

MABFIELD Brand Guidelines Booklet

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strategy

"**Mabfield** is evolving into a more intentional and defined visual identity. At its core, Mabfield is about uncovering and telling stories in a way that's compelling, conversational and human (even though the work is rooted in being chronically online).

Taste and curation are central to the brand, but it should never feel stuffy or overwrought.

Visually, Mabfield should draw from contemporary culture magazines, digital/internet aesthetics (ASCII, early-web textures, the shapes and references in the moodboard), and radio-inspired design cues (Homer Radio, NTS).

There should also be space for hand-drawn or imperfect elements that give the brand a sense of intimacy and storytelling.

When photography is used, it will often be nostalgic film or snapshot-style images to reinforce that human and lived-in quality.

The goal is to build a clear, scalable identity that works across Instagram, video content, and eventually print.

In an ideal world: something curated, taste-driven, internet-aware and personal."

Excerpt from original brief

The design approach to the Mabfield rebrand has been to play off the contrast between nostalgic and confident editorial typography, and digital motifs that represent Mabfield's position in digital content creation.

The majority of the editorial design makes use of Neue Haas Grotesk DP, an edit of the classic Helvetica typeface, that communicates timelessness and bold design.

The updated Mabfield Wordmark is also created from a bespoke and edited version of Neue Haas Grotesk DP in step with the want for something “Simple, Bold & Confident”.

Original icon assets & motion graphics were designed using rough geometric illustrations or through a pixelated ‘8-Bit’ style inspired by the likes of Susan Kare, ASCII art and bitmap rendering.

The new Mabfield logo was similarly updated with this style, through a subtle, simple change to the previous logo design.

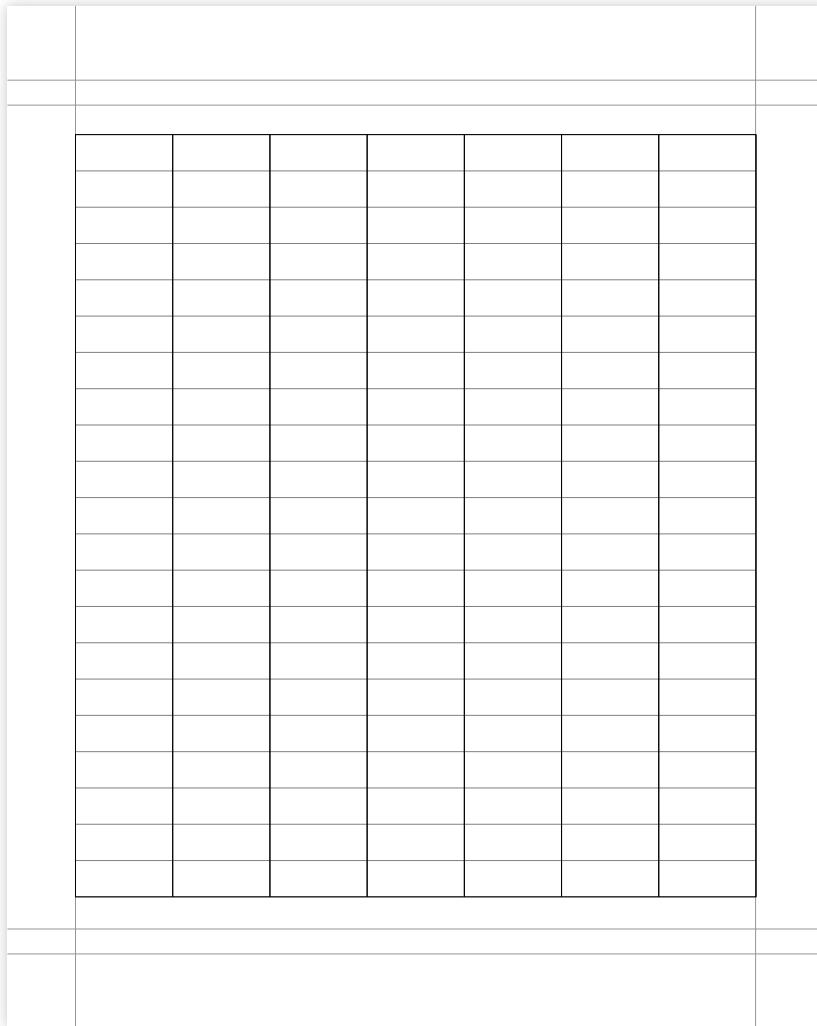
A new colour palette was chosen for the brand consisting of an deep navy black, a mint off-white, an acidic yellow, and a bold jade tone.

The new colours of the yellow and jade were chosen to represent a style of ‘harsh, saturated’ rgb tones found in digital media that would still mesh with the sure, editorial tone of voice of the brand.

This booklet outlines the typography system, colour direction, and design assets for the completed Mabfield brand.

grids

Instagram Carousel Grid



Dimensions	1080px × 1350px	The Instagram carousel grid was designed for posts at a 4:5 ratio (1080px × 1350px)
Margins		
Top	170px	
Bottom	172px	
Left	90px	
Right	90px	
Subtitle Top	131px	
Subtitle Bottom	97px	
Leading	48pt@72DPI	
Columns	7	
Rows	21	

type

Header

Neue Haas Grotesk DP, Bold 75 — 72pt/72pt Leading, Stretched
Horizontally 110%, Left Aligned, Tracking -40, Tracking Range
-60/-20, Title Case Capitalisation

Neue Haas Grotesk

Body Copy

Neue Haas Grotesk DP, Roman 55 — 48pt/48pt Leading, Left
Aligned, Tracking Range -20/+20, Baseline Shift -3pt

Neue haas grotesk

Subtitle

Space Mono, Regular — 24pt/48pt Leading, Left Aligned,
Tracking Range -20/+20

Space mono regular

*Type shown at 1:2 scale

Title

Neue Haas Grotesk DP, Bold 75 – 100pt/84pt Leading, Stretched Horizontally 110%, Left Aligned, Tracking -40, Tracking Range -60/-20, Baseline Shift -8pt, 36px Left Indent, Title Case Capitalisation

Neue Haas Grotesk

The title type should always be enclosed within a black text box

type

Carousel Example

5 Classic Collab Albums

FlySiifu's (2021) By Pink Siifu & Fly Anakin

FlySiifu's (Pink Siifu & Fly Anakin)
unlikely collaboration as two stoner clerks
running a record store may be one of the top
albums of the 2020s.

The duo are backed by production from
the likes of Jay Versace, Budgie, and did we
mention Madlib?

Photo courtesy of Jack McKain

5 Classic Collab Albums

Title Example

5 Classic Collab Albums You Might Not Know Yet

type licenses

Licenses

In order to use these selected fonts commercially, you will need to select the correct license(s) to purchase from the proprietary type foundry.

Below I have broken down which license you should purchase for use for Mabfield, note that this doesn't include usage in print media — a separate license would need to be bought for that case.

Neue Haas Grotesk Display Pro 55 Roman	€70
– (Web, 1 Domain, 15k Visitors/Month)	
Neue Haas Grotesk Display Pro 75 Roman	€70
– (Web, 1 Domain, 15k Visitors/Month)	
Space Mono Regular	Open Source License Through Adobe Fonts
	Total €140

Within the folder for the delivered assets I have also left an identical breakdown for these commercial licenses, as well as trial demo downloads for the typefaces used in this brand.

wordmark

Mabfield Wordmark

The Mabfield wordmark is a bespoke designed letterform created by editing Neue Haas Grotesk DP.

The letterform has been stretched horizontally, with tightened kerning and the ascenders of letters 'B', 'F', 'I', 'L' and 'D' have been shortened.

mabfield

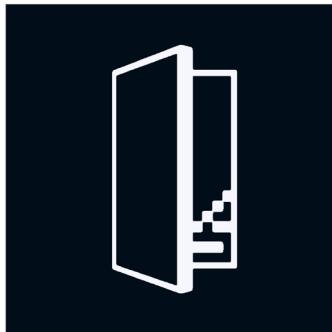
Finished Mabfield Wordmark

Within the folder for the delivered assets you can find both an .SVG & .Png download for the Wordmark.

logo

Mabfield Logo

The new Mabfield logo is a subtle, simple change to the previous logo, keeping in line aesthetically with the direction of the new icon assets made for the rebrand.



Finished Mabfield Logo

Within the folder for the delivered assets you can find both an .SVG & .Png download for the Logo

colours

Updated Palette

The new colour palette predominantly uses black and white, with sparse use of colour highlights.

The 'Acid' yellow is used to draw attention to important details in the Headers or Body Copy, while the 'Jade' green is used solely for Subtitles.



Deep Navy

Hex Code – 010a15



Mint

Hex Code – f6f6ff



Acid

Hex Code – c4ff00



Jade

Hex Code – 00c6b7

Colour Usage Example

5 Classic Collab Albums

FlySiifu's (2021) By Pink Siifu & Fly Anakin

FlySiifu's (Pink Siifu & Fly Anakin) unlikely collaboration as two stoner clerks running a record store **may be one of the top albums of the 2020s.**

The duo are backed by production from the likes of Jay Versace, Budgie, and did we mention Madlib?

Photo courtesy of Jack McKain

5 Classic Collab Albums

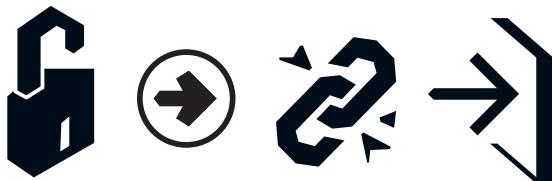
icons

New Icons

The newly designed icons are intended for use as page furniture for layout designs, or for use in future print material.

Larger format 'Bitmapped' icons are for use as large graphics assets in place of photography within certain carousel spreads.

Examples for given icons



Within the folder for the delivered assets you can find both .SVG & .Png downloads for the assorted icons.

Icon Usage Example



5 Classic Collab Albums

Collaboration Is The Heart of Music.



Here are albums made between a duo of artists or solely featured guests you might not have heard before.

5 Classic Collab Albums



motion graphics

Motion Graphics

The designed motion graphic elements are intended for carousel posts or for use in Instagram story content.

The motion graphics have been exported as .Mov files, as to allow them to be placed as overlays within CapCut.

These could be placed over-top already designed slides, and then placed within a social media carousel to allow static posts to have interesting, animated elements.



Animation Frames

Within the folder for the delivered assets you can find both .Mov files for each individual motion graphic

Motion Graphic Usage Within a Carousel Post



title intro

Mabfield Title Intro

Video intro designed for 1920 x 1080 content.

The title intro has been exported as a .Mov file, as to allow it to be placed as an overlay within CapCut.

The same asset could also be re-used for longer form content in a widescreen format.

Within the folder for the delivered assets you can find the .Mov file for the title intro.

Title Intro Still



lock up

Mabfield Lock Up

Video intro designed for 1920 x 1080 content.

The lock up has been exported as a .Mov file, as to allow it to be placed as an overlay within CapCut.

Within the lock up folder there is a template for creating new titles for the lock up graphic.

This static title can be overlayed with the blank lock up animation in CapCut to create new lock ups as necessary.

Within the folder for the delivered assets you can find the .Mov file for the lock up.

Lock Up Still



captions

Video Captions

Neue Haas Grotesk DP, Roman 55 — Size 15, White, Centre
Aligned, Title Case Capitalisation

Shadow (Opacity 60%, Bluriness 2%, Distance 5, Angle -90°)

CapCut preset settings used to generate video captions.

Caption Still



Caption Test

templates

Carousel Templates

.Psd template files can be found within the shared assets, these contain placeholder text that can be edited and modified as necessary to create content.

The grid can be hidden or made visible by pressing 'Ctrl + H'

Lock Up

As mentioned, a.Psd template file can be found within the shared assets to create new titles for the lock up graphic.

This static title can be overlayed with the blank lock up animation in CapCut to create new lock ups as necessary.

asset delivery

Final Delivery

All assets have been compiled into one folder alongside this booklet, and will be emailed to you and shared through a WeTransfer link.

If there are any questions, or files are found to be missing, don't hesitate to get in contact.

Designed by TAPE_EATER (Alexander Fitzgerald
Graham) for Mabfield. All rights reserved.

