

Material Bank Brand Partner Guidelines 2023

These Partner Brand Guidelines provide general rules about using the Material Bank trademark and logo to promote our partnership.

The rules within apply to all media, including signage, packaging, digital media, broadcast and other outlets. Please remember that ads and marketing materials should not suggest that Material Bank is sponsoring any promotions.

For any use of our marks in any way other than what is included in these guidelines, please reach out to us at brandservices@materialbank.com with more details on your intended use.

Design starts here™

Material Bank is creating the design industry's most powerful sampling platform, taking professionals from inspiration to sourcing all in one place. First we transformed the way designers find materials, delivering 20,000+ free samples from hundreds of brands overnight. Now we're reinventing the way they discover inspiration, collaborate, and bring ideas to life.

Mission

We simplify the design process with platforms, tools, and services that radically streamline commerce between our members and brand partners.

Logo

Logo

Architectural and dynamic, the Material Bank logo is a signature of our brand. To ensure consistency across platforms, applications, and contexts, we follow these guidelines.



Clear Space

In application, the logo deserves its own space—whether it's from the margins of a page or other graphic elements. The clear space is proportional to the logo itself, as indicated below.



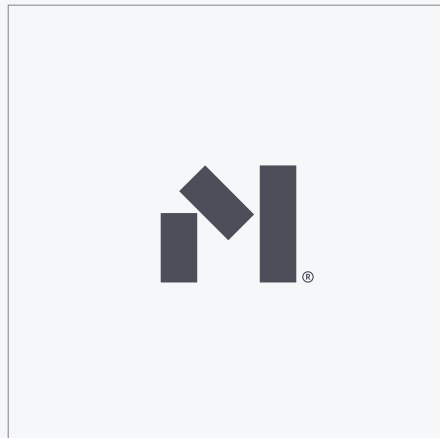
Color Options

It's important not to stray from our primary or secondary color palettes. These are the only brand-consistent combinations permitted for use. When applying the logo over imagery, be sure there's enough contrast for the logo to be clearly legible.

1. Dark Gray on White



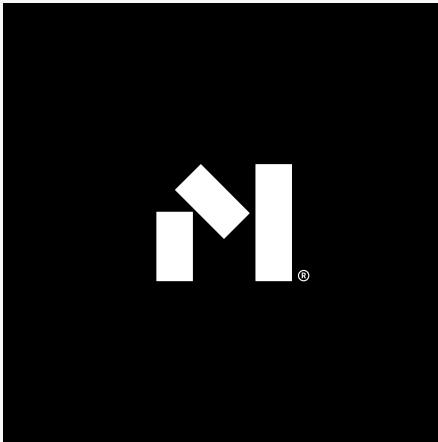
2. Gray on Light Gray



3. White on Dark Gray



4. White on Black



5. Dark Gray on Yellow



6. White on Pink



7. White on Light Blue



8. White on Bright Blue



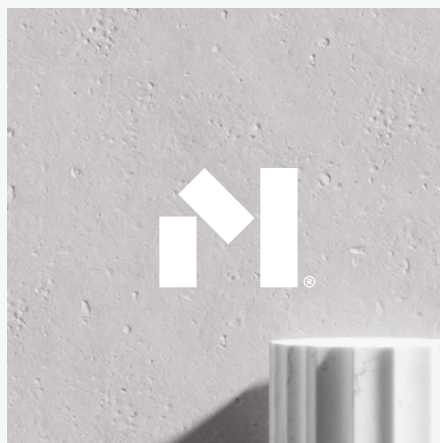
9. White on Cherry



10. White on Image



11. Gray on Image



Logo Misuse

As the key component of our visual identity—our most recognizable asset—our logo needs to always maintain consistency. Please do not alter or modify it in any way.

1. Do not apply a stroke to the logo.



2. Do not apply a drop shadow to the logo.



3. Do not outline or create a keyline to the logo.



4. Do not tilt or angle the logo.



5. Do not distort or warp the logo in any way.

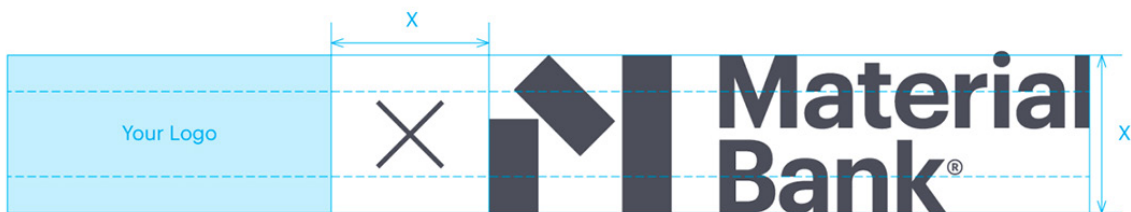


6. Do not change color of the logo.



Co-Branding

When placing the Material Bank logo adjacent to a brand partner logo, please ensure the horizontal clear space is equal to the height of the logo itself. Never place the Material Bank logo next to the logo or wordmark of a competitor.



Because partner logos and wordmarks vary in size and proportion, we will sometimes rely on optical alignment. When the partner logo is wide and consists of only one line—as in the case of ARTICLE below—it should be vertically justified, with the top of the wordmark aligned with the midline of the word “Material” and the bottom of the word “Bank” in our wordmark. When it consists of two lines—as in ARTAIC below—its height can match the height of the hero “M” in our logo.



Scalability

The logo has been designed and tested for use across a wide range of sizes. We've determined that its minimum legible height is 20px. Please do not resize the logo to be any smaller so as not to compromise its legibility.



Color

Primary Colors

Clean and authoritative, our primary colors include black, white, yellow, and three different grays. This spare yet expressive palette ensures our designs do not distract viewers from product photography.

MB Black

RGB 0;0;0

HEX 000000

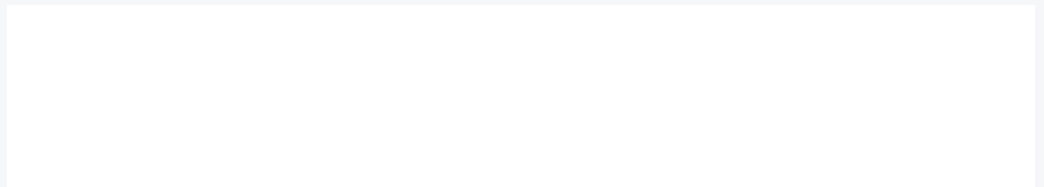
CMYK 0;0;0;100

PANTONE BlackC

**MB White**

RGB 255;255;255

HEX FFFFFFFF

**MB Yellow**

RGB 255;232;0

HEX FFE600

CMYK 0;0;100;0

PANTONE Yellow C

**MB Dark Gray**

RGB 76;78;86

HEX 4D4E58

CMYK 40;30;20;66

PANTONE Cool Gray 10C

**MB Medium Gray**

RGB 134;134;139

HEX 86868B

CMYK 28;16;12;35

PANTONE Cool Gray 7C

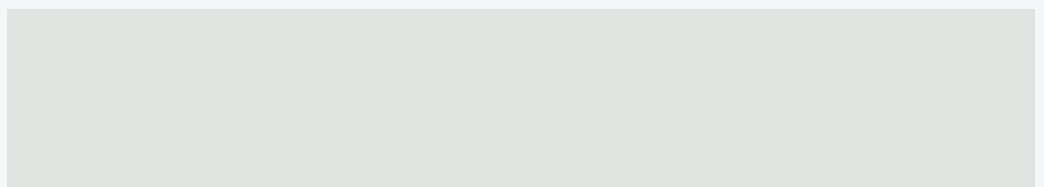
**MB Light Gray**

RGB 245;245;247

HEX F5F5F7

CMYK 4;2;4;8

PANTONE Gray 1C



Secondary Colors

Largely for use in infographics and other visual assets, our secondary colors are bright, fun, and exciting, lending a rich palette of accents to our largely grayscale primary colors.

MB Bright Blue

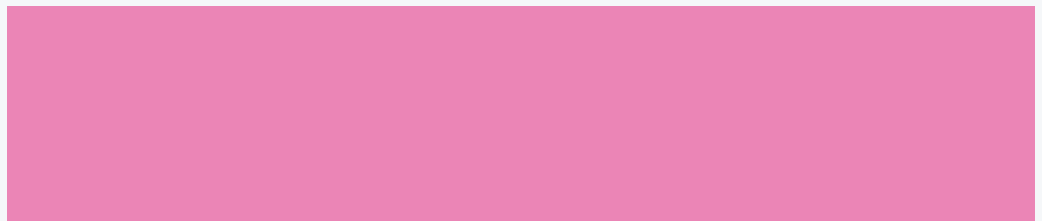
RGB 37;79;207
HEX 254FCF
CMYK 90;48;0;0
Pantone 285C

**MB Light Blue**

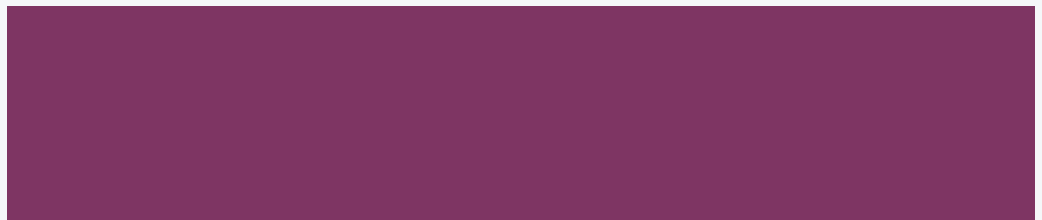
RGB 112;181;214
HEX 70B5D6
CMYK 59;17;0;0
Pantone 284C

**MB Magenta**

RGB 237;109;184
HEX ED6DB8
CMYK 3;60;0;0
Pantone 231C

**MB Cherry**

RGB 80;22;85
HEX 491B52
CMYK 14;75;0;49
Pantone 2603C



Typography

Typography

Our type is modern, flexible, and rational—
conveying information in a clean and simple way
without being distracting or obtrusive.

Our typeface is called Graphik.



Graphik

To obtain a copy of the typeface, please [reach out](#) to Material Bank Brand Team.

Weights

Graphik supports a wide range of widths and weights. Our brand identity uses only Graphik Regular and Graphik Semibold.

A a B b

Usage

See examples below of weights in situ. In general, use Graphik SemiBold for any copy larger than 20px in size. For anything smaller, use Graphik Regular to maximize legibility and clarity.

Headlines
(Graphik SemiBold)

Design starts here

Subheaders and
Short Paragraphs
(Graphik SemiBold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body Copy Above 20px
(Graphik SemiBold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body Copy Below 20px
(Graphik Regular)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut

aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit.

Contact us.

We're here to help you. Please reach out to our team at brandservices@materialbank.com with any questions.

You may use the Material Bank marks to promote your partnership with Material Bank provided that you follow the Material Bank Partner Brand Guidelines and you do not use any Material Bank marks in conjunction with any competitor of Material Bank or the Material Bank properties, or in any manner that could tarnish or dilute the Material Bank marks, or divert users from any Material Bank properties.