

BRAND GUIDELINE SHEET



ABOUT BRAND

MEX is a German anime and manga convention in Berlin that has been held since 2019. Our event is a place for creative people and members of the community. With stage programs, cosplayers, performances and much more, you can spend your weekend with us and meet new people.

WORDMARK

MEX Please make sure to write the name of our event correctly.

PRIMARY LOGO



USAGE

This should be used as soon as they start producing content for us. Ideally, it should be clearly visible in one corner.



USAGE

They can either place the logo without a background or on a black or white background.

COLOR PALETTE



23083C



ED1556



B2B234



ECE810

TYPOGRAPHY

Rubik

Medium **BOLD**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quicksand

Medium **BOLD**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CHARACTERS

SHURA

sproud
suspicious
direct

SHUN

loyal
calm
discreet

CHIBIS



art by bwunbunni