





BRAND **GUIDELINE**

WHO WE ARE

MATIK STUDIO is a creative design studio focused on crafting modern, clean, and impactful visual identities. We combine strategy and creativity to deliver designs that clearly communicate a brand's vision and values.

Our work emphasizes clarity, consistency, and innovation, helping brands build a strong and professional presence across all platforms.

OUR VISION

To create meaningful and timeless design solutions that help brands communicate clearly, stand out confidently, and grow with consistency in a digital-first world.

OUR VOICE

Clear, Confident, and Professional.

Our tone is modern, minimal, and approachable—focused on clarity, creativity, and purpose without unnecessary complexity.

WHAT WE BELIEVE IN

Creativity: Innovative ideas with thoughtful execution

Clarity: Simple, clean, and purposeful design

Consistency: Strong visual identity across all platforms

Quality: Attention to detail and design excellence

Integrity: Honest communication and reliable collaboration

LOGO



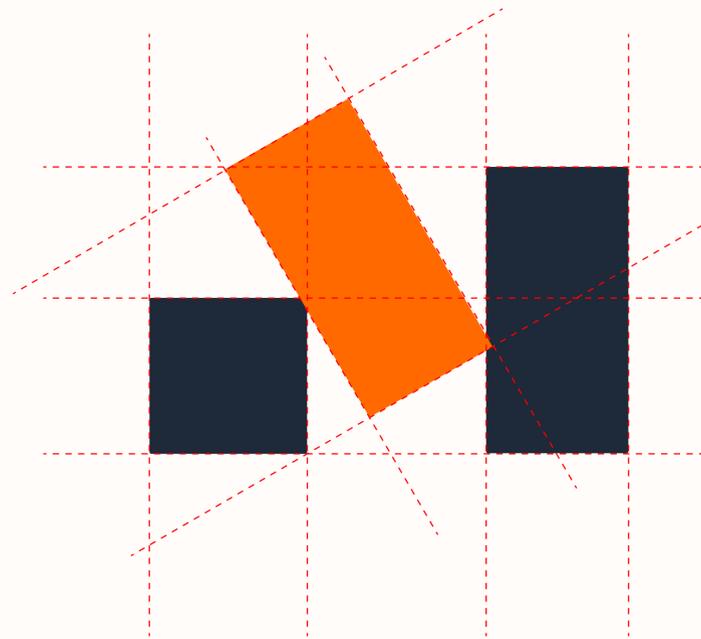
MASTER MARK

The primary logo represents the core identity of MATIK STUDIO. It should be used in all primary brand communications where maximum visibility and brand recognition are required.



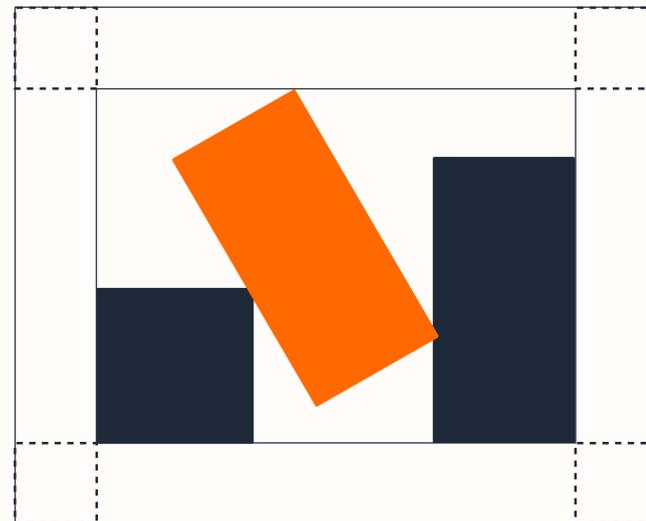
DESIGN ANATOMY

The logo consists of a symbol and a wordmark arranged in a balanced and fixed relationship. The proportions and alignment must remain unchanged to preserve brand consistency.



BREATHING SPACE

The logo consists of a symbol and a wordmark arranged in a balanced and fixed relationship. The proportions and alignment must remain unchanged to preserve brand consistency.



FLEXIBLE FORMS

Approved logo variations include full-color, monochrome, and reversed versions. These variations ensure flexibility across different backgrounds while maintaining brand integrity.



Horizontal Logo



Vertical Logo



Logo Mark



SIGNATURE COLORS

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ff6900

R: 255 G: 105 B: 0

C: 0% M: 73% Y: 100% K: 0%



1e2939

R: 30 G: 41 B: 57

C: 86% M: 74% Y: 52% K: 57%

MINIMUM SIZE



2



TYPO GRAPHY

OUR TYPEFACE

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Aa

Franklin Gothic

abcdefghijklmn

opqrstuvwxyz

1234567890

!@#\$%^&*()

m

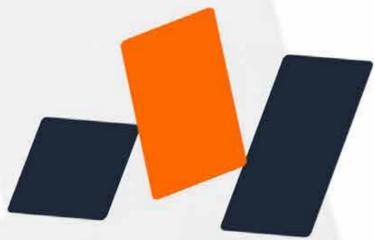


BRAND IN ACTION





**CREATE
INNOVATE
DESIGN**





MATIK STUDIO

 Avenue Park City Street 210
Las Vegas - USA
 +62 3345 6667
+21 2334 4445
 mail@yourwebsitename.com
info@yourwebsitename.com

MATIK STUDIO

 Avenue Park City Street 210
Las Vegas - USA
 +62 3345 6667
+21 2334 4445
 mail@yourwebsitename.com
info@yourwebsitename.com

John Doe
Manager

MATIK STUDIO

MATIK STUDIO

John Doe
Manager

MATIK STUDIO

MATIK STUDIO

Street 210
sitename.com
sitename.com

City Street 210

John
Manager

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut sum
suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.
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labore et dolore.

Best Regards,

Rivat Doe
Graphic Designer



ELARA VANCE
Project Manager

 **MATIK STUDIO**



Creative
Solutions for
your Business





MATIK STUDIO



MATIK STUDIO



THANK
YOU

