



Brand Guidelines

2025

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Introduction

Welcome to the
Micropolis Brand Guidelines



This document ensures consistency in how Micropolis is represented across all platforms and materials. It serves as a reference for all design and branding decisions.

Mission Statement: "Empowering Cities, Inspiring Progress"

Logo Usage

Primary Logo

The Micropolis logo is designed around the concept of “a city seen through the lens.” By combining a visual lens with the name, the mark positions Micropolis as a platform that doesn’t just observe urban life – it curates and defines it.

This design embodies the brand’s mission: to transform real cities into living media – frame by frame, story by story.



Clear Space

To maintain visual clarity and ensure maximum impact, always preserve a clear space around the Micropolis logo. This clear space should be equal to the height of the letter "M" in "Micropolis." No text, images, or graphic elements should enter this zone. This rule ensures the logo remains legible and visually distinct across all applications.



Fav Icon:



Minimum Size:

Digital: 100px width.
Print: 25mm width.

Logo Variations

To ensure flexibility and consistency across various applications, the Micropolis logo is available in the following variations:

Horizontal



Vertical



Prohibited Uses:

To maintain brand consistency and protect the integrity of the Micropolis logo, avoid the following:

Do not alter the colors of the logo outside of the approved color variations.



Do not stretch, compress, or distort the logo's proportions in any way.



Do not add shadows, gradients, or effects that alter the clean appearance of the logo.



Do not rotate or flip the logo in any direction.



Do not place the logo on low-contrast or busy backgrounds that hinder legibility.



Do not replace the logotype or icon with different fonts, symbols, or elements.



Color Palette

The Micropolis color palette reflects a refined and media-forward identity. With its neutral and elegant tones, the palette enhances clarity, storytelling, and brand consistency across all touchpoints.

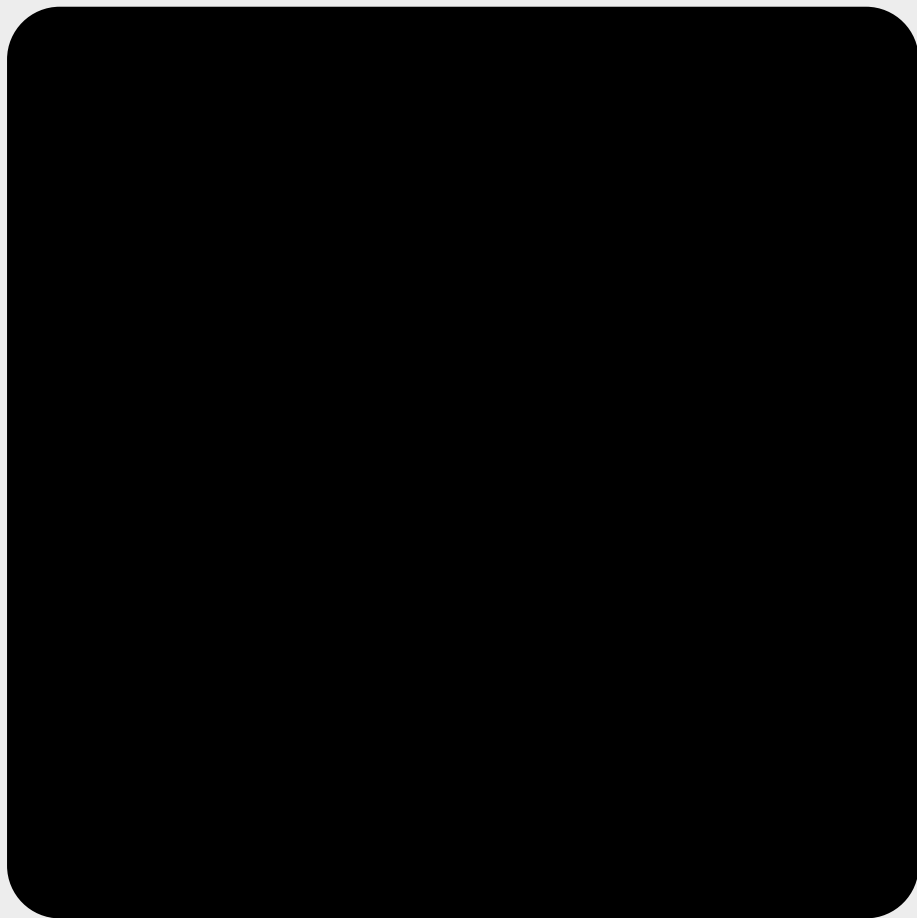
Regal Blue
(#1C2B58)



Carolina Blue
(#4A9DD6)



Charcoal Black
(#231F20)



White
(#FFFFFF)



Typography

For Micropolis, we're using **Aloevera Display** as the primary font across all digital platforms for a clean, modern feel. To add a touch of elegance and personality, **Qurova Demo** is used selectively in major headings. While Qurova Demo provides a bold, distinctive presence in key titles, Aloevera Display ensures readability and visual consistency throughout the content on the website and social media platforms.

Aloevera Display

Qurova Demo

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Background Imagery

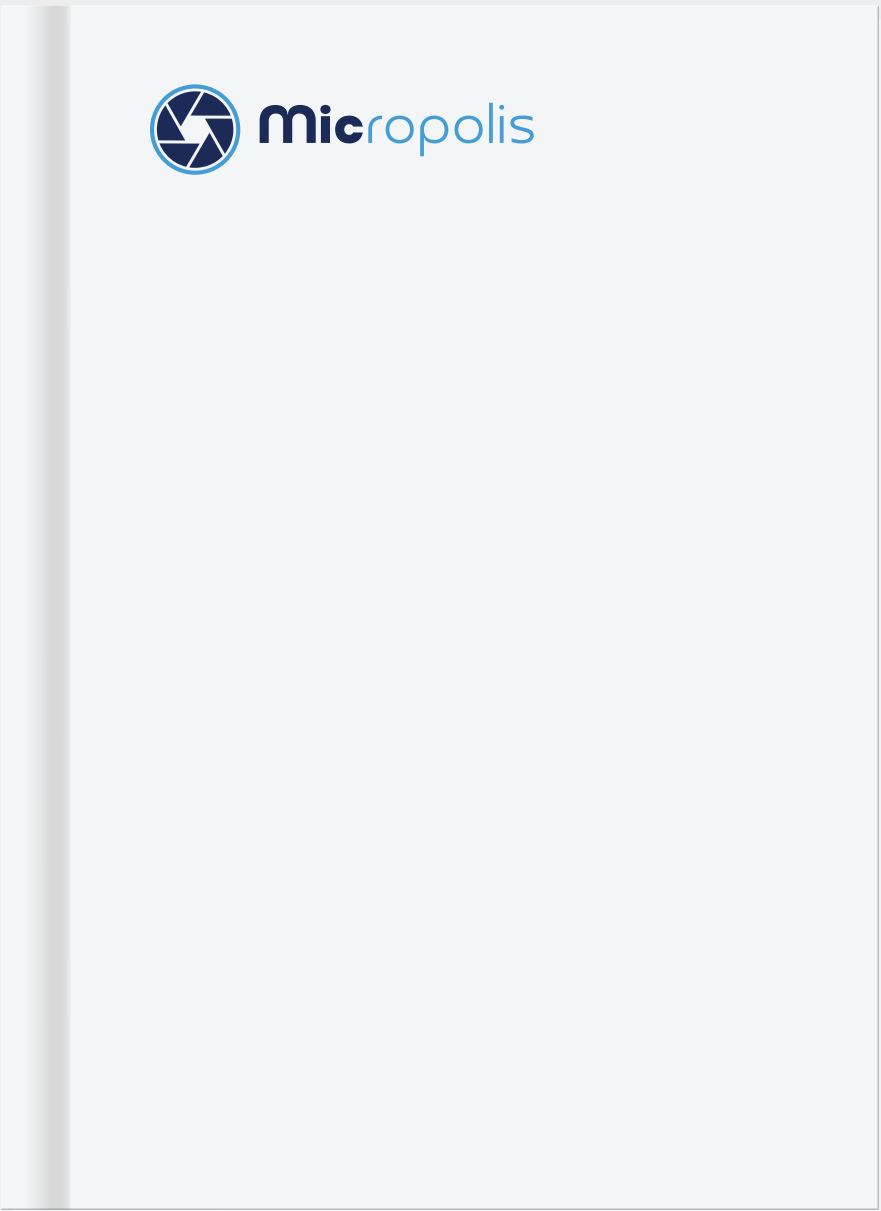
Background images

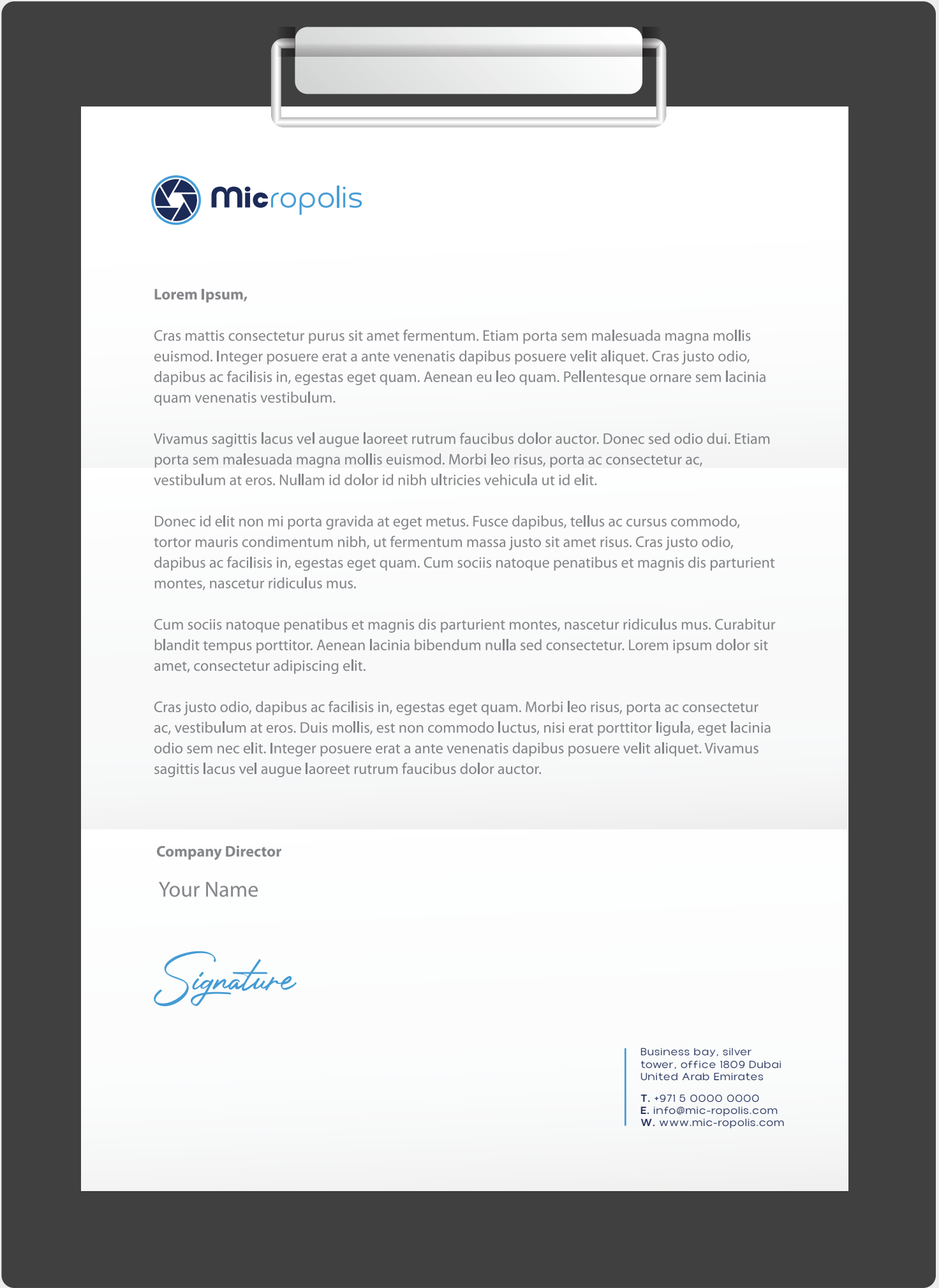
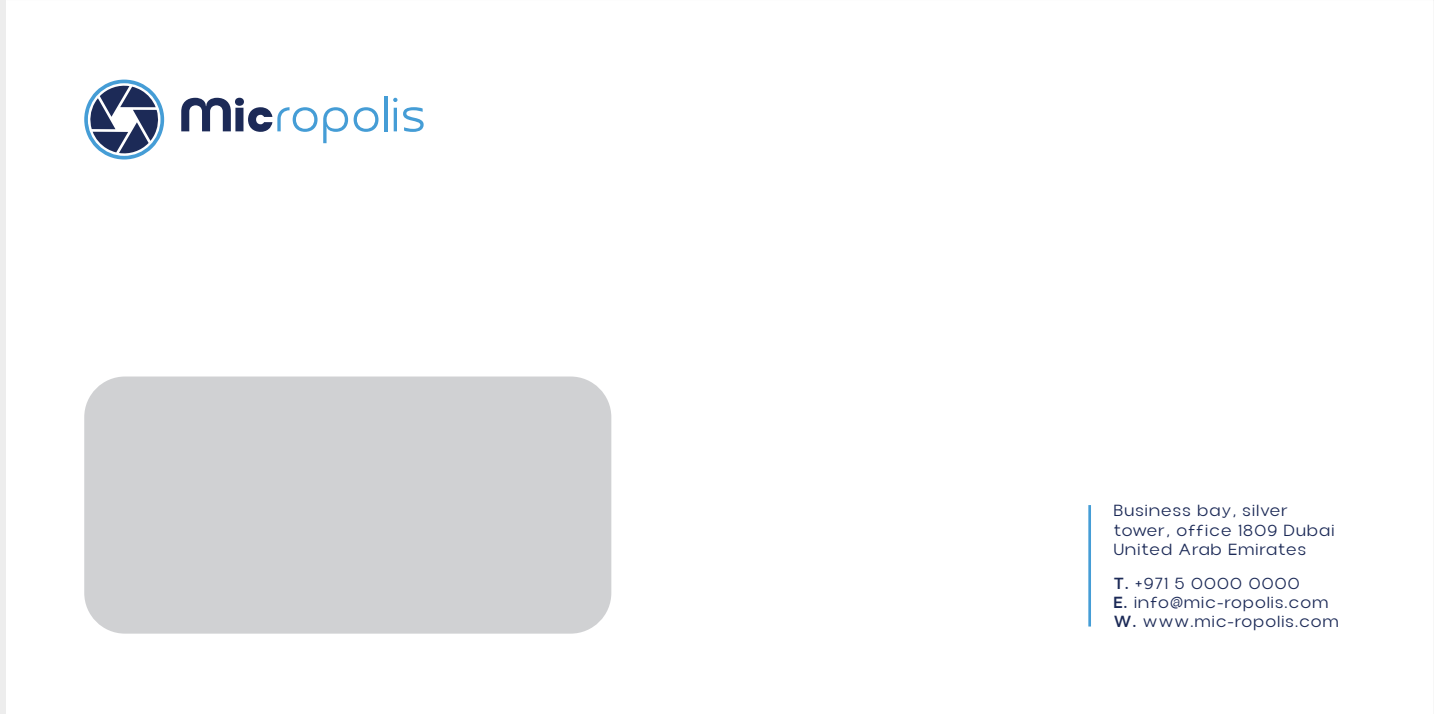
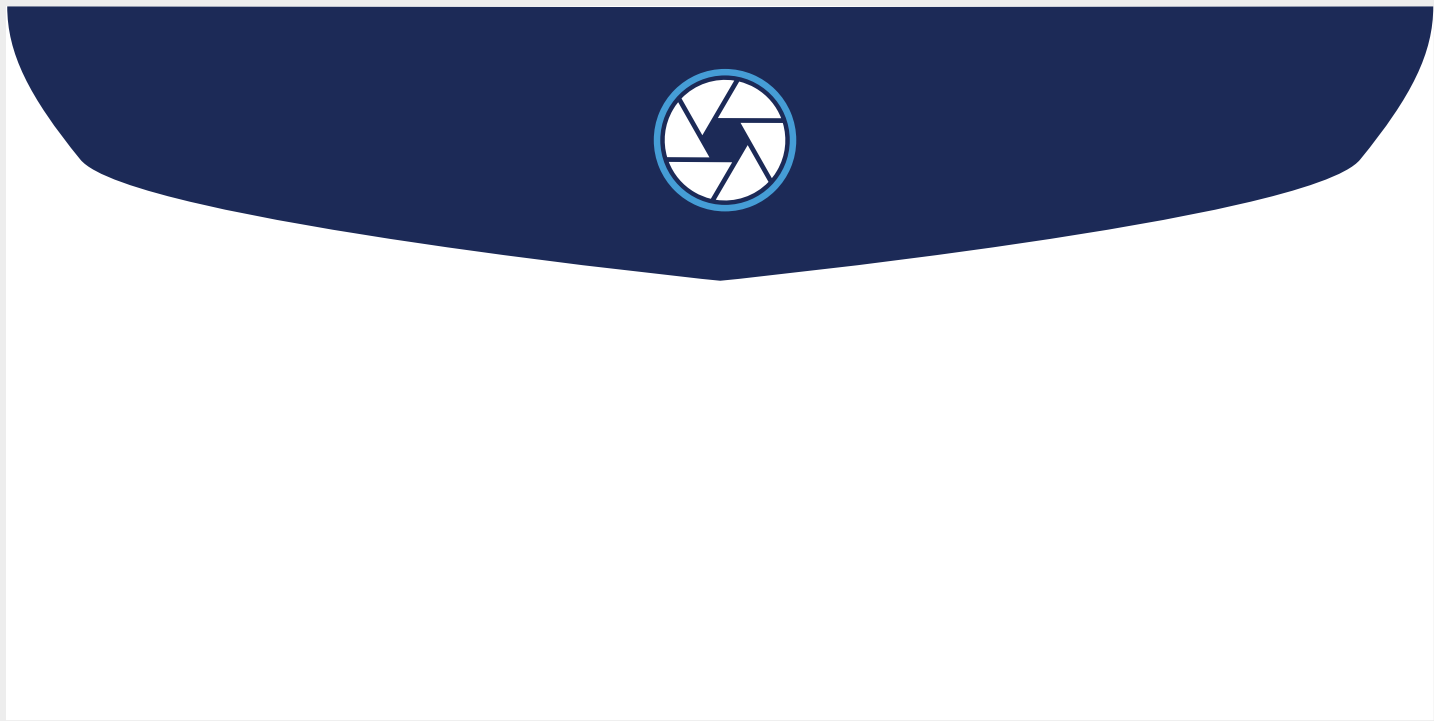
Use the main (positive) version on light backgrounds.

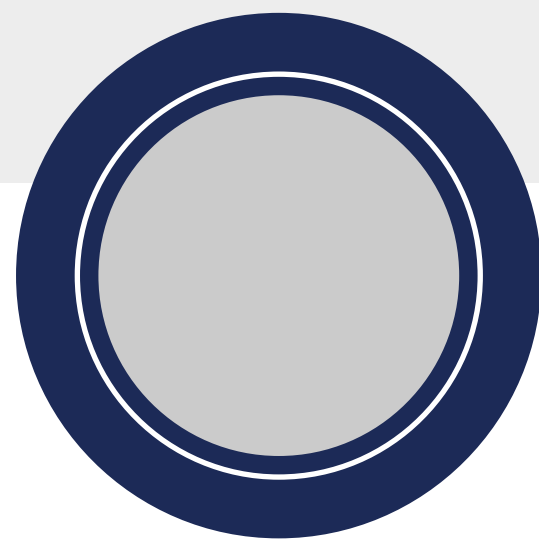
Use the negative version on dark backgrounds.



Stationery Design





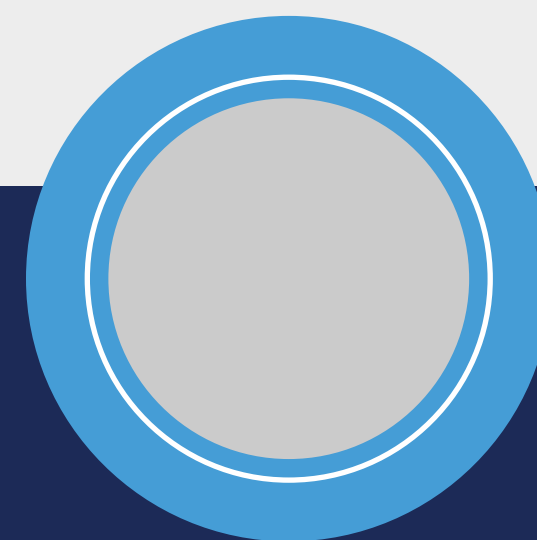


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Mockups



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Company Director
Your Name

Signature

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 **micropolis**



Lorem Ipsum,

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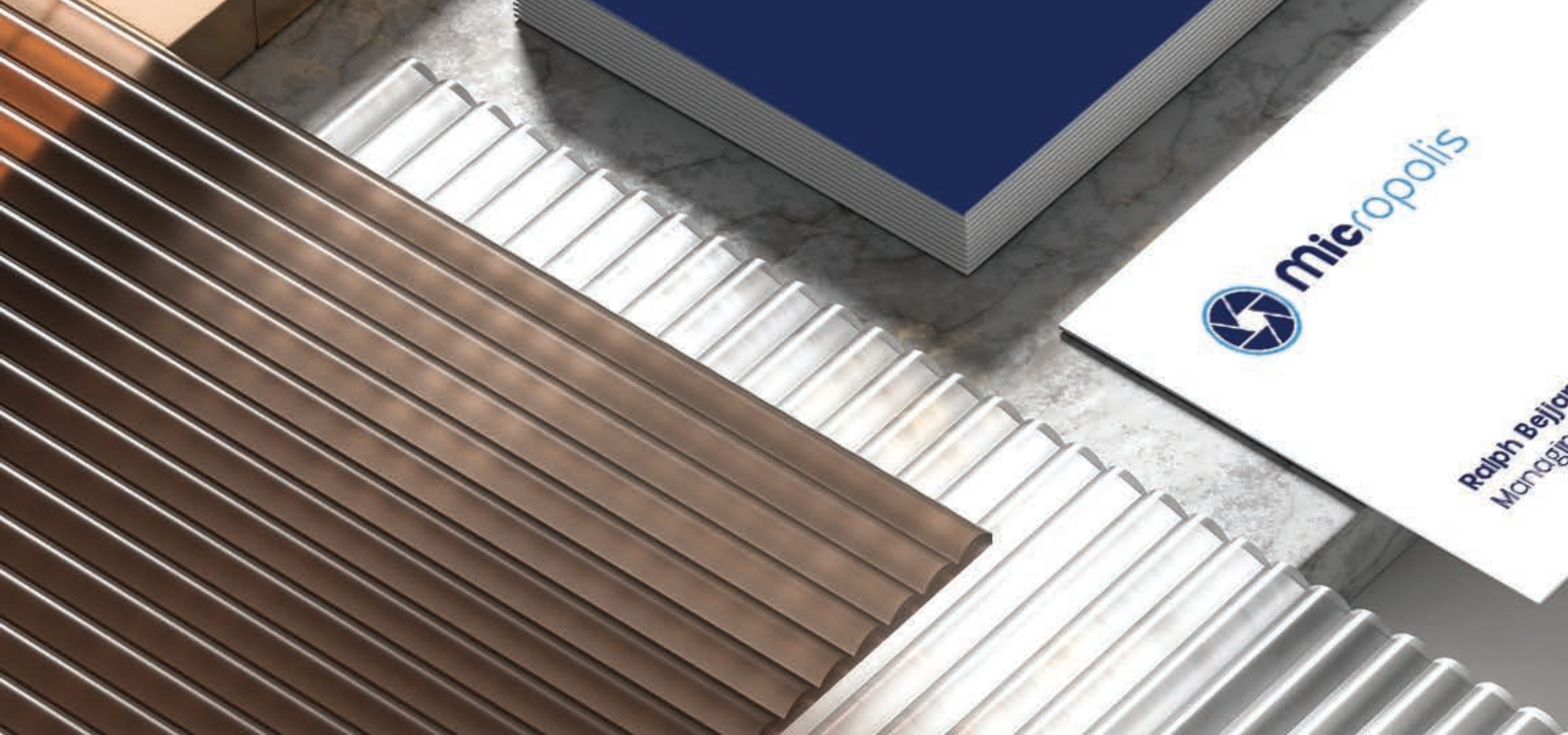


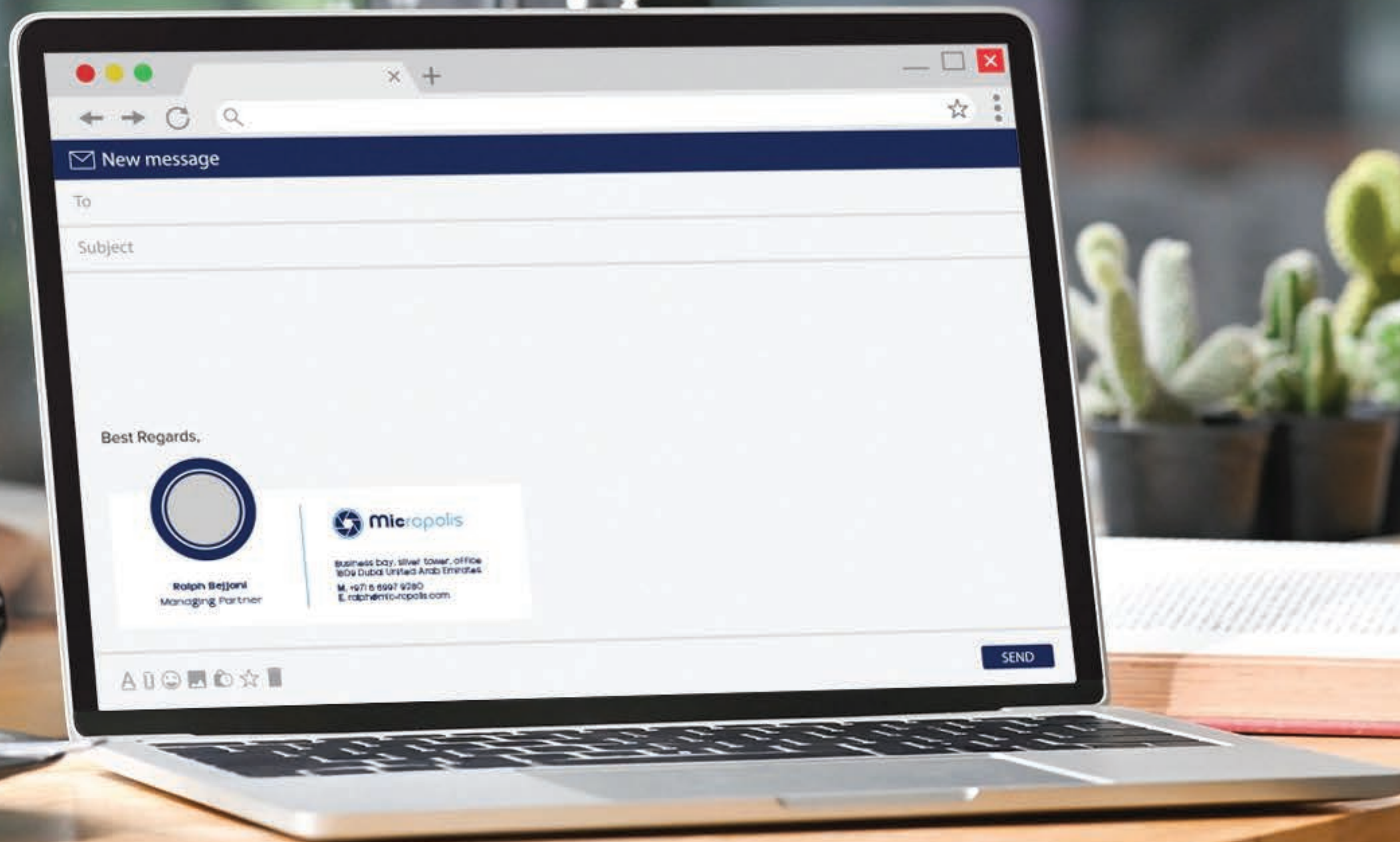
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