



Maturix® Design & Brand Guide

Version **0.5**



Address

Wichmandsgade 1, 1 tv,
5000 Odense, Denmark



Phone

+ 45 88441190



Email

contact@maturix.com



Website

www.maturix.com

Introduction to Maturix® Design and Brand Guidelines

To ensure uniformity across different platforms, we have prepared design and brand guidelines concerning logo, colors, typography, grid system, imagery and iconography. These guidelines will help you develop a design that is aligned with the Maturix brand.



Inquiries

All the inquiries regarding the Design and Brand Guidelines should be addressed to:

Eva Johanni

+45 88441787

ej@sensohive.com

Rasmus Uhre

+45 88441784

ru@sensohive.com

Larisa Ontiu

+45 20764912

lo@sensohive.com

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About Maturix®

Maturix is the brand for the concrete monitoring solution with wireless sensors developed by Sensohive.

The end-to-end solution combines durable hardware, modern technology and user-friendly software into an easy-to-use yet powerful concrete monitoring tool.



Mission

Our mission is to create a simpler everyday life for our customers by using data-driven decisions for more cost-efficient solutions.

“We develop awesome products to boost efficiency in the construction industry.”

“We make concrete speak!”



Vision

Our tech curiosity constantly challenges us and the solutions we develop in collaboration with our partners.

We aim for meaningfulness and transparency in everything we do.



Values

We are proud to be known within the industry as a professional and service-oriented company that delivers high-quality and high-value products and services.

Our Values :

Transparency
Open-minded
Curiosity
Pragmatic- Purpose Driven
Human- Personal

2. Logo

2.01 Maturix Logo

The Maturix Logo does not only resemble a cube specimen often used in the construction industry to test the strength of concrete but also illustrates that there is much more value to gain from the insight than currently obtained by specimens. This is illustrated by the remainder of the brand being outside of the cube and thus relates the physical specimens to an additional value.



Color : #191919, RGB(25,25,25), CMYK(77,67,61,84)

2.02 Maturix Trademark

Maturix logo must always be used with the trademark symbol.

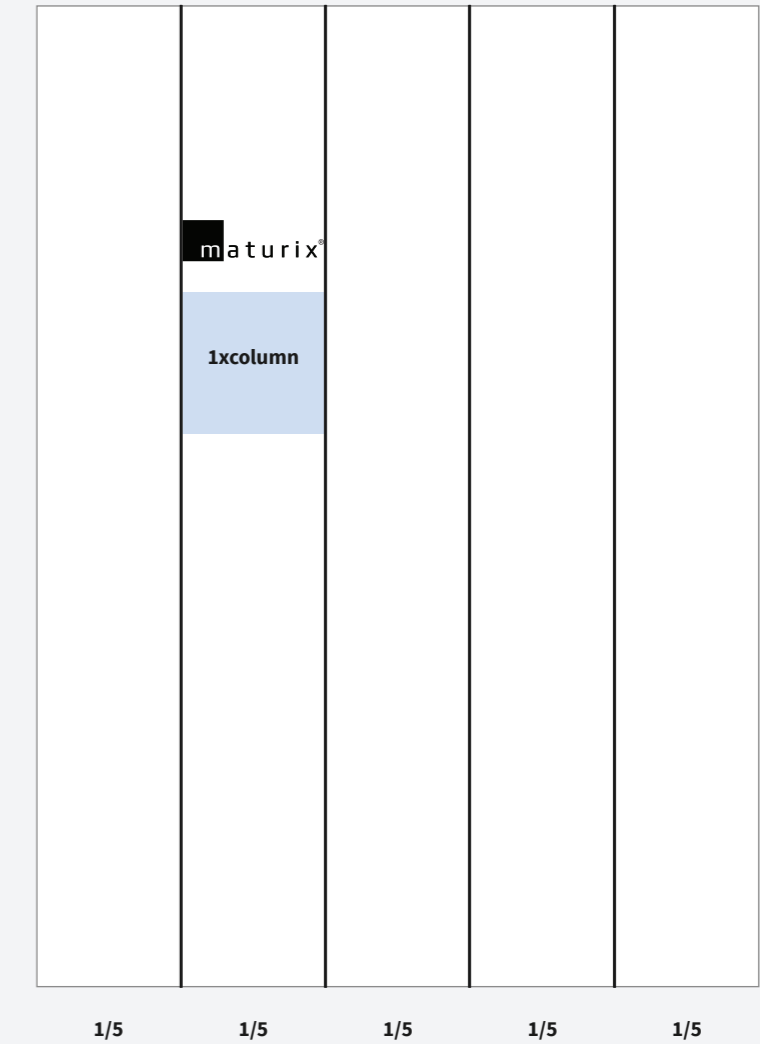
In text, the trademark symbol does not have to be used every time Maturix is mentioned. Instead, the symbol could be used in the first instance the Maturix is used or in the most prominent use of it. Repeated use of trademark symbol can become cluttered.

2.03 Logo Size

The minimum size allowed for the logo is 20pt in height.

If in doubt about the right size of the logo across different materials, we suggest that the measure in width is approximately the same as one column of the grid system. Be aware that it only applies to materials that are A5 size or higher.

(See chapter [5. Grid system](#))



2.03 Maturix by Sensohive

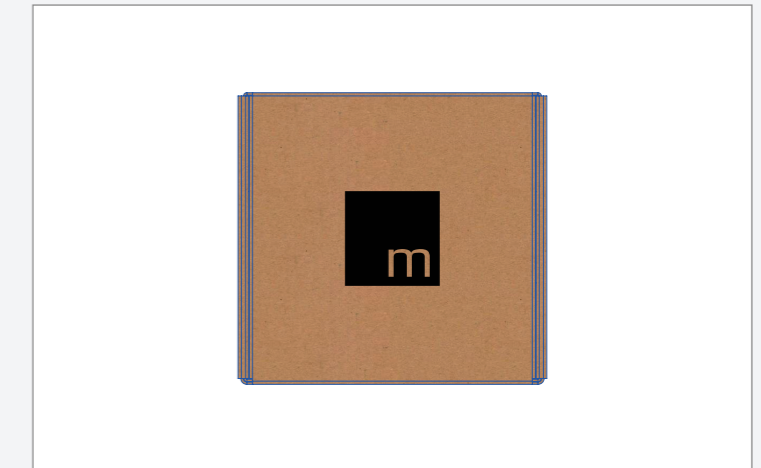
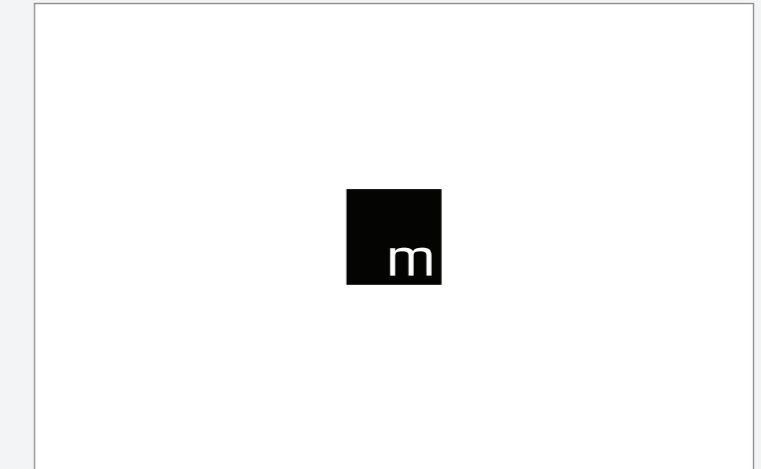
Maturix by Sensohive must be used when there is a need for a clear association between the two brands.



Color : #191919, RGB(25,25,25), CMYK(77,67,61,84)

2.04 Maturix Symbol

The Maturix symbol is used on packaging only.



2.05 Logo Variations

Logo Dark

Logo Color : #191919



Background color: #ffffff
 RGB(255,255,255)
 CMYK(0,0,0,0)



Background color: #f2f2f2
 RGB(242,242,242)
 CMYK(6,4,5,0)

Logo White

Logo Color : #ffffff



Background color: #ff5113
 RGB(255,81,19)
 CMYK(0,78,90,0)



Background color: #2d2d2d
 RGB(45,45,45)
 CMYK(71,62,57,69)

2.06 Logo Used on Image

The logo must always be used with enough contrast between the background and the logo. We suggest three options:



1. Logo with one of the three solid backgrounds
 The image is a close/medium shot, and there is no high contrast between the image and logo.



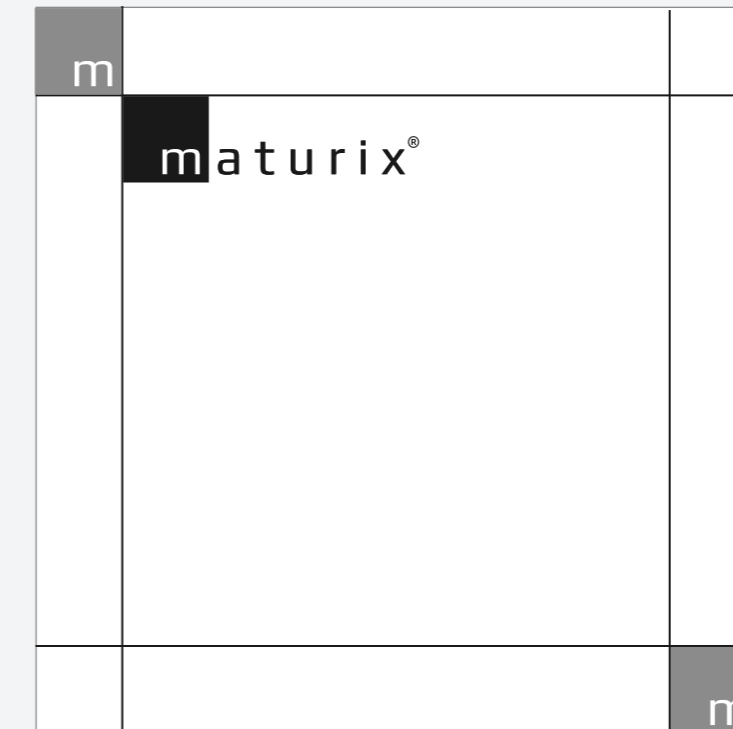
2. Directly on the image with no background
 The image is a close/medium/far shot, and there is enough contrast between the image and the logo.



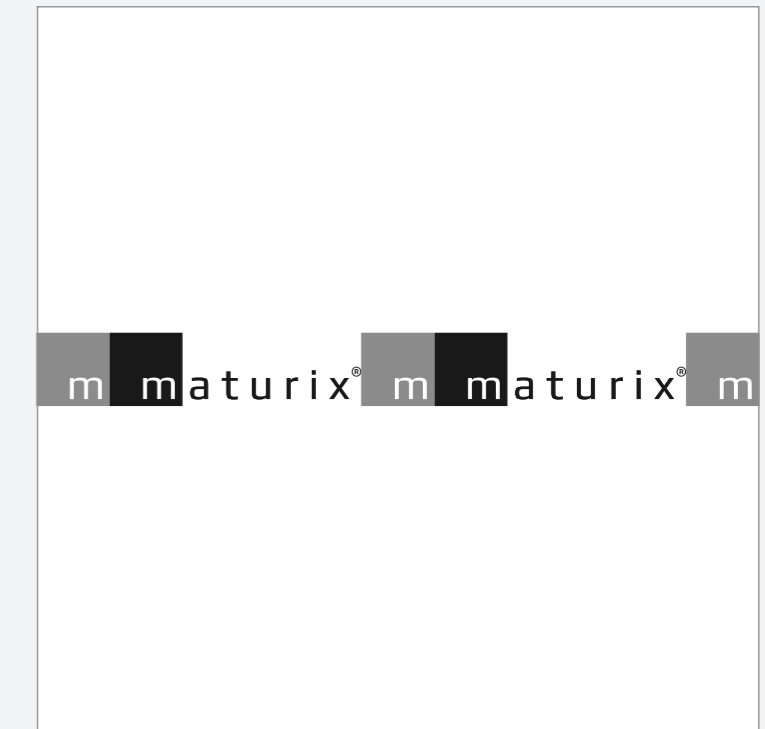
3. With a gradient background
 The image is a medium/far shot, and there is not enough contrast between the image and the logo.

2.07 Logo Clearspace

The clear space is the distance that ensures that the logo is clear of any other graphic elements. An exclusive zone has been established around the logo. This zone indicates the closest any other visual element should be positioned in relation to the logo.



The distance from the outer corner of the logo to the other elements must be equal to Maturix symbol.



3. Colors

3.01 Color Pallete

Colors play an essential role in Maturix's identity. The following colors are recommended for different media.

A palette of primary colors has been developed, which represents the "one voice" color scheme. The consistent use of these colors will contribute to the cohesive and harmonious look of Maturix.

3.01.01 Primary Colors

Primary color A

Maturix Orange #ff5113

Print Color Codes
CMYK(0,78,90,0)

Web Color Codes
RGB(255,81,19)

Primary color B

Maturix Black #191919

Print Color Codes
CMYK(77,67,61,84)

Web Color Codes
RGB(25,25,25)

3.01.02 Secondary Colors

#2d2d2d Background Black

Print Color Codes
CMYK(70,64,63,64)

Web Color Codes
RGB(45,45,45)

#ffffff Just White

Print Color Codes
CMYK(0,0,0,0)

Web Color Codes
RGB(255,255,255)

#8b8b8b Text grey

Print Color Codes
CMYK(48,40,40,4)

Web Color Codes
RGB(139,139,139)

#f3f4f6 Background Gray

Print Color Codes
CMYK(4,3,3,0)

Web Color Codes
RGB(242,242,242)

#e6eef8 Background Blue

Print Color Codes
CMYK(8,3,0,0)

Web Color Codes
RGB(230,238,248)

#c9def0 Background Blue Darker

Print Color Codes
CMYK(19,6,1,0)

Web Color Codes
RGB(201,222,240)

#fee3d5 Background Orange

Print Color Codes
CMYK(0,12,13,0)

Web Color Codes
RGB(254,227,213)

4. Typography

4.01 Font

4.01.01 Source Sans Pro

Source Sans Pro is the primary font of Maturix. When not available, the secondary font must be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Aa Aa

123456

Source Sans Pro Regular
Source Sans Pro Bold

4.01 Font

4.01.02 Trebuchet MS

Trebuchet MS is the secondary font of Maturix. It must be used only when the primary font is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Aa Aa

123456

Source Sans Pro Regular
Source Sans Pro Bold

4.02 Hierarchy

4.02.01 A4

40pt Bold, line height 46pt

Web: 48px Bold, line height 56px

H1 Maturix

26pt Bold, line height 32 pt

Web: 32px Bold, line height 40px

H2 Maturix

16pt Bold, line height 22pt

Web: 22px Bold, line height 28px

H3 Maturix

10pt Bold, line height 16pt

Web: 16px Bold, line height 24px

H4 Maturix

10pt Regular, line height 16pt

Web: 16px Regular, line height 24px

P1 Maturix. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam eratvoluptua.

15pt Regular, line height 20pt

Web: 22px Regular, line height 24px

P2 Maturix. Lorem ipsum dolor

8pt Regular, line height 12pt

Web: 10px Regular, line height 18px

P3 Maturix. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

10pt Bold, line height 16pt

Web: 16px Bold, line height 24px

[This is a link](#)

4.02 Hierarchy

4.02.03 A5

18pt Bold, line height 22pt

H1 Maturix

14pt Bold, line height 18pt

H2 Maturix

11pt Bold, line height 15pt

H3 Maturix

9pt Bold, line height 14pt

H4 Maturix

9pt Regular, line height 14pt

P1 Maturix. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam eratvoluptua.

11pt Regular, line height 15pt

P2 Maturix. Lorem ipsum dolor

7pt Regular, line height 10pt

P3 Maturix. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

9pt Bold, line height 13pt

[This is a link](#)

4.03 Horizontal Spacing

To ensure that the content is visible across different materials, the smallest distance between elements must be 12pt on digital/print materials and 12px on the website. The distance can be increased by multiplying the number by 2, 3, 4 and so on.

12pt

This is H2

24pt

This is H3


12pt

This is H4

12pt

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna

36pt



12pt

Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

4.04 Capital Usage in Headlines

All the headlines must be used with title case. Use the following link to generate the correct title case headline : <https://capitalizemytitle.com/style/APA/>

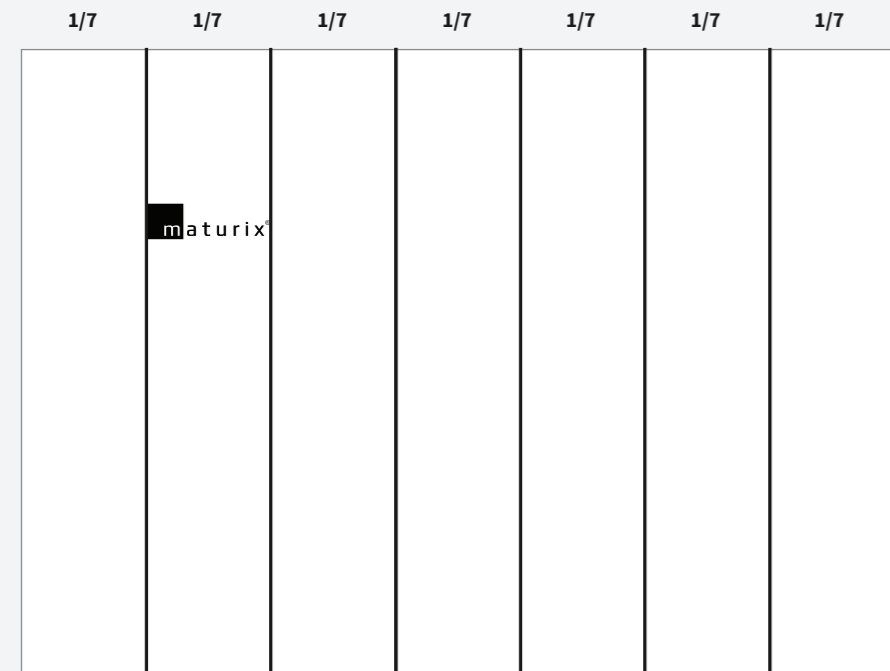
Maturix by Sensohive

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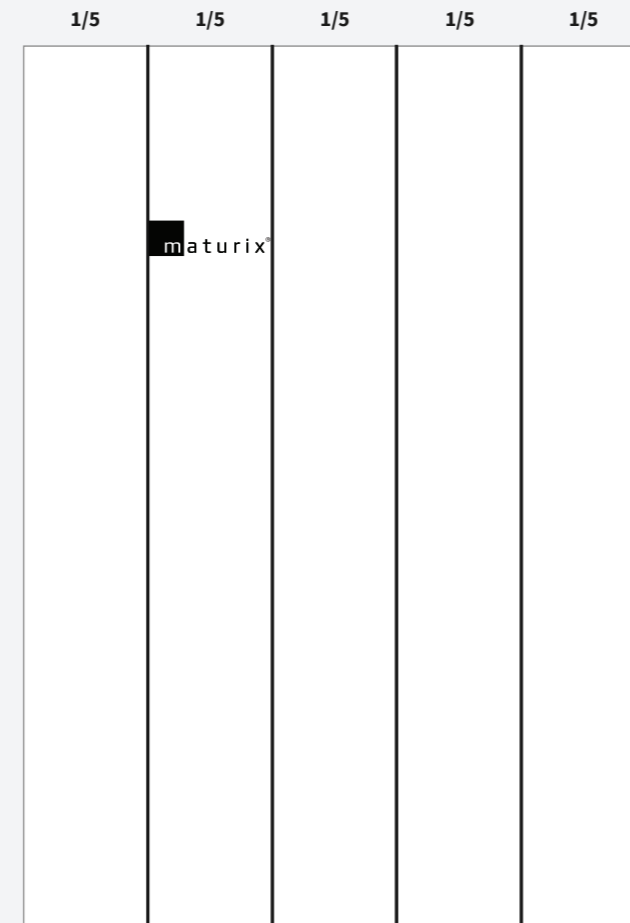
All You Need to Know About Concrete Curing and Drying

Real-Time Solutions for Concrete Monitoring With Wireless Sensors

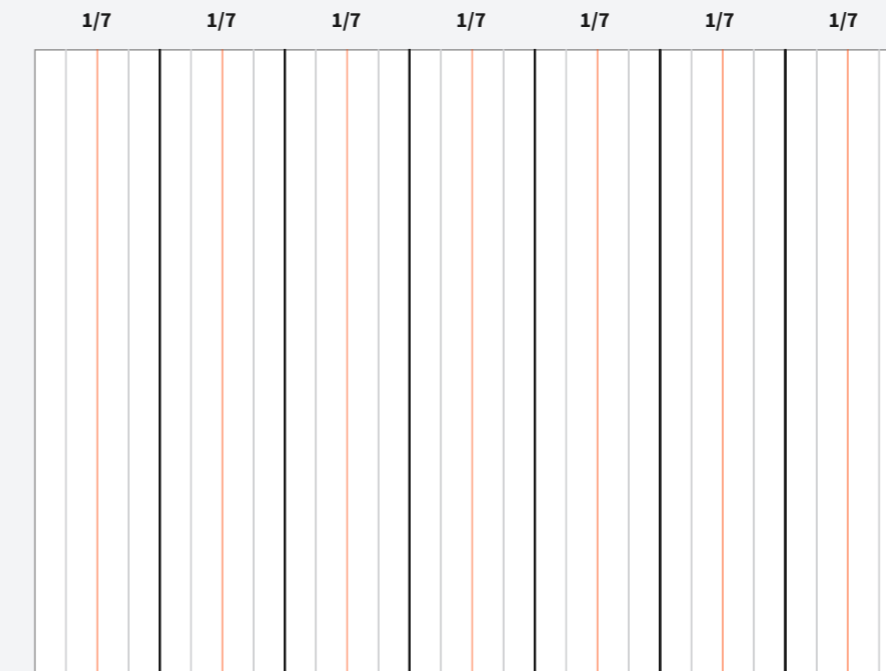
5. Grid system



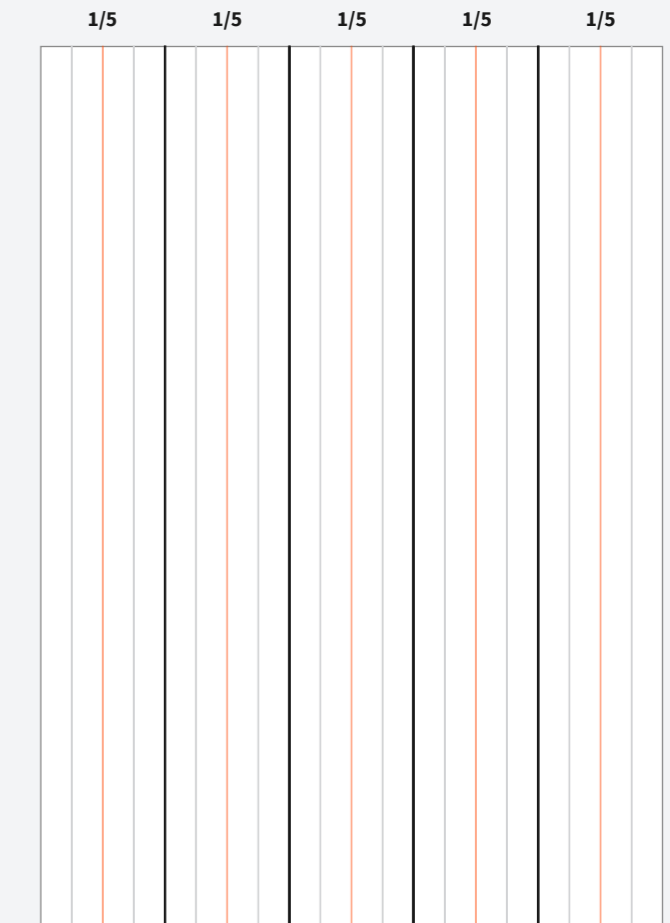
On any horizontal material, the grid consists of 7 equal columns with no space in between.



On any vertical material, the grid consists of 5 equal columns with no space in between.



To make the layout even more flexible for pictures, quotes, and fact boxes use, the number of columns can further be increased to 14 or 28 columns on horizontal formats.



To make the layout even more flexible for pictures, quotes, and fact boxes use, the number of columns can further be increased to 10 or 20 columns on vertical formats.

6. Design elements

6.01 Images

The color scheme of the image should be a mix of cold and warm colors. The angle should be levelled and with a close/medium/far shot distance.



6.02 Illustrations

These three elements should be consistently used across different materials to contribute to the cohesive and harmonious look of Maturix. The sizes for the elements are:



Element 1:
28x28pt (digital/print materials) and 50x50px (website)



Element 2:
28x5.5pt (digital/print materials) and 50x10px (website)



Element 3:
5.5x5.5pt (digital/print materials) and 10x10px (website)



This is H1

Element 1 - Used with H1 on cover pages only



This is H2

Element 2 - Used with H1, H2

- Lorem ipsum dolor
- Lorem ipsum dolor
- Lorem ipsum dolor
- Lorem ipsum dolor

Element 3 - Used for lists

6.03 Icons

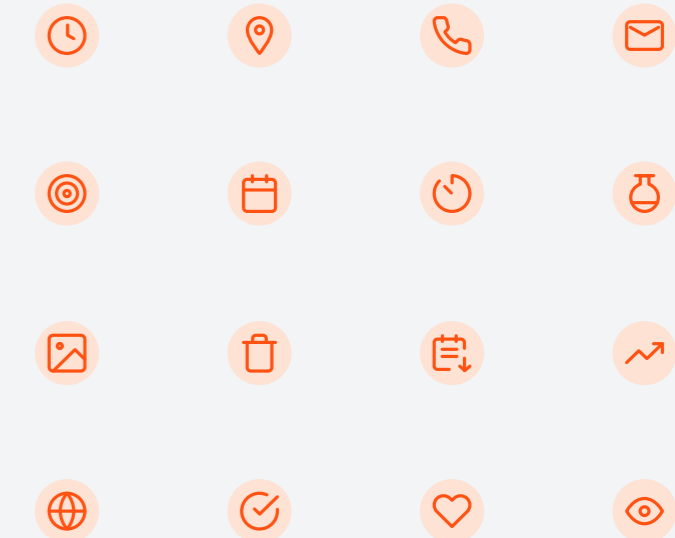
Maturix icons should be simple and always outlined in Maturix Orange color.

a. Digital and print materials

The size of the icon should be 24pt.
The thickness of the stroke should be 1,2pt.

b. Website

The size of the icon should be 25px. The icon should have the background color Orange Background with 12px padding.
The thickness of the stroke should be 2px.



Contact the inquiries in the Introduction for access to **Maturix Icons.**