / Development
- Mobile App Development
- Graphic Design / Branding
- Digital Marketing
- Search Engine Optimization (SEO)
- Domain Registration / Web Hosting
- Web-content Writing
- E-commerce Solutions
- Promotional Videos

◇ Values

- Consistency
- Diligence
- Integrity
- Determination
- Discipline

◇ Vision and future

With 9 years of experience and 7 years of client retention, Makura believes business evolves. The company has long-term goals to assist people as a product-oriented company and be a part of people's everyday life. In the future, Makura is willing to progress, serve and scale with positive affirmations with its products and services.

◇ About rebranding

The mission and vision Makura holds over the future are fresh. We wanted a distinct striking identity and corporate image for makura that represented our company's essence, work, and values. As an already-established IT company, it was challenging to do so but being a branding agency ourselves, we had to do it.

◇ Announcement of rebranding

We did it! After multiple research, designs, and discussions we have eventually rebranded Makura in a new way, the better way. The new branding of Makura represents its transition, service, and core values. Since its founding year in 2013, Makura has been through thick and thin learning and growing as it always aimed to. Although rebranding is a prominent change, our core sentiments remain the same. Our clients can expect the same diligence, professionalism, and assistance from us.

Logo

Makura CREATIONS

Old

makura CREATIONS

New

Logo re-design & branding:

Makura Creations is a IT Services company based out of Lotiplus Nepal. We have been operating under our old logo for over 10 years & as our company is growing, we wanted to revamp everything, starting with our logo.

Brainstorming & Submitted Concepts.

Logo concept & development

THE LOGOMARK IS A MINIMAL, SYMBOLIC REPRESENTATION OF **SPIDER & DIGITAL NODES**. WE AIMED TO CREATE A MODERN, FUTURISTIC, TIMELESS AND DISTINCT SYMBOL THAT CAPTURES THE ESSENCE OF OUR BRAND. THE SPIDER REPRESENTS STRUCTURE, WITCH IS THE FOCUS, PROFESSIONAL FOCUS OF OUR BRAND, CONNECTS COMMUNITIES ALL THE VALUES AND FEEL OF THE SEA LOGO WERE A CHALLENGE. NOWADAYS, AFTER LOTS OF BRAINSTORMING AND GUIDE, WE ALL REALIZED THAT TO BRING THE SAME OLD FEELING TO A NEW LOGO WITH A NEW MINDSET.

LOGOMARK GRID

VERTICAL LOGO LOCKUP

HORIZONTAL LOGO LOCKUP

FINAL LOGO

Primary & Secondary Logos

PRIMARY LOGO

SECONDARY LOGO

FULL WHITE VERSION

PARTIAL WHITE VERSION

MONOCOLOR IN BLUE BACKGROUND

MONOCOLOR IN DARK BLUE BACKGROUND

MONOCOLOR IN WHITE BACKGROUND

COLOR VARIATIONS IN SECONDARY LOGO

logomark

Logo
usage

Logo
Scalibility

The lower size for the logo is 14 pixels which will be used in Favicon.

Color Palette

Our color palette consists of three colors following the shades of blue for logomark and dark blue for text.

A blue color scheme is used in many corporate logos because its meaning evokes a feeling of professionalism and loyalty. People trust the color blue, which is why it's the dominant color in many police uniforms. Seeing the color blue creates a calming effect, and it's the overall most popular "Favorite color" which is ours too.

PICTON BLUE HEX: 4D9AE RGB 33, 115, 226 PANTONE 2997C	80%	60%
TOREA BAY HEX: 1D1B6D RGB 29, 27, 109 PANTONE 2736 C	80%	60%
HAITI HEX: 1D1B6D RGB 19, 19, 25 PANTONE 5255 C	80%	60%

LOGOMARK GRADIENT

Typography

Our typography is based on Jeko typeface.

Jeko is an exciting geometric typeface with contemporary touches. Born from strong elementary shapes, with clean circles interwoven with modern cuts and sharp edges, Jeko has a distinctive voice, retaining the simplicity and elegance of geometric typefaces while adding a touch of modernity. Jeko is a free-to-use Google font. Jeko offers a wide range of options and access to unique type tools. It also includes nine weights to give just as much access to creativity to those without access to variable supporting software.

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Jeko Regular

AaBb
1234
!@#$

HEADING

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()_+{}|:"<>?`-=[]\;',./

BODY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()_+{}|:"<>?`-=[]\;',./

You dream,
we weave.

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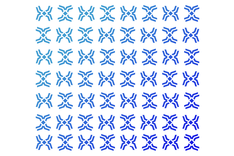
Pattern



Stationery & merchandise

makura
makura
makura
makura
makura
makura
SWAQAT BHETUWAL
CEO, Co-Founder
makura
makura
makura
makura
makura
makura
makura
makura
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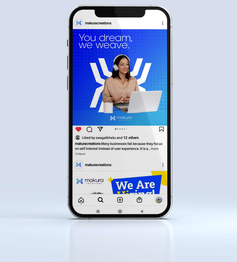
makura
makura
makura

Digital media & Imagery



Outdoor & Indoor applications

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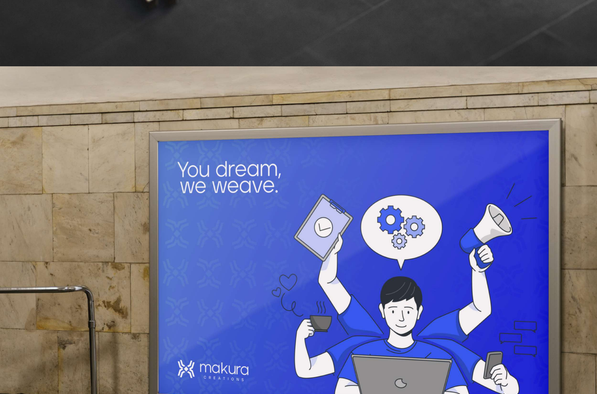

THANK YOU FOR SNEAKING IN !