

# MAK

## Branding

Before



**mak**<sup>®</sup> HOSPITAL  
EQUIPMENT  
Made in Indonesia

After



## Primary Logo



## Brand image message

Logo MAK disimboliskan dengan lambang burung yang menyerupai burung merpati dengan tampilan modern dan high tech yang berarti sebuah perusahaan modern yang menggunakan alat-alat canggih dalam kegiatannya.

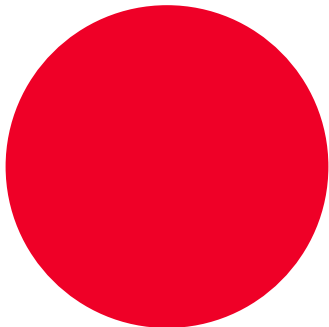
Secara keseluruhan logo, sayap digambarkan dengan 3 bulu yang melambangkan Quality, Cost, and Delivery. Mata burung melambangkan

kejelian melihat sesuatu dan penglihatan yang idealis. Ekor burung yang melambangkan kesejahteraan terhadap orang-orang sekitarnya.

Penggunaan typeface tipis dan huruf kecil (low case) menunjukkan bahwa Mega Andalan merupakan sebuah perusahaan yang low profile.

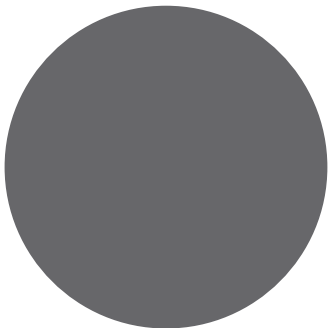
Corporate Colour

Primary Color



Passion Red  
Pantone 185 C    #eb1c2d

C	1	R	235
M	100	G	28
Y	92	B	45
K	0		



Grey  
Pantone 179-11 C    #67686B

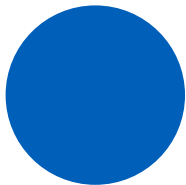
C	0	R	103
M	0	G	104
Y	0	B	107
K	73		

Gray Color



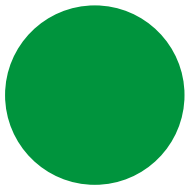
K: 90   K: 80   K: 70   K: 60   K: 50   K: 40   K: 30   K: 20   K: 10   K: 5

Secondary Color



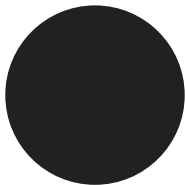
Futuristic Blue  
Pantone 300 C    #0079C1

C	100	R	0
M	44	G	121
Y	0	B	193
K	0		



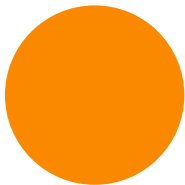
Friendly Green  
Pantone 355 C    #00A94F

C	94	R	0
M	0	G	169
Y	100	B	79
K	56		



Solid Black  
Pantone 419 C    #222221

C	72	R	34
M	65	G	34
Y	65	B	33
K	72		



Optimistic Orange  
Pantone 144 C    #F8971D

C	0	R	248
M	48	G	151
Y	100	B	29
K	0		

Primary Colour



1 Colour



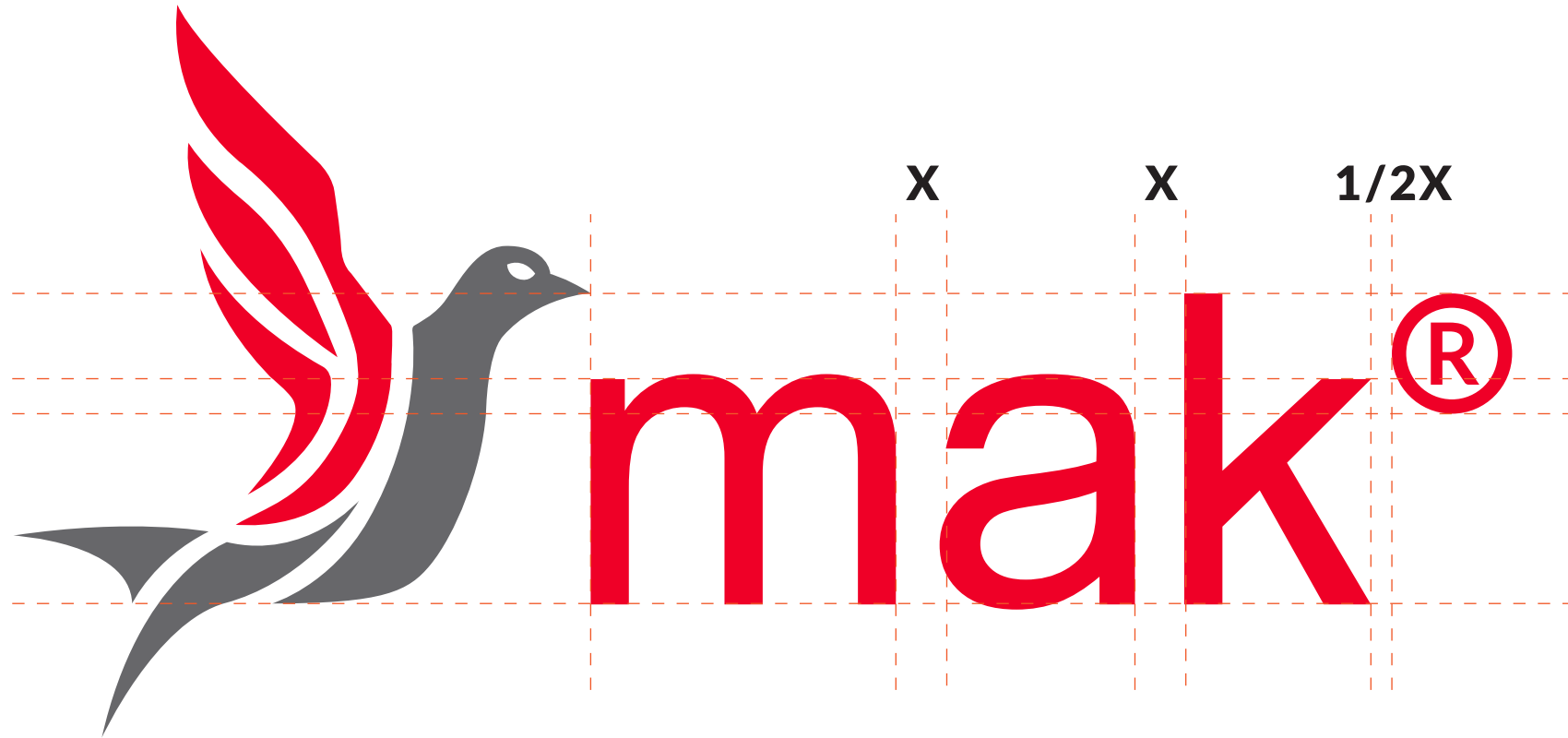
BW Colour



Black Background



Logo Structure



Alternative Composition

Preferred  
(Landscape)



Alternative  
(potrait)



Logotype only

mak<sup>®</sup>

Logogram only  
(Special Use)



## Logo Sizing

### Preferred



### Alternative



### Minimum Size





## Protecting Our Logo

Preferred  
(landscape)



Protecting Our Logo

Alternative  
(potrait)



## Typography

### Primary Typeface

#### Lato - Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Hairline Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Thin Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Heavy Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### Lato - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

#### *Lato - Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$\$%^&\*()-\_+=\[]{}

**THANK**  
YOU