Mash Visual Style Guide

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Brand introduction

Overview

Developed by a small, independent startup team based in Toronto, Canada, Mash was built to leverage the emergence of the Lightning Network to create an alternative to the ad-heavy, broken and awkward alternatives. Rather than forcing creators to ask their audience to subscribe while constantly worrying about algorithms, censorship and cross-platform management, Mash provides a simple, customizable payment layer.

Designed to accommodate and enable international content creators, indie developers, artists and gamers (regardless of the nature of their content), Mash is accessible to both inexperienced and seasoned users + creators.

Intentionally simple, the Mash identity combines layered minimalism with binary interaction as a modest representation of the platform itself. Serif typefaces, a minimal palette, vector illustrations, smooth animation and ample clearspace help emphasize these values, while remaining intentionally unobtrusive amongst whatever content it might encounter.

Description and examples

Logo

The Mash logo is based on the concept of duality, hinting at a positive interaction between two respective parties.

Two triangular shapes indicate the content creator/ earner (blue) and the user/consumer (fuscia). These shapes are intentionally equal and inverted to convey their relationship. Rounded edges suggest a friendly, casual and easy approach, as well as attraction, and, ultimately, intersection.

When they overlap, a new shape emerges. Always depicted as white, this intersection between the other two coloured elements is intended to convey positivity, [inter]action and imagination. (It also adheres to the properties of light itself, as per the RGB diodes used in the screens that display it).

These three elements are themselves encased in a solid monochrome circle, indicating a trusted, focused, open realm of interaction amongst whatever environment they may find themselves in.

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Structure

Anatomy & Spacing

The Mash logo is centered, balanced and equal, using colour, space and contrast for emphasis.

The default expression of the Logotype is a stacked version of the Logo above the Wordmark. The Wordmark itself should never be used without the Logo.

When combined with a Wordmark, the Logotype should accommodate the area in which it is used, accounting for legibility, dimension, and appropriate spacing.
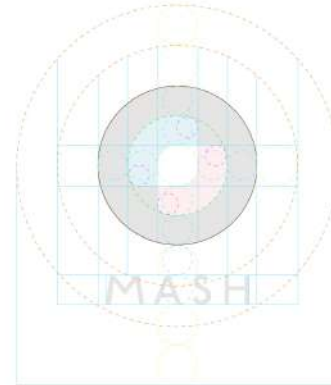
As a general rule, the amount of space around the Logo or Logotype must always be at least 2x the diameter of the center intersection.
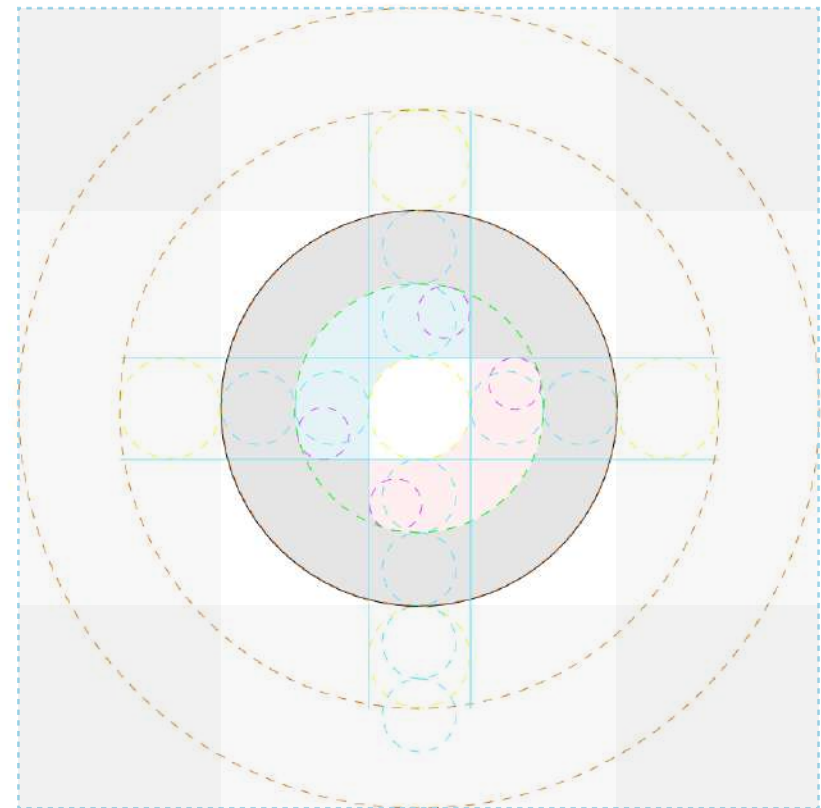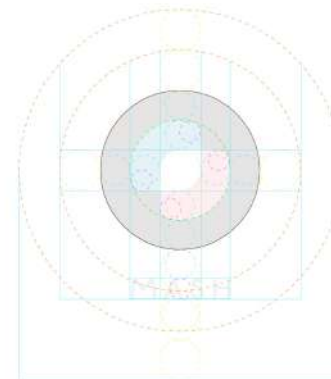
Structure

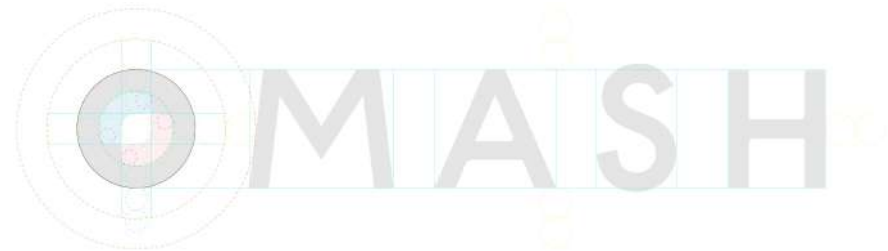# Vertical Logotype Variants

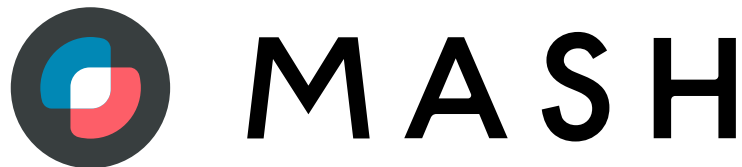Full Diameter Wordmark

Small Wordmark

Structure

Horizontal Logotype Variants

Full Diameter Wordmark
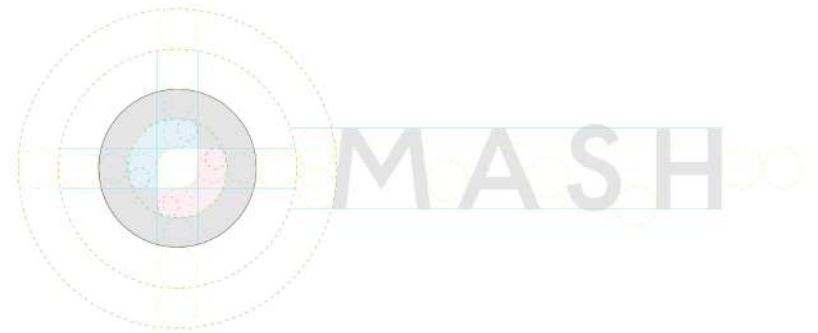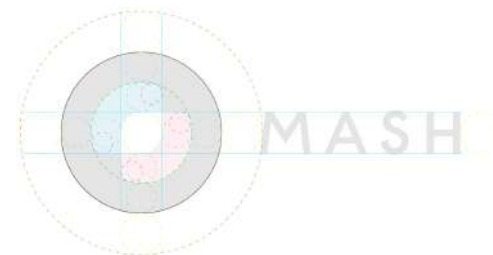

Large Wordmark

Structure

Horizontal Logotype Variants

Medium Wordmark

Small Wordmark

Usage

Logo Colour Variants

The Mash logo has four colour variants. In all instances, the single variable is the background circle, which must provide optimal contrast respective to the background upon which it is to be observed, without conflicting with the blue and fuscia hues of the interior shapes.
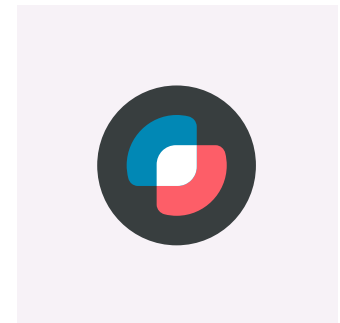
Thus, the Black variant works best amongst a white background; the Dark Grey, a light background; the Light Grey, a dark background, and the White, a very dark or black background.

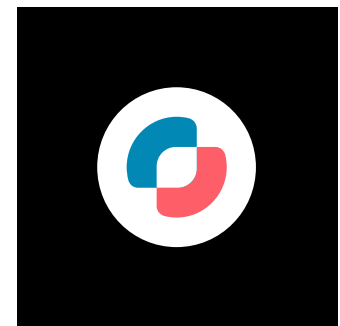By default, the Dark Grey variant is considered standard for both Logo and Logotype instances.
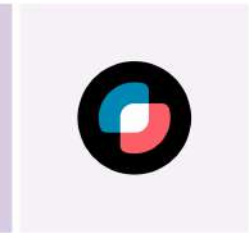
Black
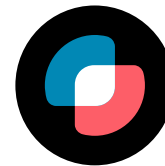
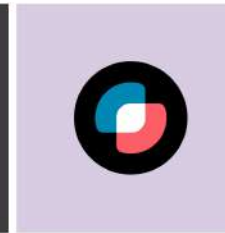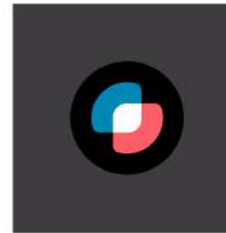Dark Grey

Light Grey

White

Usage

Logo Colour Variants

Appropriate Logo colour variants amongst additional background colour combination examples
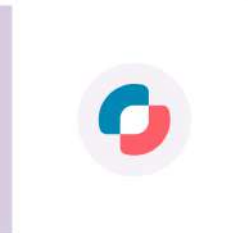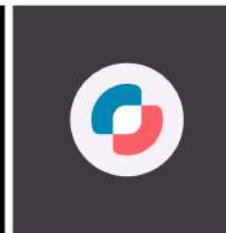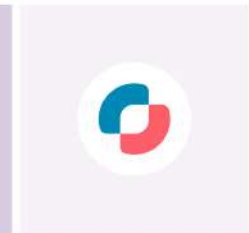
Black

Dark Grey

Light Grey

White

Usage

Logotype Colour Variants

Similarly, Mash Logotype variants must also accommodate background hues for contrast and legibility. In Logotype instances, where there is a Wordmark combined with the Logo, the Wordmark must provide optimal contrast respective to the background upon which it is to be observed.

There are three Wordmark colours for Logotype variants: Black, Dark Grey and White. For simplicity, only the Medium Logotype is shown in the colour combination examples below.
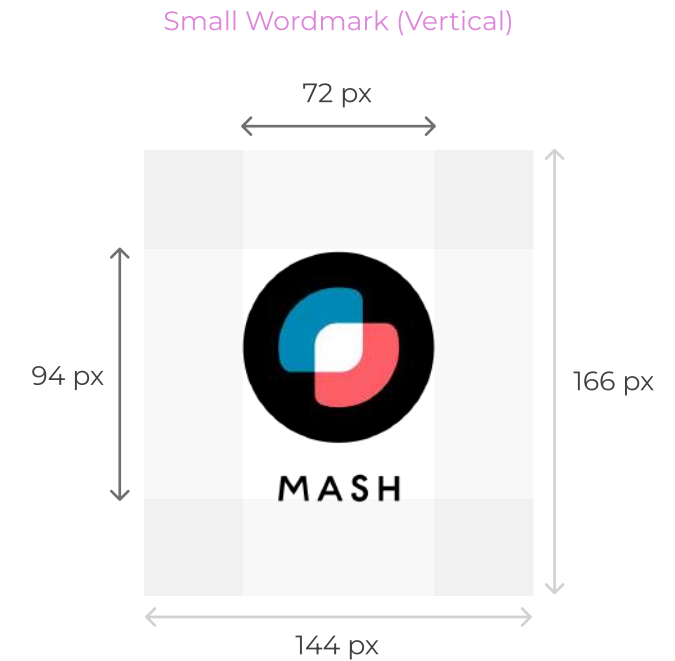
	Black Logo	Dark Grey Logo	Light Grey Logo	White Logo
Black Text				
Dark Grey Text				
White Text				
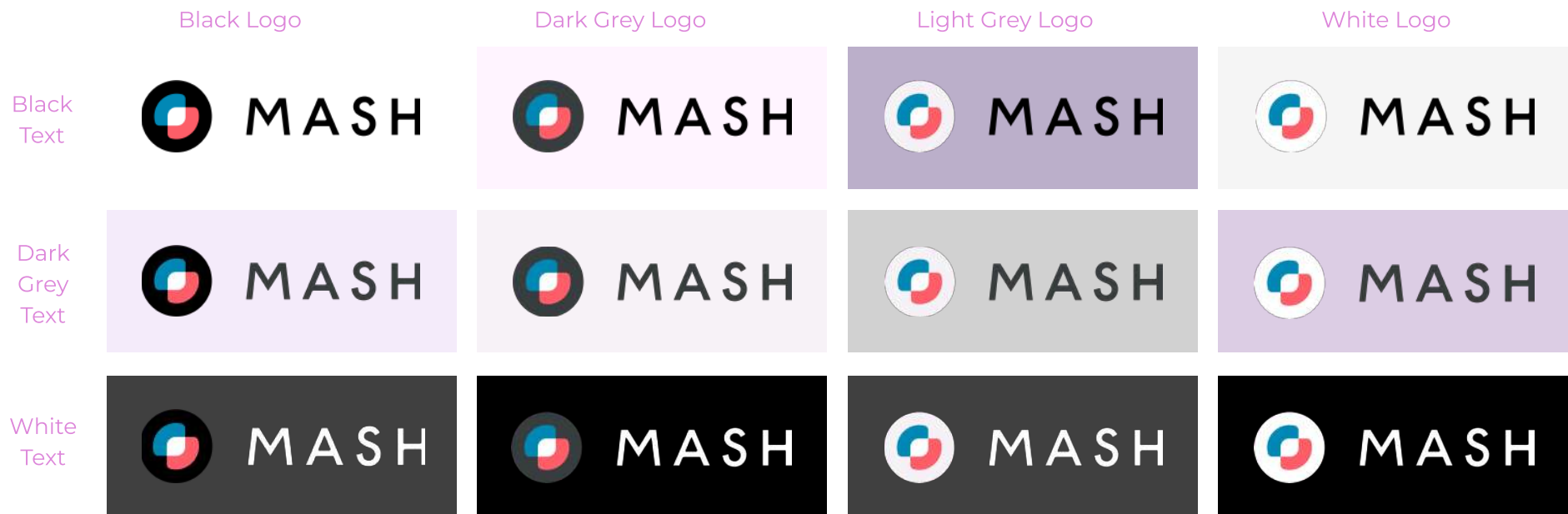
Usage

Minimum Sizes (Logo & Vertical)

When significantly reduced, the the Mash logo will become unrecognizable and/or illegible. These are the smallest possible pixel size units, including clearspace.

Logo

20 px

20 px   40 px

40 px

Full Diameter Wordmark (Vertical)

50 px

68 px   118 px

100 px

Small Wordmark (Vertical)

72 px

94 px   166 px

144 px
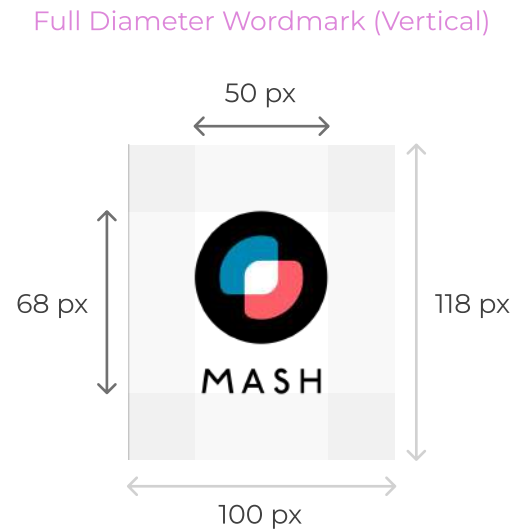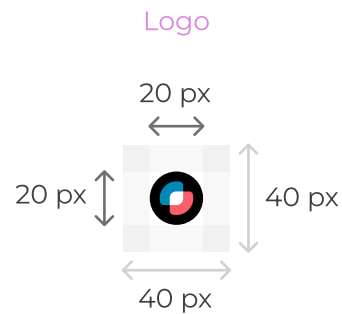
Usage

Minimum Sizes (Horizontal)

When significantly reduced, the the Mash logo will become unrecognizable and/or illegible. These are the smallest possible pixel size units, including clearspace.
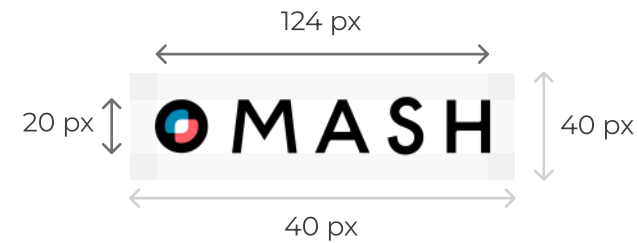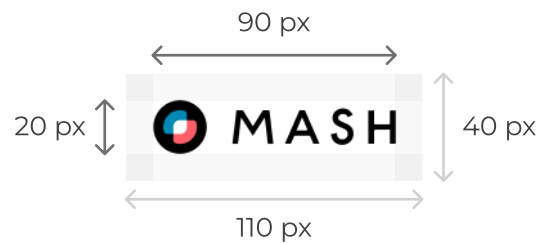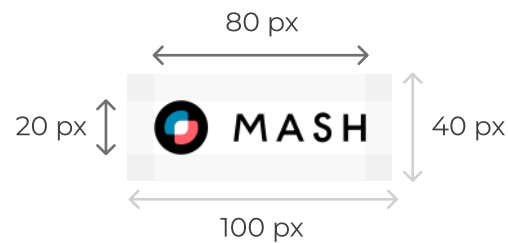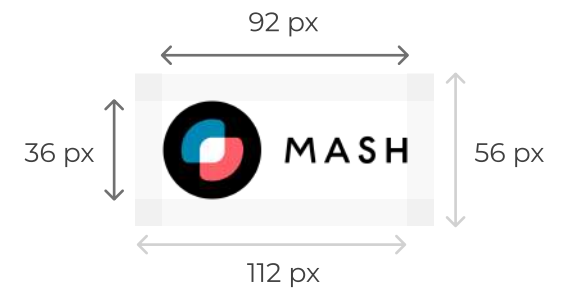
Full Diameter Wordmark

124 px

20 px

40 px

40 px

Large Wordmark

90 px

20 px

40 px

110 px

Medium Wordmark

80 px

20 px

40 px

100 px

Small Wordmark

92 px

36 px

56 px
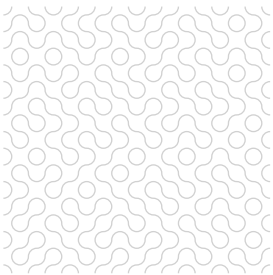
112 px

Description & Usage

Backgrounds

Simple backgrounds can be used under the Mash Logo and Logotype variants, so long as care is taken to retain simplicity, visual integrity, contrast and legibility.

Geometric patterns (such as tile truchets and intersections) are effective methods to provide visual interest without compromising the aforementioned principles, so long as the effect is subtle.

When combined with a vertical linear fade and/or diagonal mask, this effect can help otherwise sparse content seem to flow more smoothly without complicating the foreground elements or text.

Dark Grey truchet on black with vertical linear fade and diagonal mask

Light purple Truchet on white with vertical linear fade and diagonal mask

Light grey truchet pattern on white background

Light grey truchet pattern on white with vertical fade

Light grey truchet pattern on white with vertical fade and diagonal mask
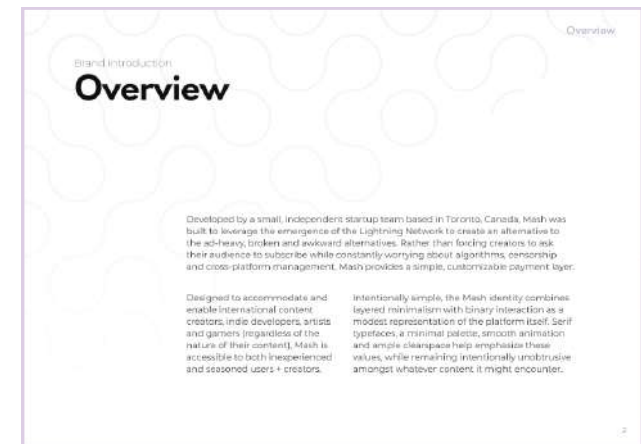
Examples

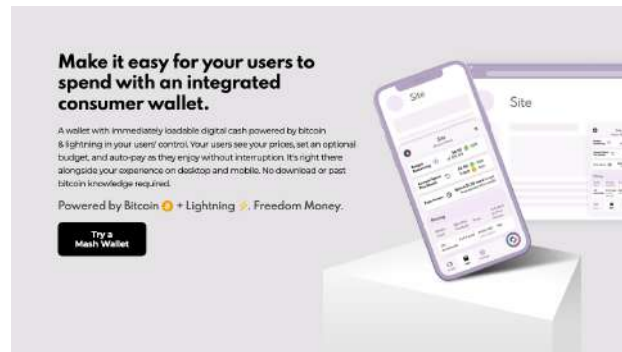# Backgrounds

Grey + Truchet Tile background

Solid Dark Grey background

Illustration with multiplied geometric shapes overlayed

Solid Light purple backgrounds

Solid Light Grey background

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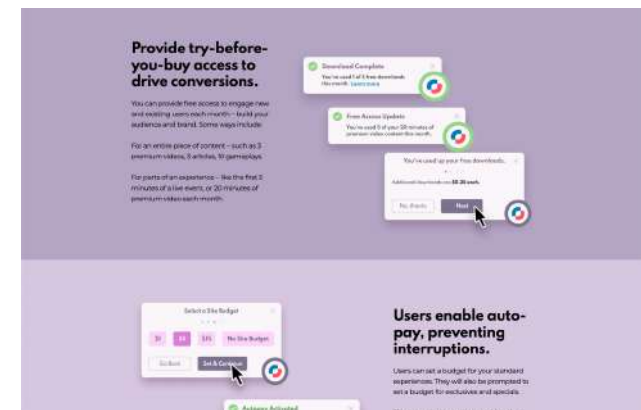
Description and Distribution

Colours

As an enabler platform, Mash usually aims to position itself as a reliable yet subtle entity. Colour has a significant influence in this reception.

As part of this direction, most Mash elements are carefully designed to inform without distraction or complication, utilizing muted purples, greys and other shades, occasionally augmented by bright colours for emhpasis (red, green) or as a call to action (pink).

The purples and pinks most commonly seen within the interface are derivatives of the blue, fuscia, white, grey and/or black of the Mash logo itself, as expressions of the combinations and mixtures of these colours and the interactions they (and the logo) represent.

Mash colour usage distribution (approximate)
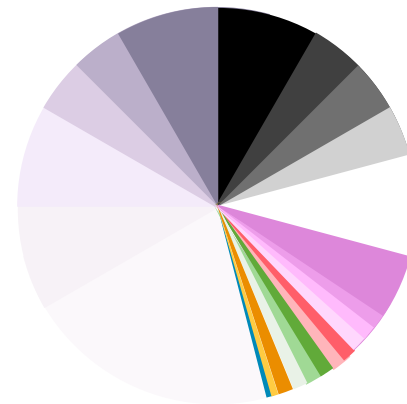
Groups and Swatches

Colours

Purple

Neutral
/ Mash System

#867F9B	#BBAFCA	#DCCDE4	#F4EBFA	#F7F2F7	#FBF8FB
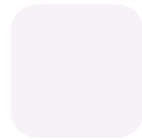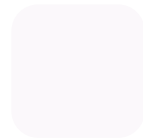
Pink

CTA / Active

#8B6D8C	#A680A8	#C68DC9	#DD87DA	#ED9DEA	#FFBAFC	#FFD7FD	#FFE5FE	#FFF4FF
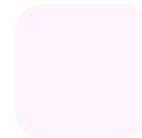
Shade

Neutral

#000000	#404040	#707070	#D1D1D1	#FFFFFF
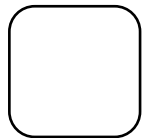
Groups and Swatches

Colours

Blue

#0089B8	#3CACD3	#6DC6E5	#A3D9EC	#E4F5FC

Red

Error / Warning

#FF5E69	#FF8991	#FFB5BA	#FFD6D9	#FFF2F3
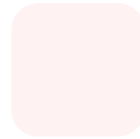
Orange

Warning

#EB8D00	#EEA22E	#F8C883	#F9E1C8	#FFF5EA

Groups and Swatches

Colours

Yellow

Warning

#FFCB42   #FFD788   #FFE9BE   #FFF5E   #FFFAF1

Green

Positive
/ Confirmation
/ Autopay

#61AA39   #A0D995   #AAFF93   #E9F2E7

Definition and hierarchy

Typography

Mash utilizes two typefaces: Spartan (Primary) and Montserrat (Secondary). Both are Google Web Fonts.

The Primary fonts are often larger, used for Display, Heading and Subheading instances.

Secondary fonts are smaller sizes, used for paragraph copy and all body content.

Primary

Spartan

Secondary

Montserrat

Primary Classes

Typography

Display 01

Display 01
Medium

Display 01
SemiBold

Display 01
Bold

Display 01
ExtraBold

Primary Classes

Typography

Display 02

Display 02
Medium

Display 02
SemiBold

Display 02
Bold

Display 02
ExtraBold

Primary Classes

Typography

Heading 01

Heading 01
Medium

Heading 01
SemiBold

**Heading 01
Bold**

Primary Classes

Typography

Heading 01 (Small)

Heading 01 (Small)
Medium

Heading 01 (Small)
SemiBold

**Heading 01 (Small)
Bold**

Primary Classes

Typography

Heading 02

Heading 02
Regular

Heading 02
Medium

**Heading 02
SemiBold**

**Heading 02
Bold**

Primary Classes

Typography

Heading 02 (Small)

Heading 02 (Small)
Regular

Heading 02 (Small)
Medium

**Heading 02 (Small)
SemiBold**

**Heading 02 (Small)
Bold**

Primary Classes

Typography

Heading 03

Heading 03 Medium	Heading 03 SemiBold	**Heading 03 Bold**

Heading 03 (Small)

Heading 03 (Small) Medium	Heading 03 (Small) SemiBold	**Heading 03 (Small) Bold**

Primary Classes

Typography

Heading 04

| Heading 04 Medium | Heading 04 SemiBold | **Heading 04 Bold** |

Heading 04 (Small)

| Heading 04 (Small) Medium | Heading 04 (Small) SemiBold | **Heading 04 (Small) Bold** |

Primary Classes

Typography

Heading 05

| Heading 05 Medium | Heading 05 SemiBold | | **Heading 05 Bold** |

Heading 05 (Small)

| Heading 05 (Small) Medium | **Heading 05 (Small) SemiBold** | <u>**Heading 05 (Small) Semi Bold Underlined**</u> | **Heading 05 (Small) Bold** |

Subheading

| Subheading Regular | Subheading Medium | | <u>Subheading Regular Underlined</u> |

Secondary Classes

Typography

Paragraph 01

Paragraph 01
Light

Paragraph 01
Regular

Paragraph 01
Light Underlined

Paragraph 02

Paragraph 02
Light

Paragraph 02
Regular

Paragraph 02
Light Underlined

Paragraph 03

Paragraph 03
Light

Paragraph 03
Regular

Paragraph 03
Light Underlined

Secondary Classes

Typography

Captions

Caption Light	Caption Regular	Caption Regular Extended	**Caption SemiBold**

Footer

| Footer Light	Footer Regular	Footer Regular Extended	**Footer Bold**

Copy, Positioning and Examples

Tone of Voice

Within both product and marketing, Mash uses language as a means to support builders, creators and makers. As a platform dedicated to enabling others, our tone of voice is consistently clear, concise, and casual, yet reliable.

Because we are also a source of truth and involve money, transactions, income and livelihoods, there is also a solid element of formality / trust / respect present in all communications.

Mash uses sentence case in almost all instances, and occasionally utilizes emojis for [appropriate] emphasis or to enable customer expression.
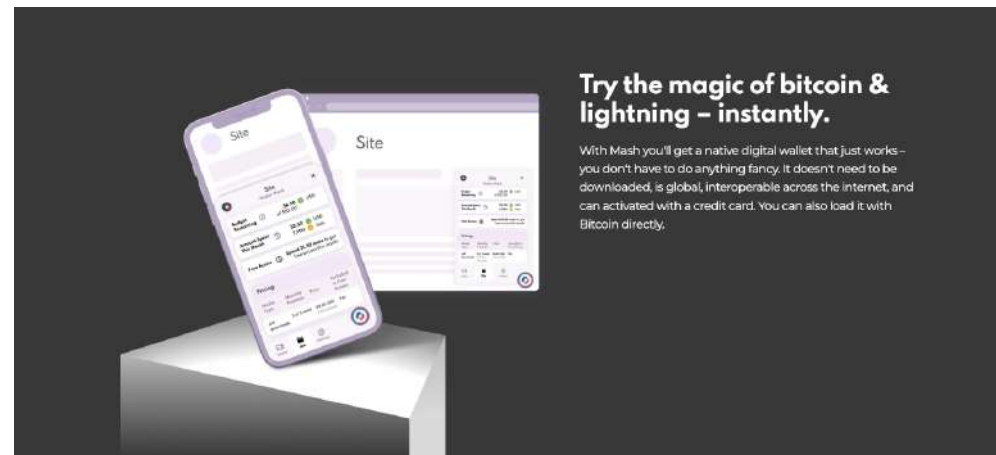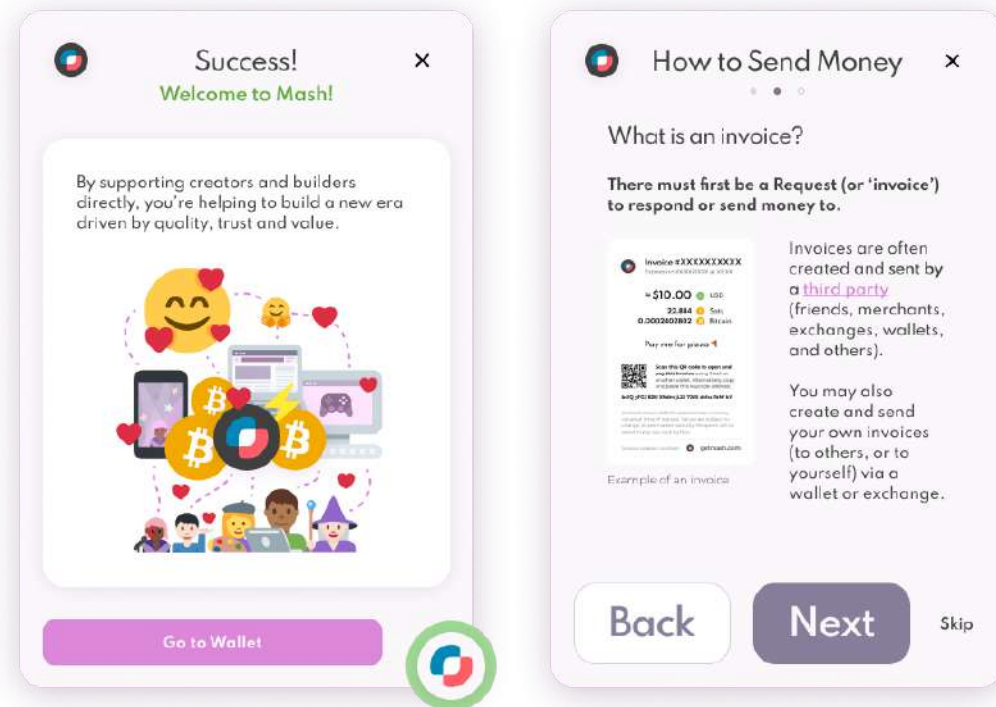
Visual Examples

Illustrations

Most Mash illustrations are customized variations of the Figmoji set, available as a Figma plugin. These elements are available here for public use, and exist as vector SVG's.

Product illustrations are based on actual UI designs, sometimes simplified for CTA emphasis.

Drop shadows and outer glows are very sparingly used for layer emphasis; gradients are only ever seen within background elements to help subtley transition content or guide attention.

Set Budget for Livestream Luke ✕

$1 $5 $15   No Budget

Go Back   Set Budget & Continue
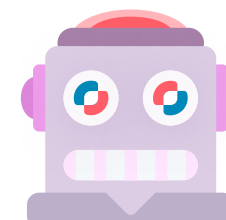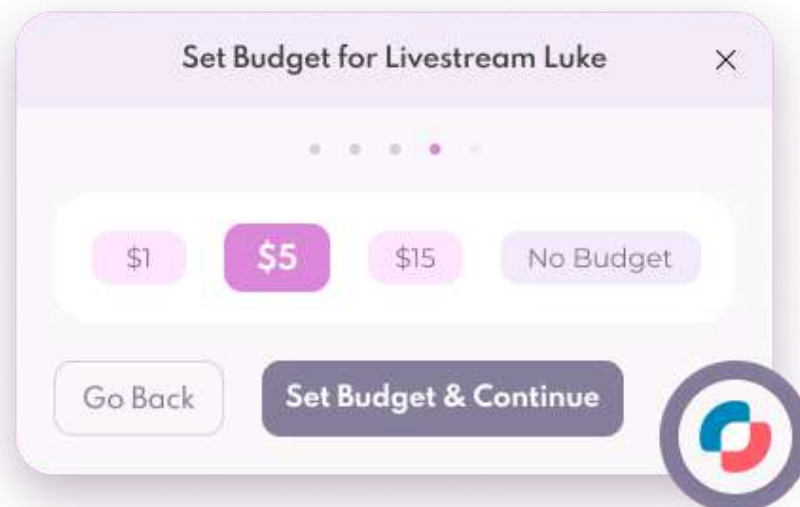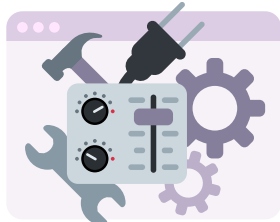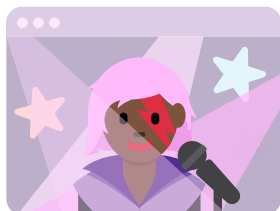
Description and Link

Animations

Animations are made with Lottie and/or After Effects, emphasizing smooth, simple effects and transitions.

Most animations are based on the vector illustration style, typography classes and identity elements defined within this Style Guide.

Our first informative video is available for review on Vimeo, including usage examples of the Mash logo, backgrounds, colours, typography instances, tone of voice, narration, colours, illustrations, animations and other design elements.

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