

MICRO MATIC

Brand Guidelines

V. 2.0 - NOVEMBER 2025

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This guideline is the key to ensure a consistent brand experience across markets. It is a constant work in progress, evolving as the new brand identity is tested in markets.

Our brand is more than just a logo or a color palette; it's the voice, personality, and promise that connect us with our audiences. These guidelines are designed to ensure that every piece of communication, from marketing materials to digital content, consistently reflects who we are and what we stand for.

This document outlines the key elements of our visual identity including logo usage, typography, color, and imagery, so that anyone representing our brand can do so confidently and cohesively.

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LOGO

01

Use of the logo

The logo is one of the most important elements of our visual identity. It represents who we are and ensures instant recognition across all touchpoints. Using the logo correctly maintains consistency, strengthens our brand image, and builds trust with our audience.

LOGO AND USAGE

The logo should primarily be used in black and red, but can be used in red and white in cases where it is not possible to have the logo on a light background.

Please respect the rules of the safe-area and minimum size.

The drops of the logo must **never** be used without the MICRO MATIC text.

Text must **never** be written under Micro Matic in the logo.

In case the above guidelines cannot be followed **always** contact Micro Matic Marketing for further advice.

SAFE-AREA

Always maintain an area of clear space around the logo. It should always at least be the size of the M.



MINIMUM SIZE

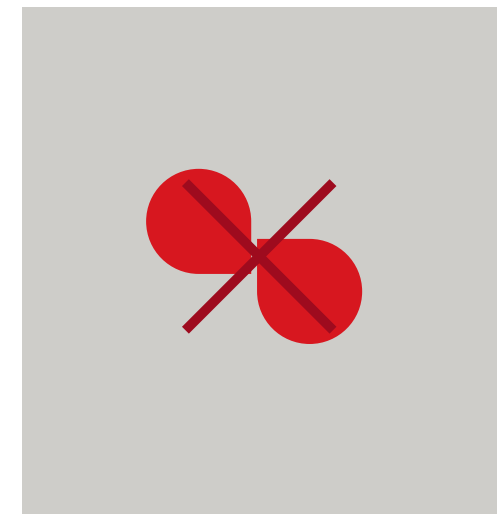
The minimum recommended height for the logo for print and online is 5mm and 18 pixels for internet use. This is excluding the safe-area.



INCORRECT USE

The logo must always retain its original proportions and appearance. It should never be distorted, or altered in any way.

It is not allowed to use the drops without the text or the text without the drops.



CORRECT USE

You should always make sure to use the logo with black text on white or lighter background and the logo with white text on black or any darker background to ensure optimal visibility and contrast.

Variations in the text used with the drops are allowed solely when representing different brands.

Logo variations must only come from Marketing.



PAYOFF

The payoff is our promise to the customer and must be placed on specific materials according to the template.

The payoff must always be written with capital letters and be aligned to the right in the text box.

Please observe that we want to emphasize **DRAFT QUALITY** as the core message and is therefore always written in bold.

**DEDICATED TO
DRAFT QUALITY**

TYPOGRAPHY

02

Consistent and clear typography

Typography is a key element of our brand identity. It ensures visual consistency and strengthens our tone of voice across all communications.

Consistent use of typography across all materials, from print to digital, helps create a unified and recognizable visual presence.

PRIMARY TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890!@#\$%&/()=?<>:;”

Aa

PRIMARY FONT

ROBOTO

Roboto is the primary corporate font and should be used in all branded materials, including marketing collateral, presentations, signage, and digital content. It combines geometric forms with friendly curves, ensuring excellent readability across both print and digital platforms.

Usage guidelines:

- Use Roboto in all brand and marketing applications.
- Maintain consistent hierarchy using predefined styles (e.g., headings, subheadings, and body text).
- Use appropriate weights (e.g., Regular, Medium, Bold) to create visual contrast and structure.

BOLD MEDIUM REGULAR LIGHT

BOLD ITALIC MEDIUM ITALIC REGULAR ITALIC LIGHT ITALIC

SYSTEM TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890!@#\$%&/()=?<>:;”

Aa

Arial serves as the substitute font when Roboto is not available, particularly in applications such as emails, email signatures or documents created in Microsoft Office programs.

Arial ensures accessibility and consistency across platforms where custom fonts may not be supported.

Usage guidelines:

Use Arial only in functional, non-design-based contexts (e.g., internal documents, Outlook emails, Word, or Excel files).

Do not mix Arial and Roboto within the same layout or document.

Maintain the same typographic hierarchy and formatting as with Roboto to ensure a unified look.

SYSTEM FONT

ARIAL

BLACK BOLD REGULAR
BOLD ITALIC REGULAR ITALIC

HIERARCHY

Our typographic hierarchy ensures clarity and visual balance across all materials. The body text is set at 12 pt and serves as the foundation. Larger sizes create emphasis and structure – headings (24–30 pt) define primary messages, while subheadings (16-18 pt) organize content into clear sections. Smaller sizes, such as captions (9-10 pt), provide supporting details.

Consistent scaling, spacing, and weight help maintain a cohesive look across all communications. Always apply hierarchy thoughtfully to guide the reader’s eye and reinforce our brand’s professional, structured appearance.

TITLE / MAIN HEADING

Default text

24 - pt

~2.0–2.5× body text.
Should always be in bold.
Should always be at least 24 pt.

SUBHEADING

Default text

16 - 18 pt

~1.3–1.5× body text.
Use font weight medium.

SUB-SUB HEADING

DEFAULT TEXT

14 pt

~1.15× body text.
Should always be written in all caps. Use font weight medium.

BODY TEXT

Default text

11-12 pt

Should always be 11-12 pt.
Ensure line spacing 14,4 pt.

COLOR PALETTE

03

Always recognised in red

Colours are a core part of Micro Matic's visual identity. Consistent and correct use of our colours ensures strong brand recognition, visual coherence, and a sense of professionalism and trust across all touchpoints (print, digital, packaging, point-of-sale, signage, etc).

PRIMARY COLOUR PALETTE

The primary colour palette represents the core of our visual identity. These colours should dominate all branded materials and serve as the foundation for design compositions.

Our red is the cornerstone of our visual identity and should always be used as a leading role in our visual communication.

Micro Matic Red CMYK: 0 / 100 / 100 / 10 RGB: 218 / 41 / 28 HEX: #DA291C PANTONE: 1795	Micro Matic Black CMYK: 0 / 0 / 0 / 100 RGB: 0 / 0 / 0 HEX: #000000 PANTONE: Black C	
Micro Matic White CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 HEX: #FFFFFF PANTONE: White	Micro Matic Light Gray CMYK: 17 / 13 / 16 / 2 RGB: 208 / 208 / 206 HEX: #D0D0CE PANTONE: Cool Gray 2	Micro Matic Dark Grey CMYK: 70 / 50 / 50 / 50 RGB: 68 / 68 / 68 HEX: #3F4444 PANTONE: 446

SECONDARY COLOUR PALETTE

Micro Matic Medium Red

This colour can be used to create depth or highlight specific design elements. This colour works well for backgrounds, overlays, and supporting graphics.

As with all secondary colours, the Micro Matic Red must remain the hero colour in any composition.

CMYK: 0 / 98 / 82 / 40
RGB: 164 / 52 / 58
HEX: #A4343A

Micro Matic Dark Red

Micro Matic Dark Red is part of Micro Matic's extended colour palette and serves as a supportive tone to complement the primary brand colours.

It can be used to add warmth and depth to layouts, particularly as a background or accent colour.

CMYK: 34 / 96 / 85 / 51
RGB: 101 / 19 / 25
HEX: #651319

Micro Matic Yellow

This colour may be applied as an accent to create a vibrant highlight, for example, when paired with Micro Matic Red to draw attention to key elements.

This colour should **never** dominate a design. Avoid using it for large areas or backgrounds; its purpose is to complement, not compete.

CMYK: 15 / 35 / 100 / 0
RGB: 219 / 166 / 40
HEX: #DBA628

IMAGE STYLE

04

Why image consistency matters

A consistent image style is essential for building and maintaining a strong and recognizable Micro Matic brand. Our visuals do more than show products or people – they communicate who we are, what we stand for, and the quality we deliver.

When all our images share the same tone, composition, and visual identity, they form a cohesive story that customers instantly associate with Micro Matic. This visual unity strengthens trust and professionalism, ensuring that every image, whether in a brochure, presentation, or online platform, feels like part of one brand family.

IMAGE STYLE

Micro Matic's imagery should convey professional excellence, craftsmanship, and the enjoyment of quality beverages. The style balances the technical precision of draft beer systems with the human warmth of serving and enjoying a drink. Every image should feel authentic, confident, and connected to real-world settings, from the cellar to the bar.

- Natural and warm lighting dominates. Avoid harsh contrasts or artificial tones.
- Subtle highlights on stainless steel and chrome components emphasize quality and engineering precision.
- In bar environments, lighting should create a welcoming, cozy, and premium atmosphere, warm amber tones, soft reflections, and a slight cinematic depth of field.



CORPORATE ICONOGRAPHY

05

Consistency in iconography

Iconography plays a vital role in shaping a cohesive and recognizable brand identity. Icons are not just decorative elements, they communicate ideas quickly and support usability across digital and printed materials. To ensure clarity and visual harmony, all icons used within the brand must follow the same design style.

ICONOGRAPHY

Our icon style reflects the precision and clarity that define the Micro Matic brand. Icons are crafted with a minimal and technical aesthetic, inspired by the line-map visual language used throughout our brand materials.

Icons should be used to support information and enhance navigation, not as decorative elements. Always maintain clear space around icons and ensure proper contrast for optimal visibility.

Icons can be used in all colours available in the colour palette except for Micro Matic Yellow.

The icons are part of a collection containing more than 100 unique designs. Please browse through the available files to see if the icon you need is already included.

If you require a new icon that has not yet been created, please contact the Micro Matic Marketing team for assistance.



PRINT TEMPLATES

06

Templates that bring our brand to life in print

Print templates ensure that all printed materials such as brochures, flyers, and posters reflect the Micro Matic brand correctly and consistently. They are designed with precise layouts, margins, and typographic settings that meet our visual standards and printing requirements.

SUPPORT

If you have any questions or need further clarification regarding the guidelines, or the use of the Micro Matic brand, logo, or visual assets, please contact:

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