

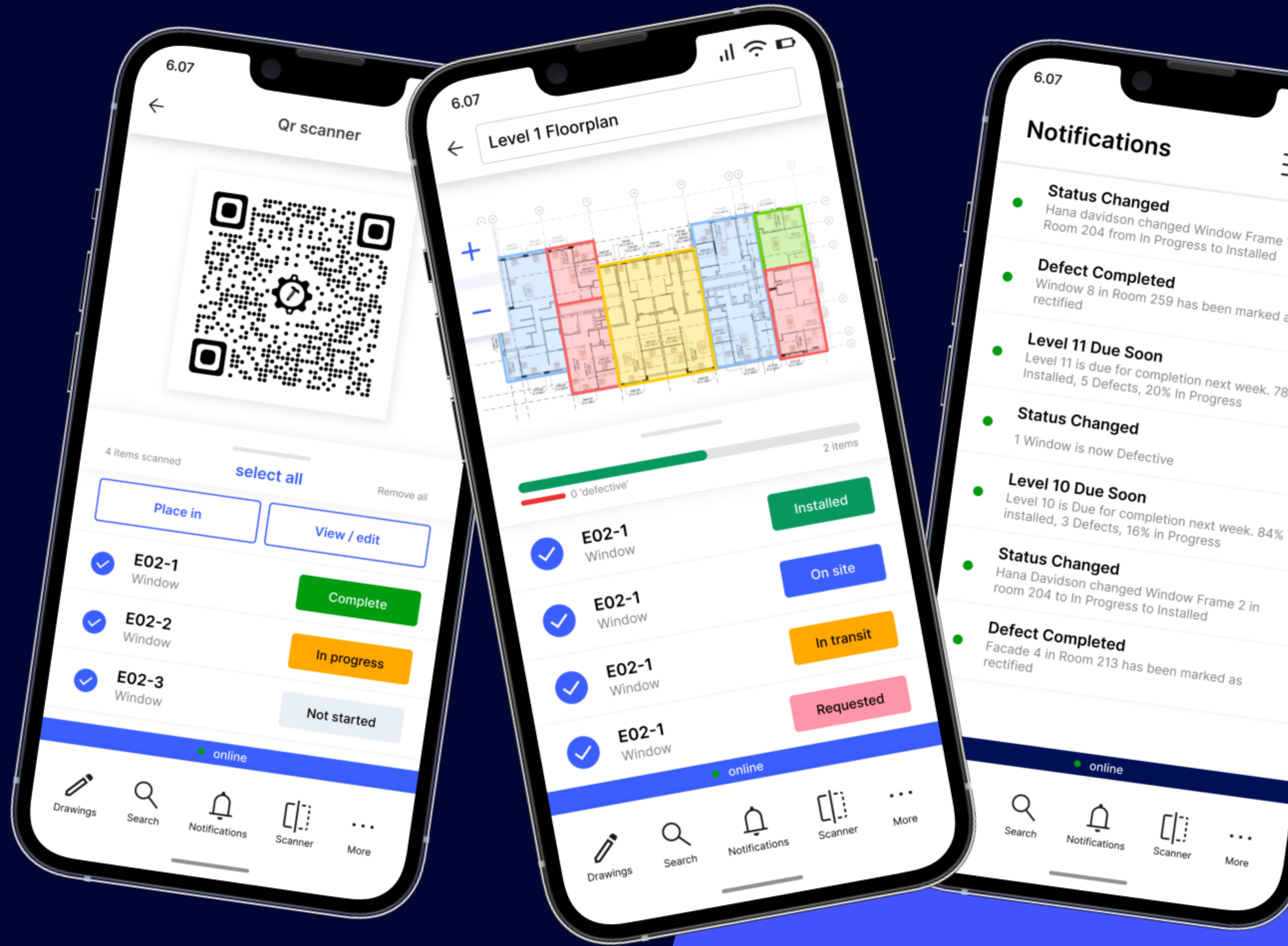


Brand Guidelines

A simple overview of our brand

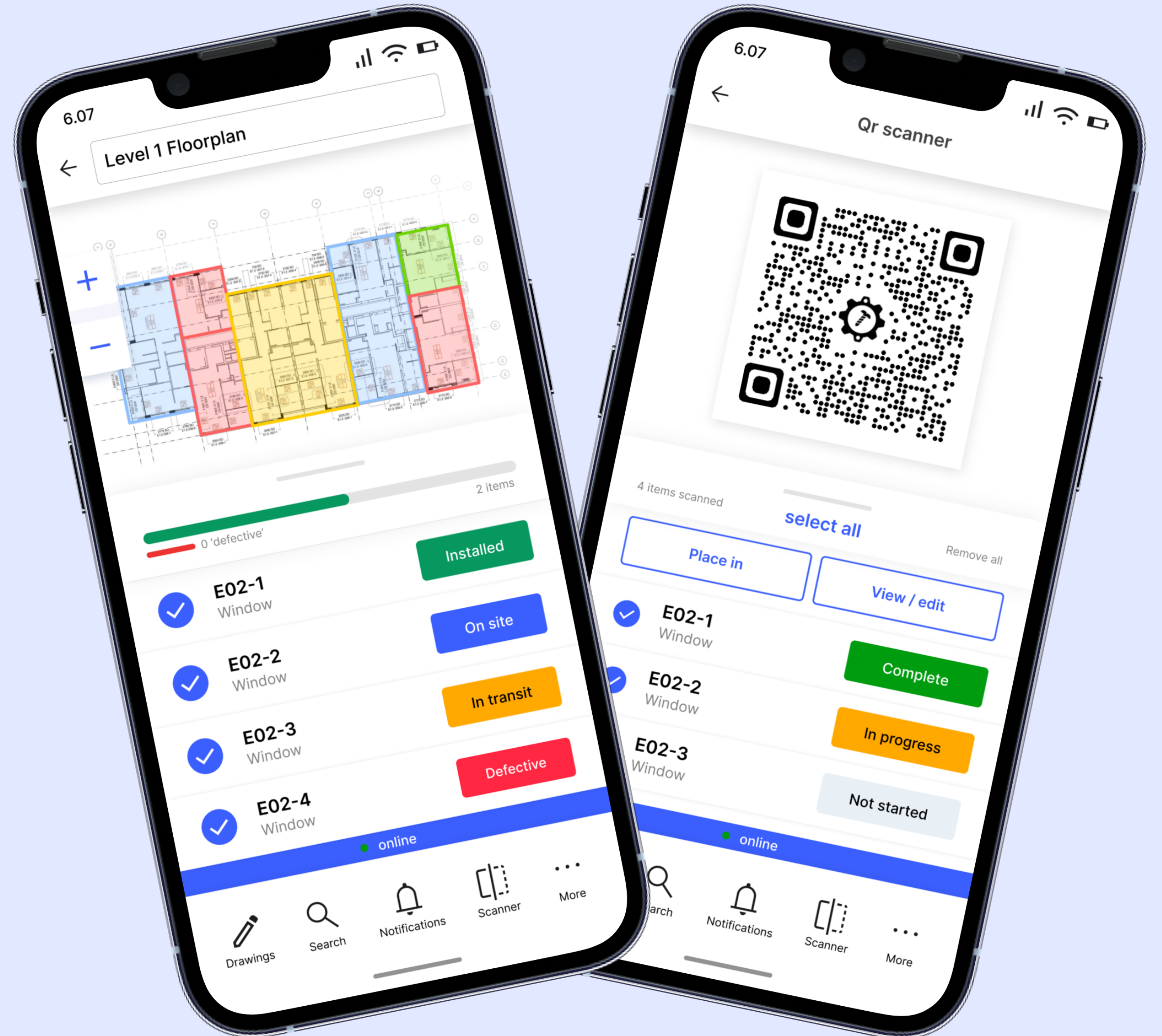
Hello

Nice to meet you!



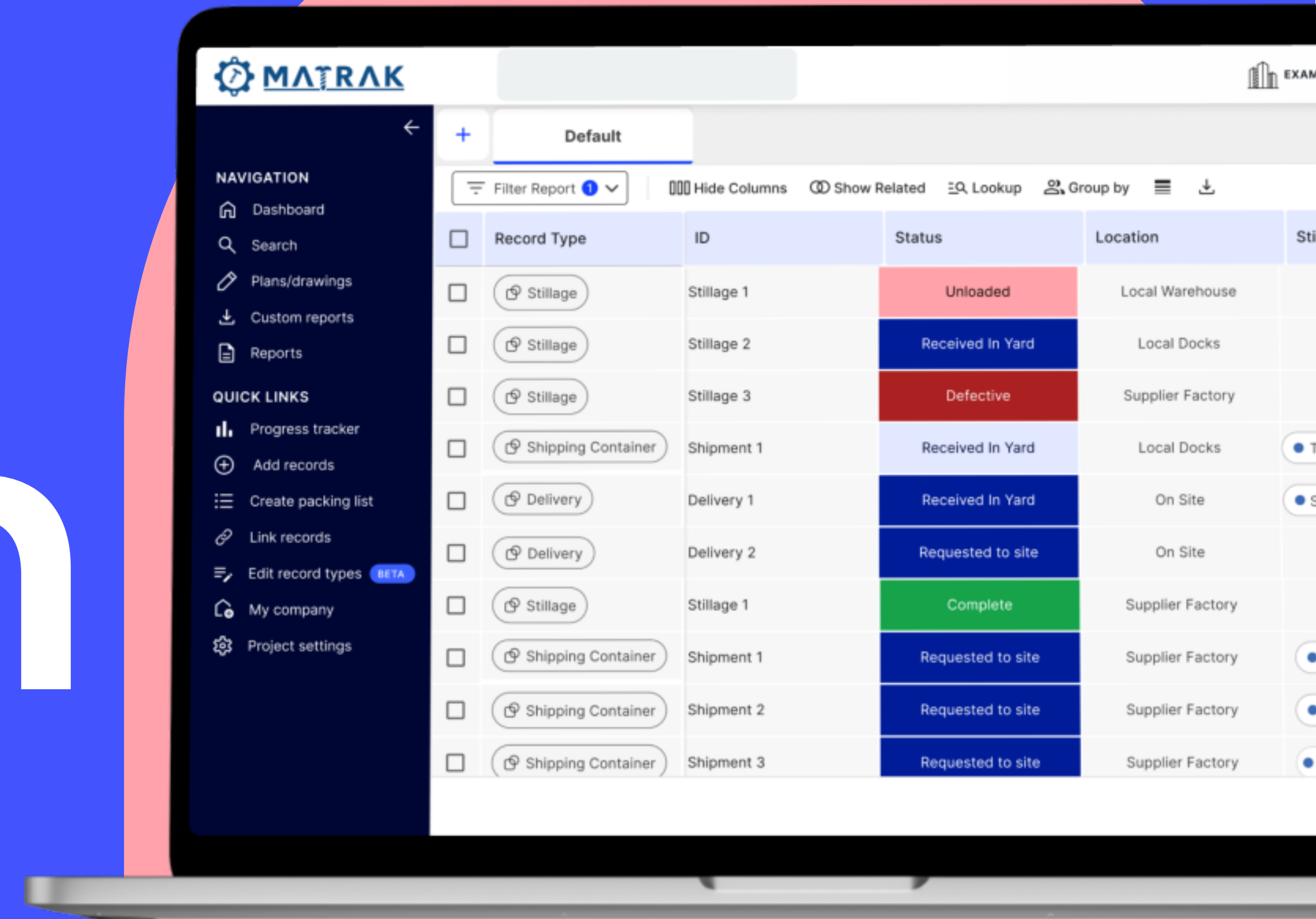
Welcome to the Matrak Brand guide

This document will guide you through the basic elements of our visual identity, and explain how we use them to build our brand. Understanding and adhering to these guidelines is essential for maintaining a consistent, unforgettable and meaningful experience of Matrak.



01

Introduction



What is Matrak?

A global construction tracking platform, Matrak was designed to simplify and support the complexities of tracking and managing materials – building visibility throughout the entire supply chain.

EL04-02
Window
Arrived in yard

Waterproofing
1 'fail' | 107 items

EL07-01
Change Status

Fail

101 K 6
Joinery
Manufactured

Room 4
49 Items left
Defective

View/Edit

EL07-05
Window
Pass

WL07-A1

Our Mission

We speak to educate, inspire and help customers envision the next age of construction technology and Matrak's value to the industry. In doing so, we deliver assurance, direction, support and clarity to our customers who work in an industry that's ripe for change.

“
Our **mission** is to provide the platform for global materials tracking, from procurement to install — enabling **everyone in construction** to benefit from a connected supply chain.
”

Our brand values

Matrak simplifies construction supply chains for contractors and subcontractors, through an easy-to-use material tracking platform. This reduces risks, boosts efficiencies and leads to better builds.

Brand pillars

Innovative
Simple
Approachable
Collaborative



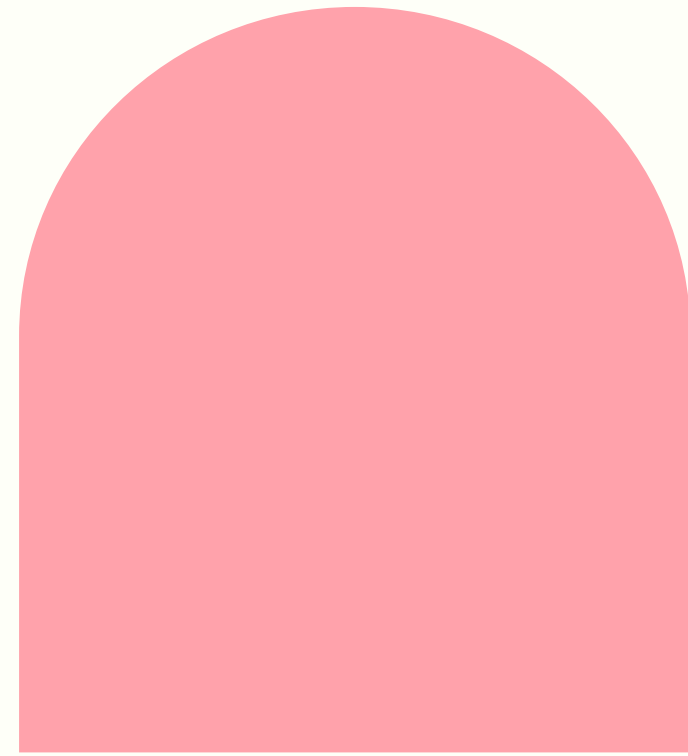
Innovative

We're challenging the status quo. We want to pave the way (pun intended) in creating a better experience for the way people build – from general contractors to manufacturers and suppliers. Matrak is not afraid to experiment through innovative technology.



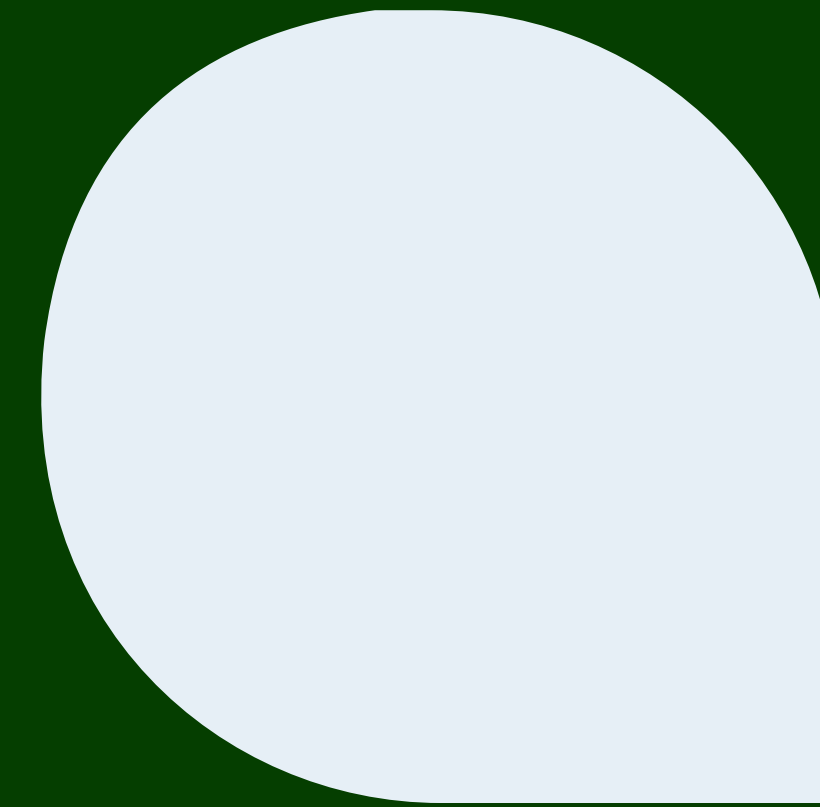
Simple

We're straightforward and focused on creating clarity in a noisy industry. We make it easy to understand what we do and how our platform delivers value. Everything we do - from our content to our digital platform - is easy to understand and easily communicated to others, whether you work at Matrak or not.



Approachable

We put people first. We focus on real industry problems, tackling them with empathy and curiosity. Matrak is a safe space for people to embrace technology. We want to create genuine relationships with the Matrak network that lead to more Champions, more wins and more builds.



Collaborative

Creating a community is the key to success. Everyone has something to bring to the table, no matter what role they play. We work together, we learn together and we win together. The growth of Matrak is a team effort, and every contribution counts.

Tone of voice

**Matrak
would be the
person you'd
love to grab
a beer with**

What is voice?

Voice is consistent. Think of it this way - we each have our own unique voice, but our tone changes depending on the situation.

Apply this idea to the Matrak voice. Our voice should be consistent, but the tone of it will vary based on medium, context, customer and project objectives.

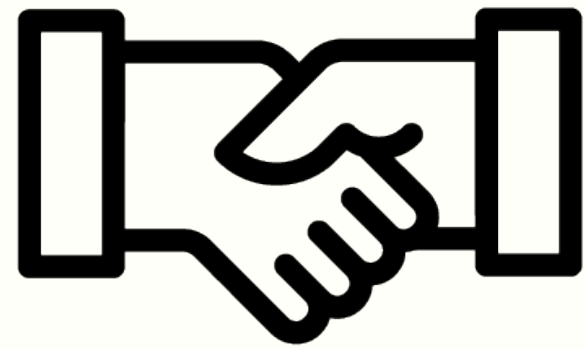
What is tone?

Matrak's tone is friendly, supportive, and easily understood - we avoid using industry jargon and big words, opting instead for casual and concise language.

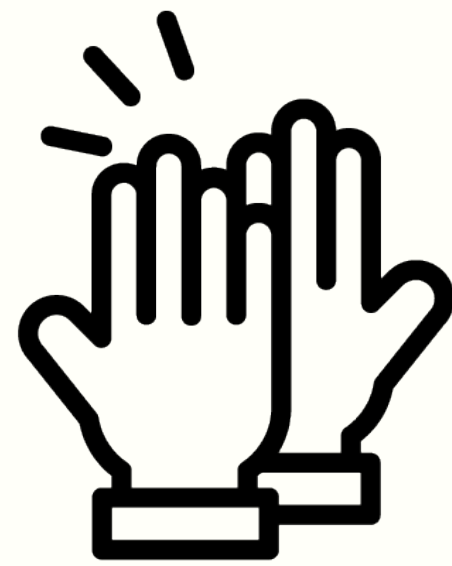
Our goal is to be inclusive and not exclude anyone by keeping things simple. Matrak is not about being fancy; we're all about being curious, ambitious, and clever. Most importantly, we're willing to get our hands dirty on-site and off-site to understand the lifestyles, needs, and wants of our customers in the construction industry.

Matrak's tone is

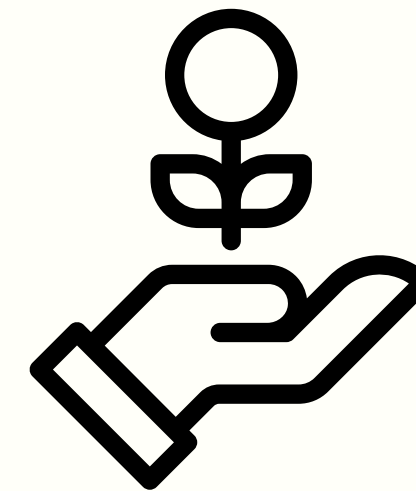
We speak to educate, inspire and help customers envision the next age of construction technology and Matrak's value to the industry. In doing so, we deliver assurance, direction, support and clarity to our customers who work in an industry that's ripe for change.



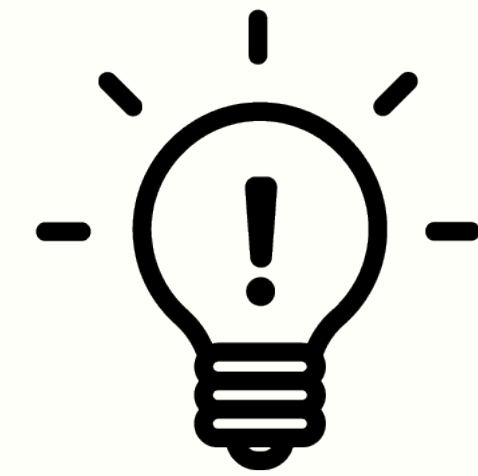
Showing respect for other people's opinion, even when they disagree with you



Finding common ground to better relate, understand and be empathetic to one's situation



Putting yourself in the customer's shoes, and adjusting your voice and tone accordingly



Asking questions for clarification, in order to provide the best possible answer/solution possible

Where does voice and tone combine?

Overall, our voice is friendly and our tone is empathetic. By combining the two, they help instil trust from our customers. Regardless of the medium, our voice and tone prioritises substance over style.

- ✔ Be clear and concise
- ✔ Get to the point by being succinct
- ✔ Avoid unnecessary words or jargon in an attempt to sound “smart”
- ✔ Avoid long-winded sentences - aim for 8 words per sentence, if possible
- ✔ Communicate with purpose
- ✔ Puns are welcome, within reason
- ✔ Use positive language vs negative language
- ✔ Always use active voice

Knowledge articles

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- ✔ Communicate with purpose
- ✔ Contractions are welcome
- ✔ Puns are welcome, within reason
- ✔ Use positive language vs negative language
- ✔ Always use active voice

02

Logo, symbol & tagline

The Matrak logo

The Matrak logo consists of two elements: The Matrak cog and the Wordmark. This should be represented consistently throughout our product and marketing efforts. The logo should always try to exist with the symbol and the wordmark together.

Always use the logo files provided.
Do not re-create.

[↓ Download Matrak Logos](#)

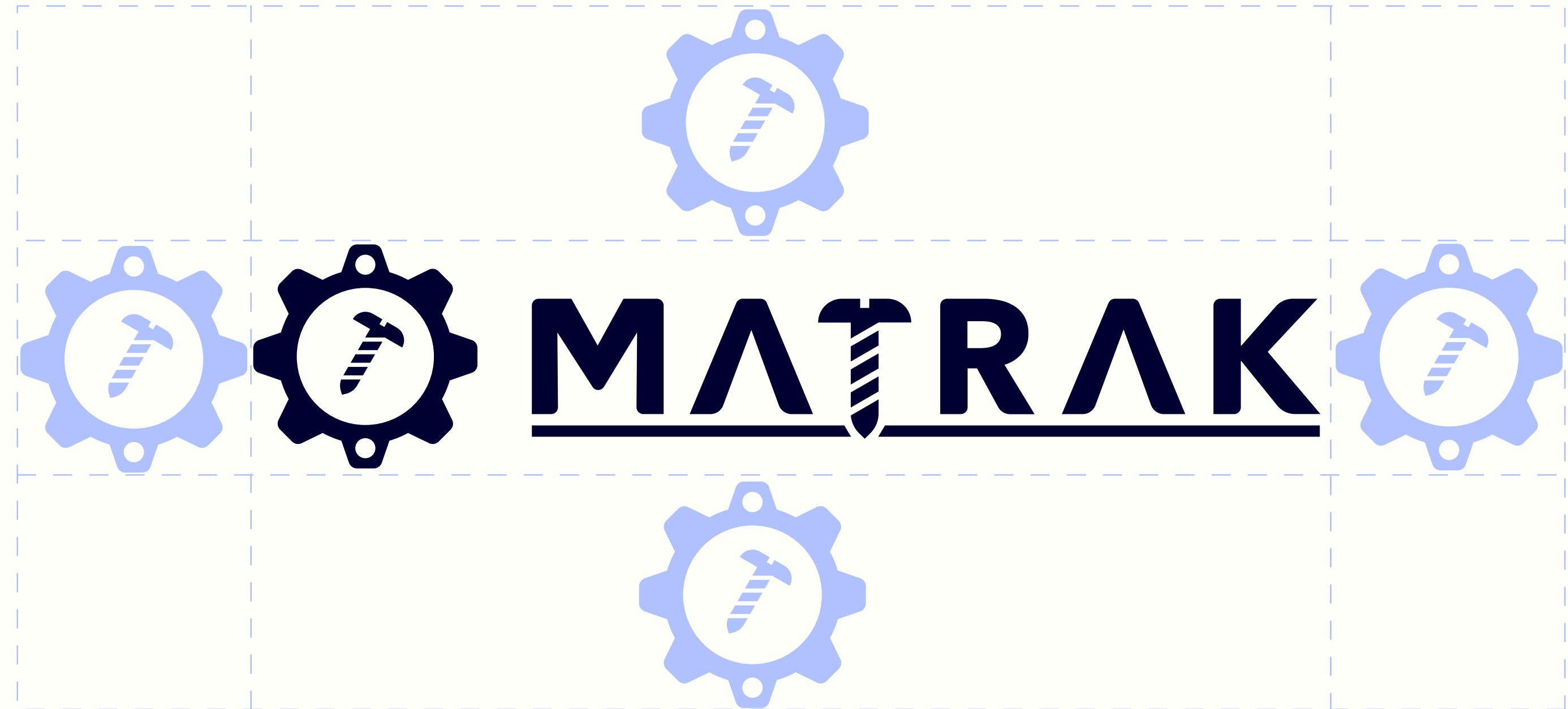




Logo clear space

When using the Matrak logo with other graphic elements, make sure you give it some room to breathe.

The empty space on each side of the Matrak Logo should be at least 100% of the height/width of the Matrak cog.





The Icon: The Matrak cog

The Matrak cog is a bit of an icon around here; a distinctive brand element of the Matrak visual identity that can be used to ensure brand awareness.

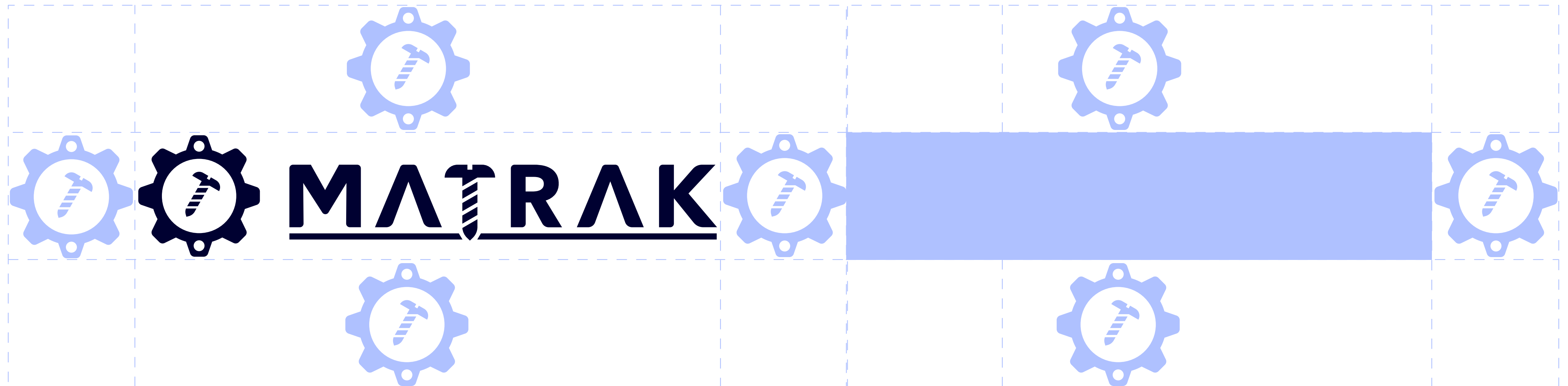
The Matrak Cog can be used as a graphic element in designs, promotional products, down to the favicon on our internet browser.

Partner logos

Follow the same rules when applying partner logos to documents.

Logo should be at least 100% of the height/width of the Matrak cog away from the Matrak logo. Whether that is vertical or horizontal, depending on the partner logo being used.

Always use partner logos on a white background, to give consistency when getting a wide range of file types.



Just don't.



03

Brand Colours

Our core colours

Our core colours are anchored by the Matrak dark blue and Matrak bright blue. Moving towards a tonal and analogous core palette, we've made the addition of the Matrak Teal and dark green.

Designs should begin with the Core palette, to be used in varying hues to create simple and cohesive aesthetic.

The brand color palette is used to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Matrak Dark Blue

HEX #000633
CMYK 92-87-46-67
RGB 0-6-51

Matrak Bright

HEX #3B5FFF
CMYK 81-64-0-0
RGB 59-95-255

Matrak Green

HEX #183D0B
CMYK 85-47-94-60
RGB 24-61-11

Purple

HEX #E2E8FF
CMYK 9-1-2-0
RGB 226-232-

Black

HEX #1d1C1D
CMYK 0-0-0-100
RGB 29-28-29

White

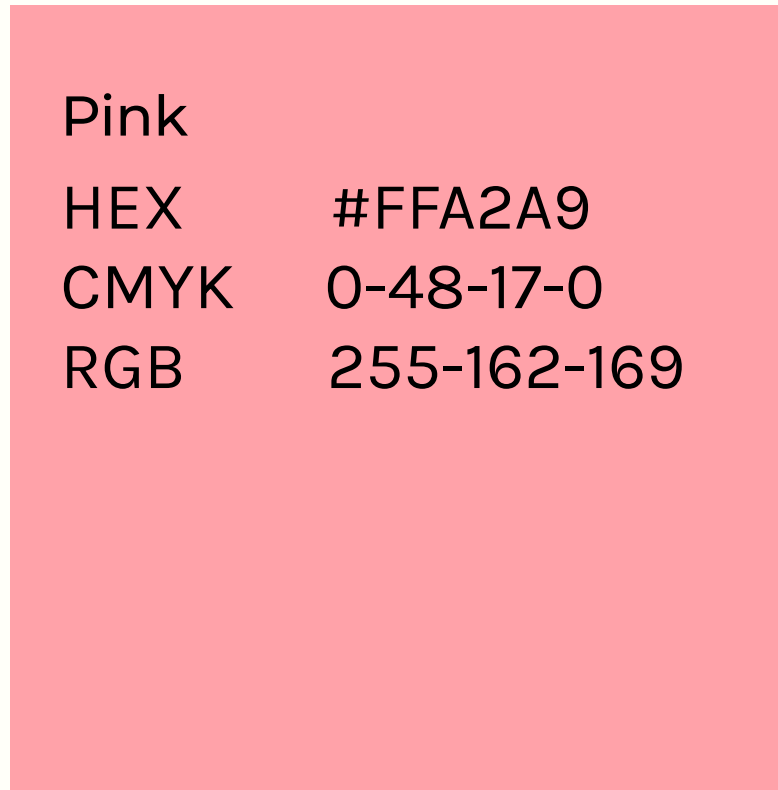
HEX #FFFFFF
CMYK 0-0-0-0
RGB 255-255-255

Secondary colours

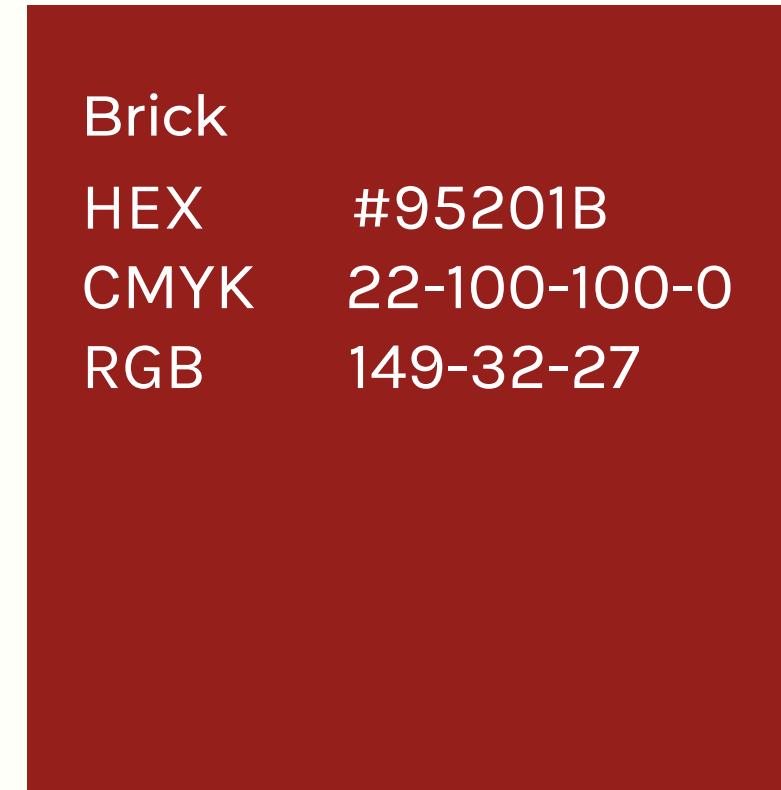
These colours are warm, inviting accents to add a human spirit to the Matrak brand palette. They are intended for use within product illustrations and visual graphics, adding energy and dimension to our brand palette.

Use Matrak light blue, and Matrak Cream for large fills or to compliment our core colour palette

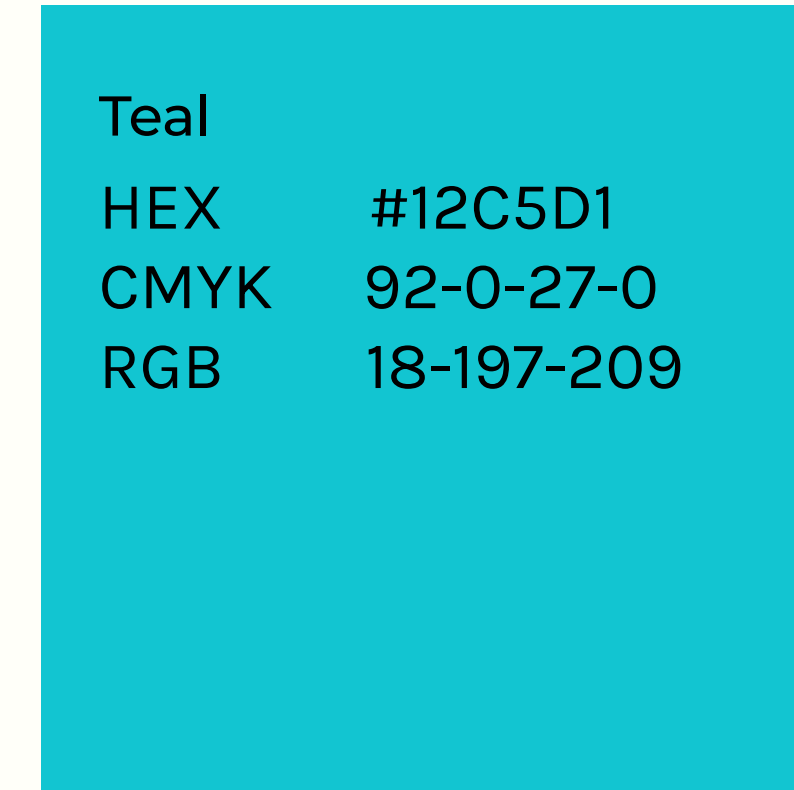
The Matrak yellow, green and red are closely tied to the colors you see in product.



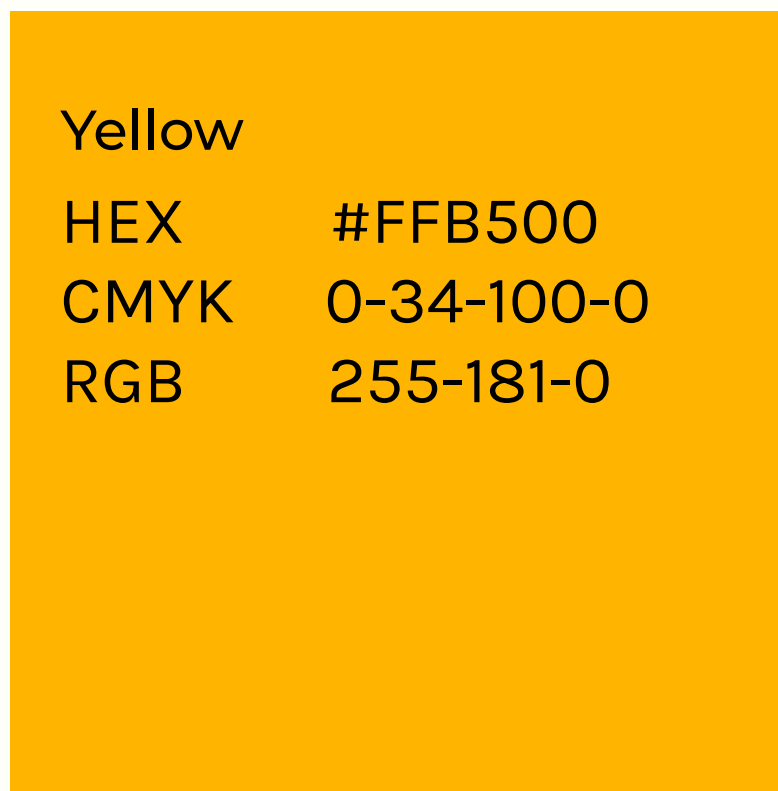
Pink	
HEX	#FFA2A9
CMYK	0-48-17-0
RGB	255-162-169



Brick	
HEX	#95201B
CMYK	22-100-100-0
RGB	149-32-27



Teal	
HEX	#12C5D1
CMYK	92-0-27-0
RGB	18-197-209



Yellow	
HEX	#FFB500
CMYK	0-34-100-0
RGB	255-181-0



Orange	
HEX	#fC6A0B
CMYK	0-73-96-0
RGB	252-106-11

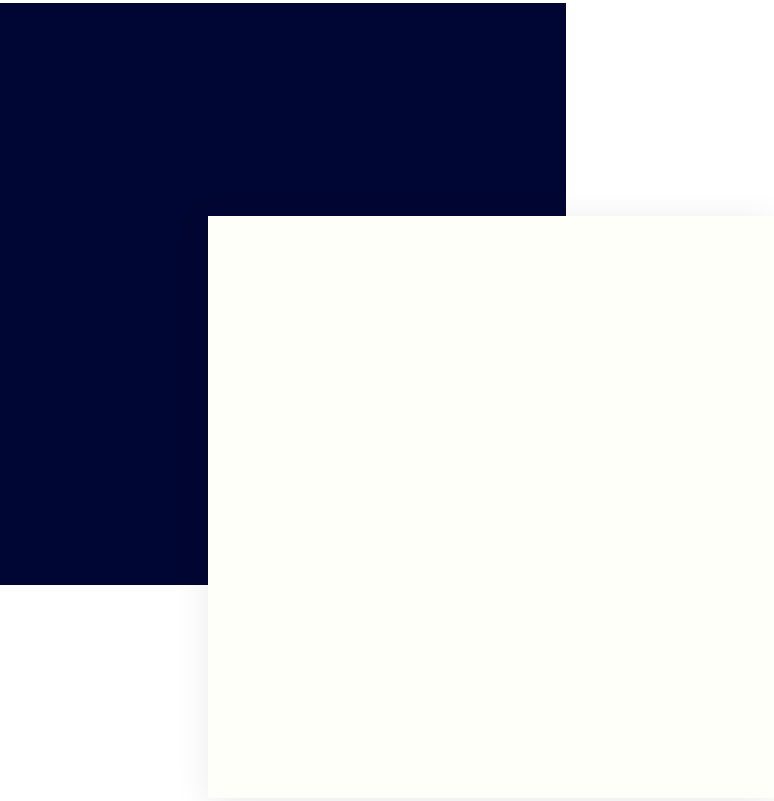


Green	
HEX	#139B59
CMYK	100-5-95-0
RGB	255-255-255

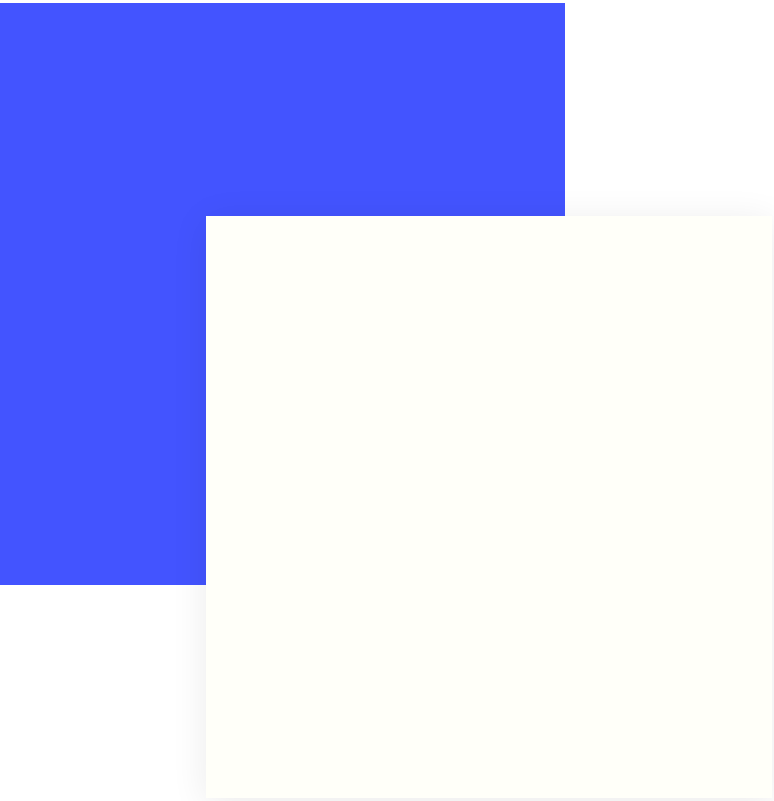
**Usage (Layout):
Suggested colour pairings**



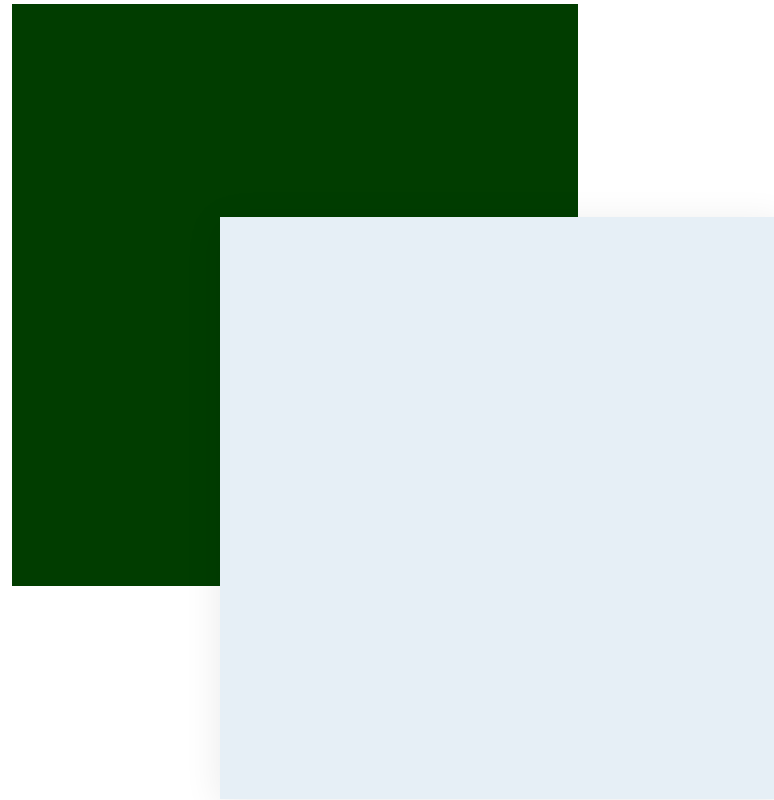
Matrak dark blue + bright



Matrak dark blue + white



Matrak bright blue + white



Matrak dark green + light



Matrak dark blue + teal



Matrak dark blue + pink

Usage (Layout): Avoid these



These two colours are too vibrant when combined, creating an uncomfortable reading experience



These two colours are too vibrant when combined, creating an uncomfortable reading experience



Shades: These two colours are too similar when combined and don't create enough contrast



These two colours are too vibrant when combined, creating an uncomfortable reading experience

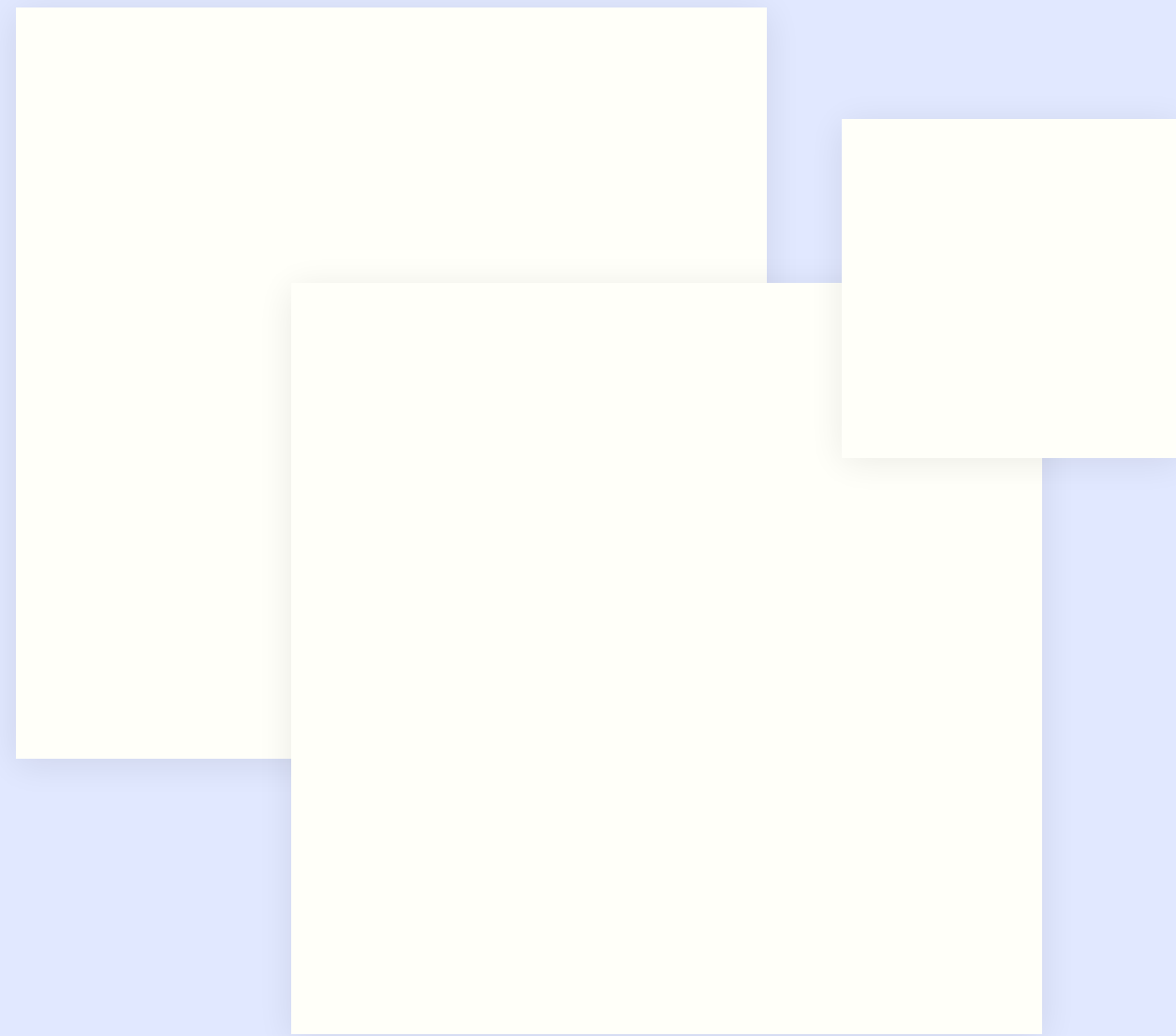


Shades: These two colours are too similar when combined and don't create enough contrast

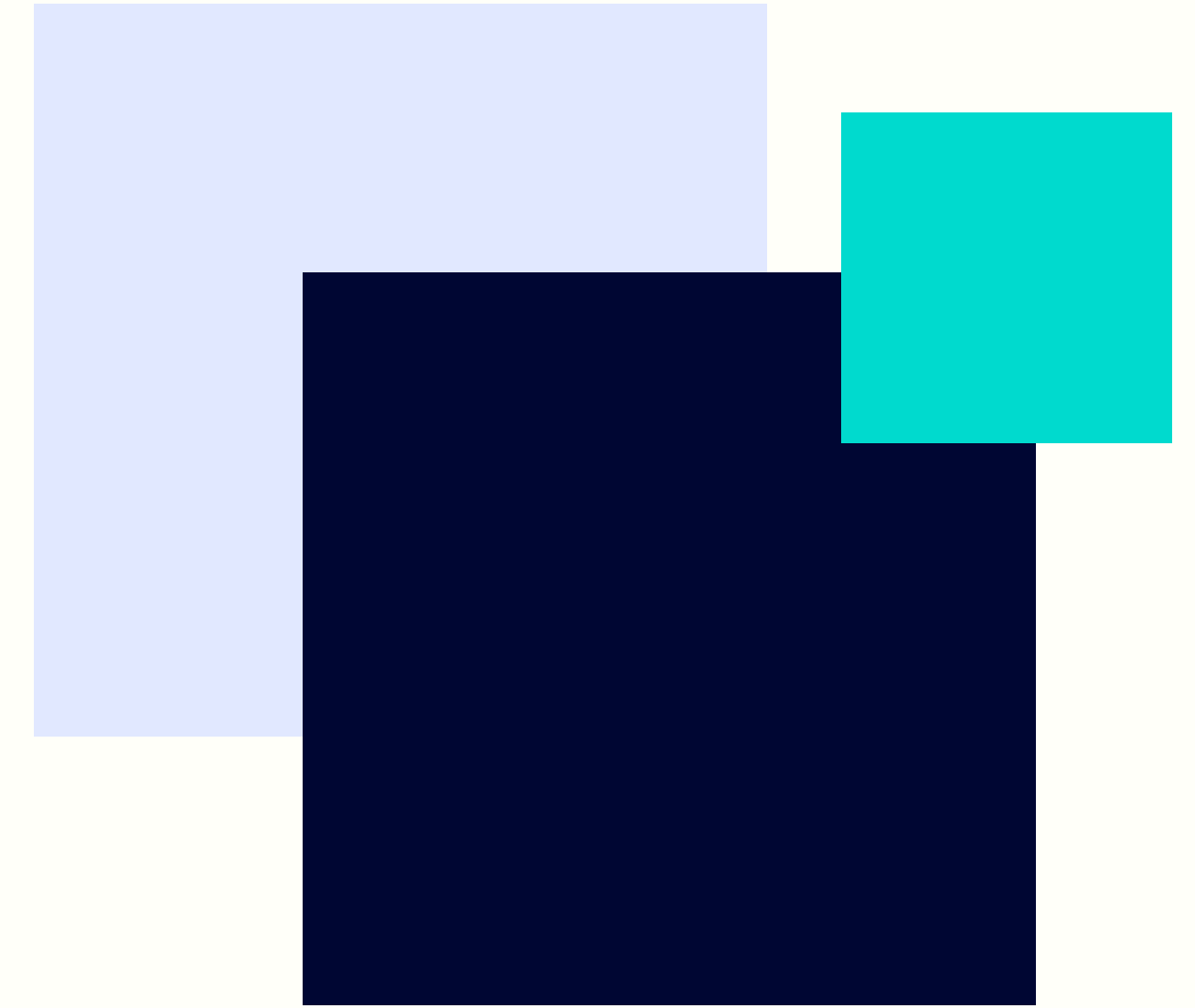
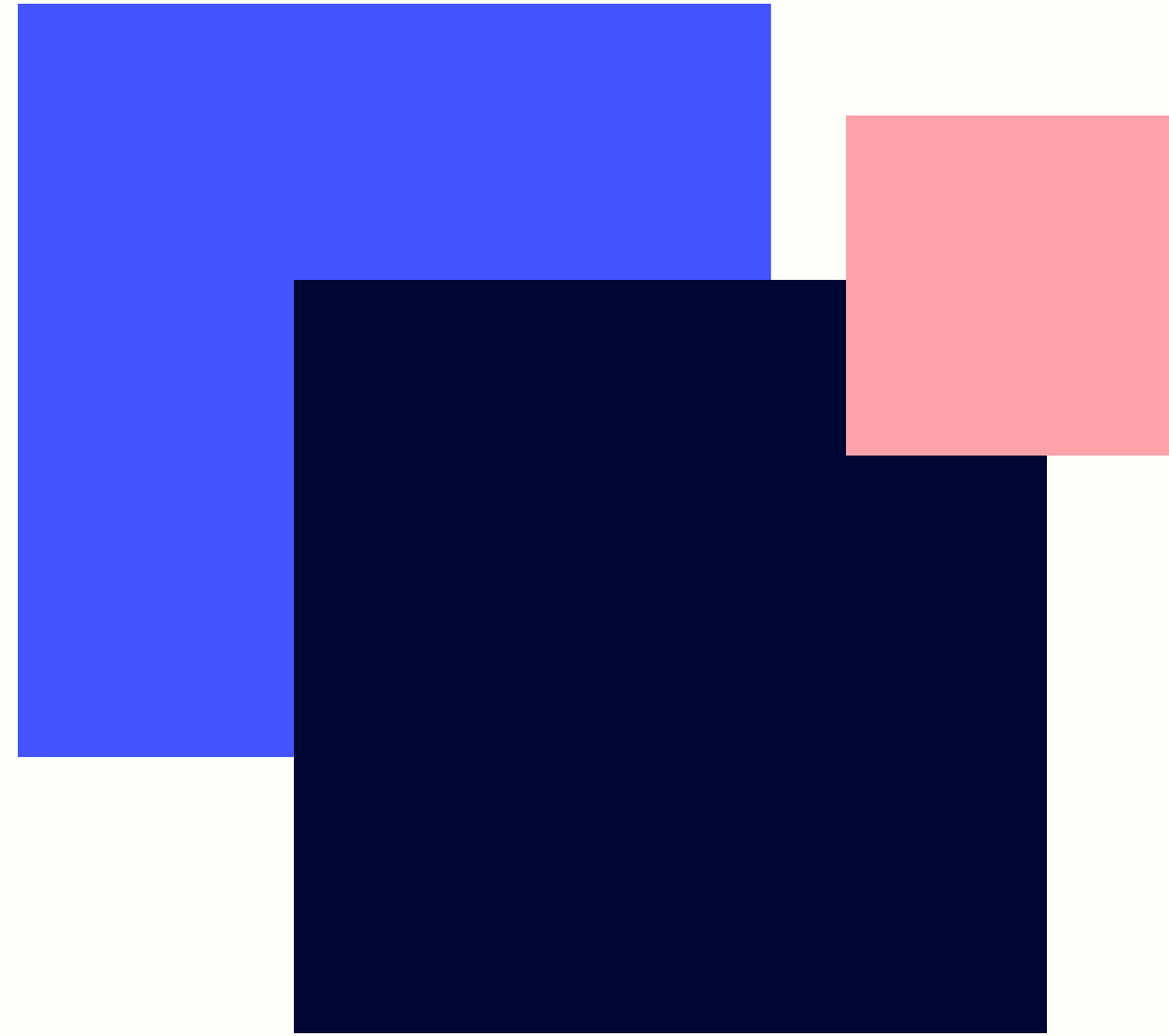


Avoid using this combination as it's too hard to read.

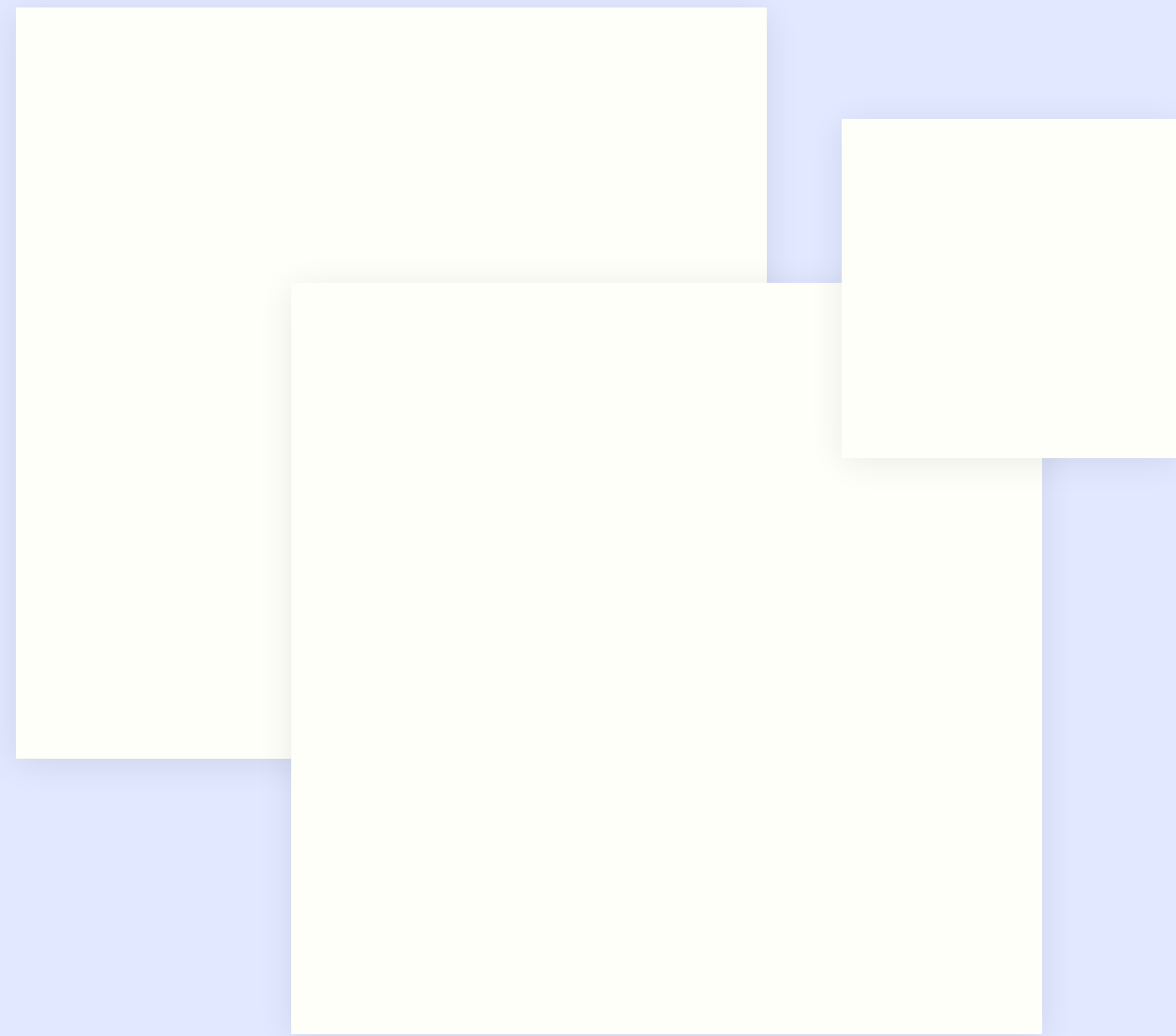
Usage (Layout): Suggested colour schemes



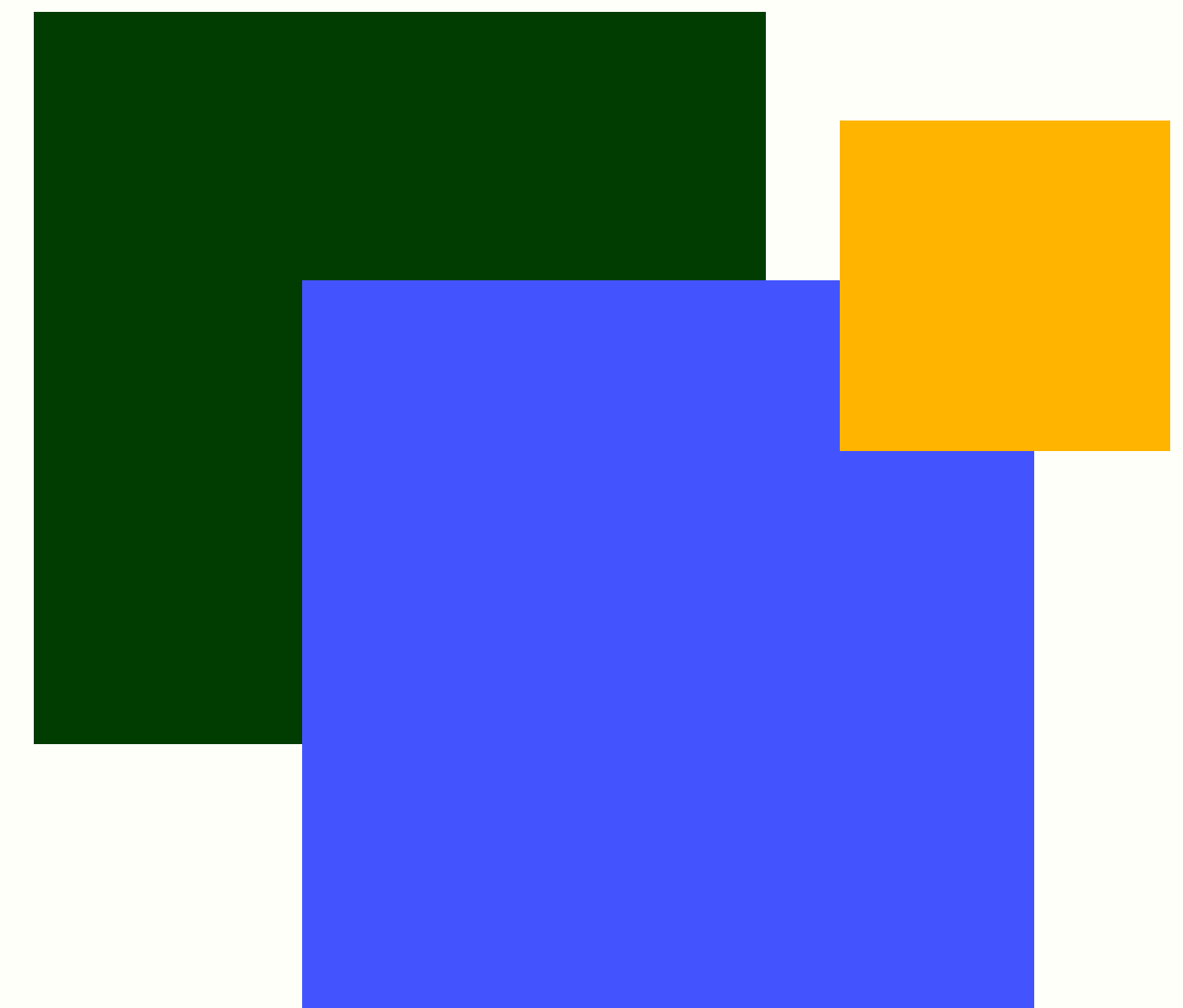
- 1. Background colour
- 2. Text colour
- 3. Decorative colour



Usage (Layout): Avoid these



- 1. Background colour
- 2. Text colour
- 3. Decorative colour



Product Imagery Use examples

Multiple colours can be paired in product images to showcase the different elements, but should be used with simple graphics and an abundance of white space to offset the colours.

Waterproofing
1 'fail' 107 items

EL04-02 Window
Arrived in yard

EL07-01
Change Status

Room 2
48 Items left
Manufactured
In Progress

Room 4
49 Items left
Defective
View/Edit

Fail

EL07-05 Window
Pass

WL07-A1
WL07-A4

04

Typog raphy

Typography

[↓ Dowload Brand Fonts](#)

A g
A g

Semi-bold - Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
!@#\$%^&*()

Medium - Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
!@#\$%^&*()

Bold - Karla
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
!@#\$%^&*()

Type specimen

Header

A good build needs the right tools

Sub-header

Connecting the supply chain

Paragraph

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Link

[Link 1](#)

Button

Call to action

Type Styles

We use the Montserrat font family. It's welcoming while remaining structural and easy to read.

For body copy we use Karla, which give balance to the geometric and bold aesthetic of Montserrat.

Bold	Bold
Semi-bold	Semi-bold
Medium	Medium
Regular	Regular
Light	Light
Extra-light	Extra-light
Regular	Extra-light

Typography

Headlines should always be set as Montserrat Semi-bold (depending on size)

Set sub-headers as Montserrat Medium.

All body copy should be set as Karla regular.

Headline 1

Font	Weight	Size	Letter spacing
Montserrat	Semi-bold	97px	-1.5px

Headline 2

Font	Weight	Size	Letter spacing
Montserrat	Semi-bold	61px	-0.5px

Headline 3

Font	Weight	Size	Letter spacing
Montserrat	Medium	48px	0px

Headline 4

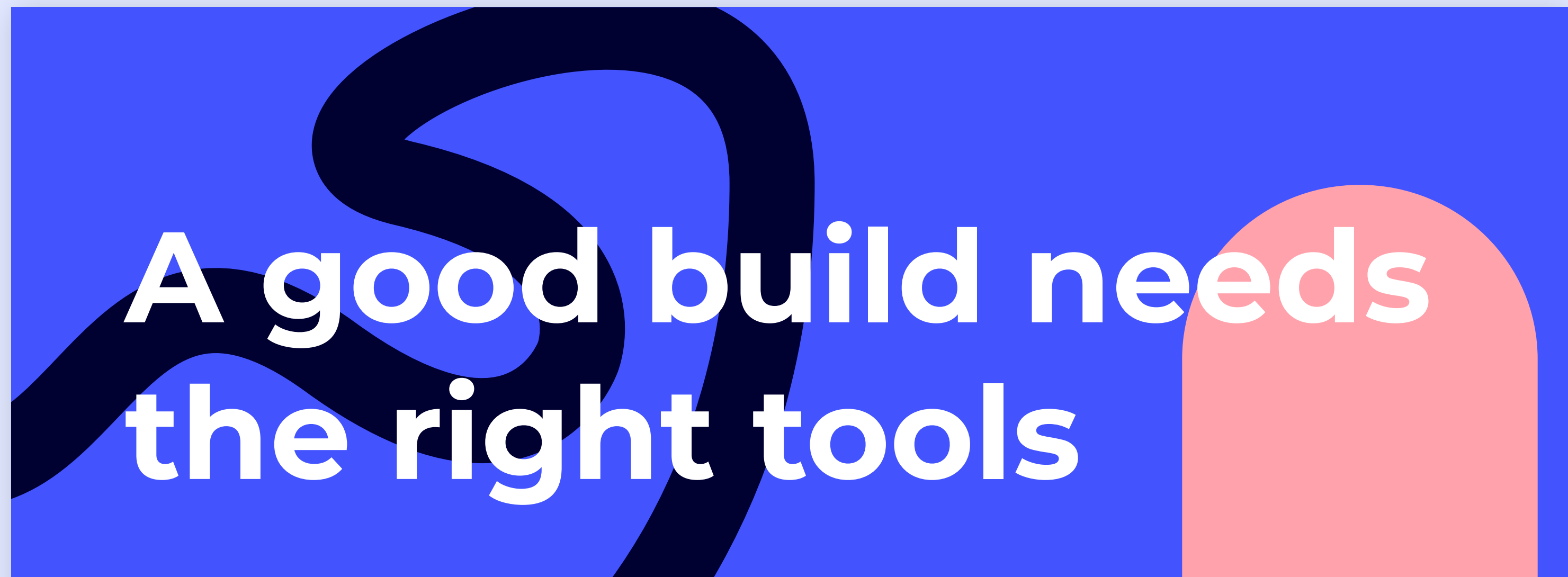
Font	Weight	Size	Letter spacing
Montserrat	Medium	34px	0.25px

Body

Font	Weight	Size	Letter spacing
Karla	Regular	24px	0.15px

*example typographic hierarchy

Example Hierarchy



One digital platform to connect all stakeholders, whether overseas, on-site or off-site — reducing risks to quality, additional costs and time

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

The shift to managing your projects with Matrak, or something like it, is inevitable.

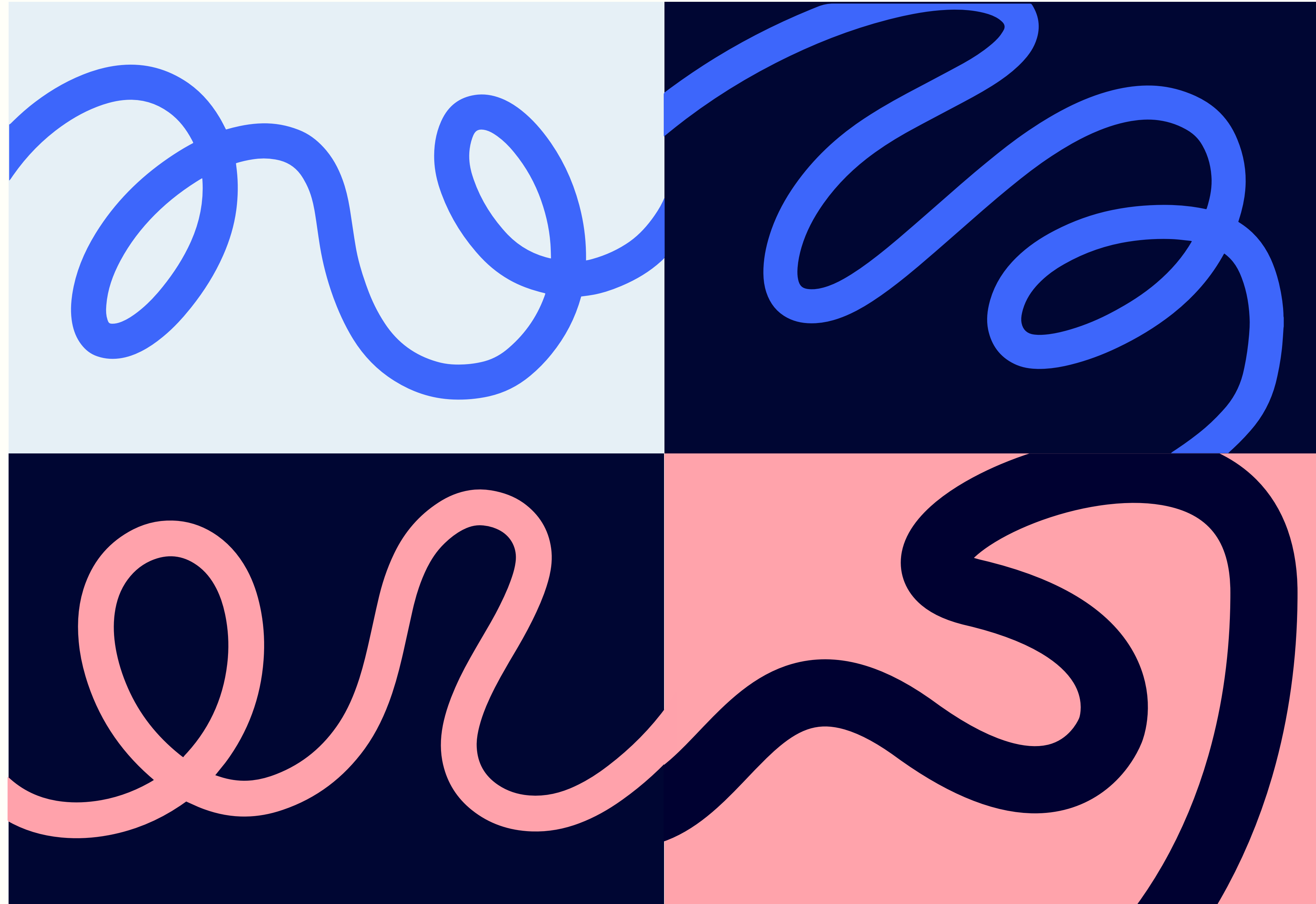
Shane Hodgkins
Co-Founder CEO

05

Brand Elements

Brand lines

These are graphic elements to give your designs a bit of pizzaz, designed to mimic the twists and turns of the supply chain..



Marker

Used to emphasis words and add visual emphasis to headlines and hero images.



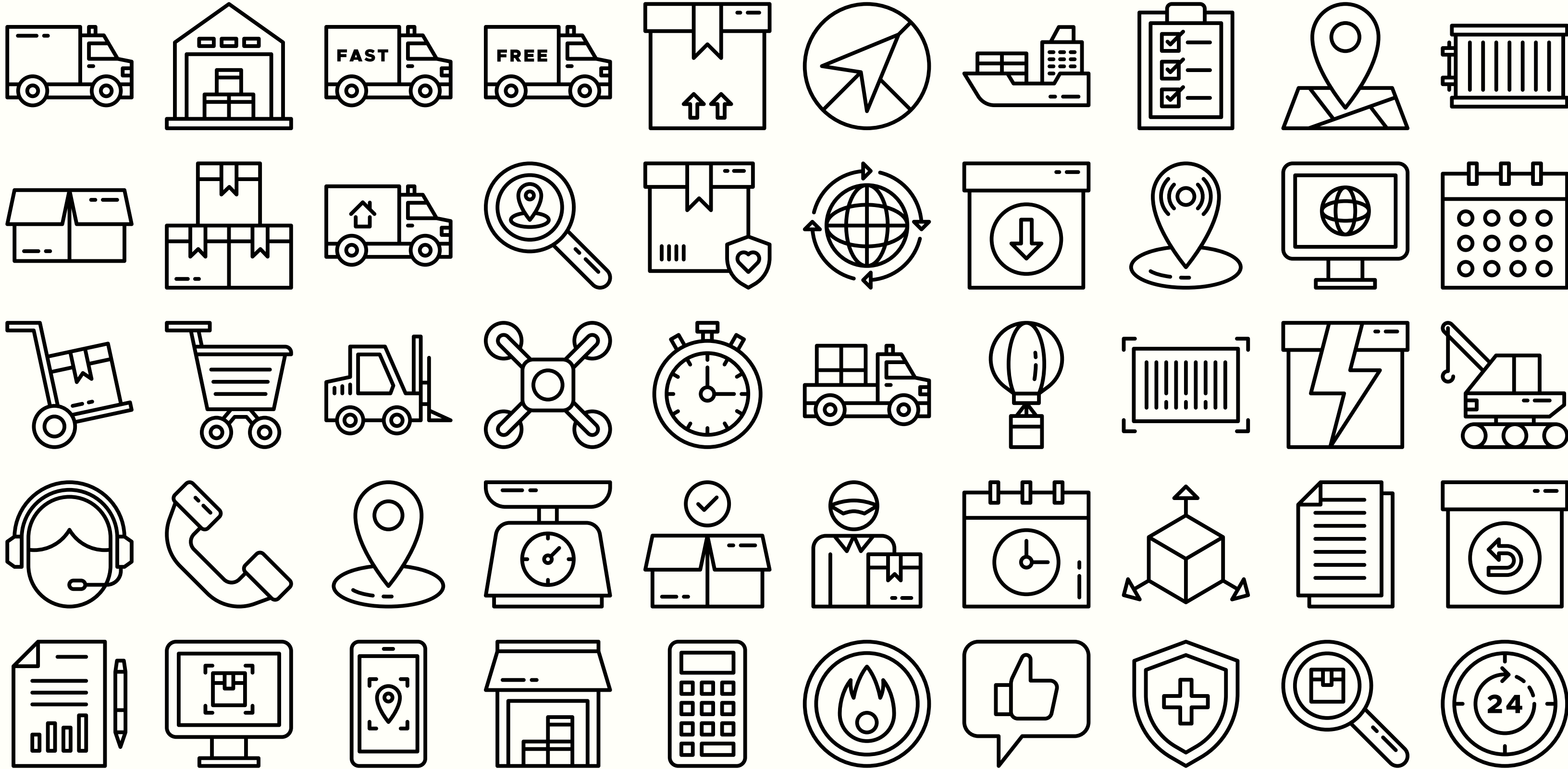
Marker
Example

A good
build
needs the
right tools

The text is annotated with hand-drawn blue lines. A large blue oval encircles the word 'needs'. A blue arrow points from the right side of the text towards the word 'needs'. Another blue arrow points from the top right towards the word 'build'.

Brand Icons

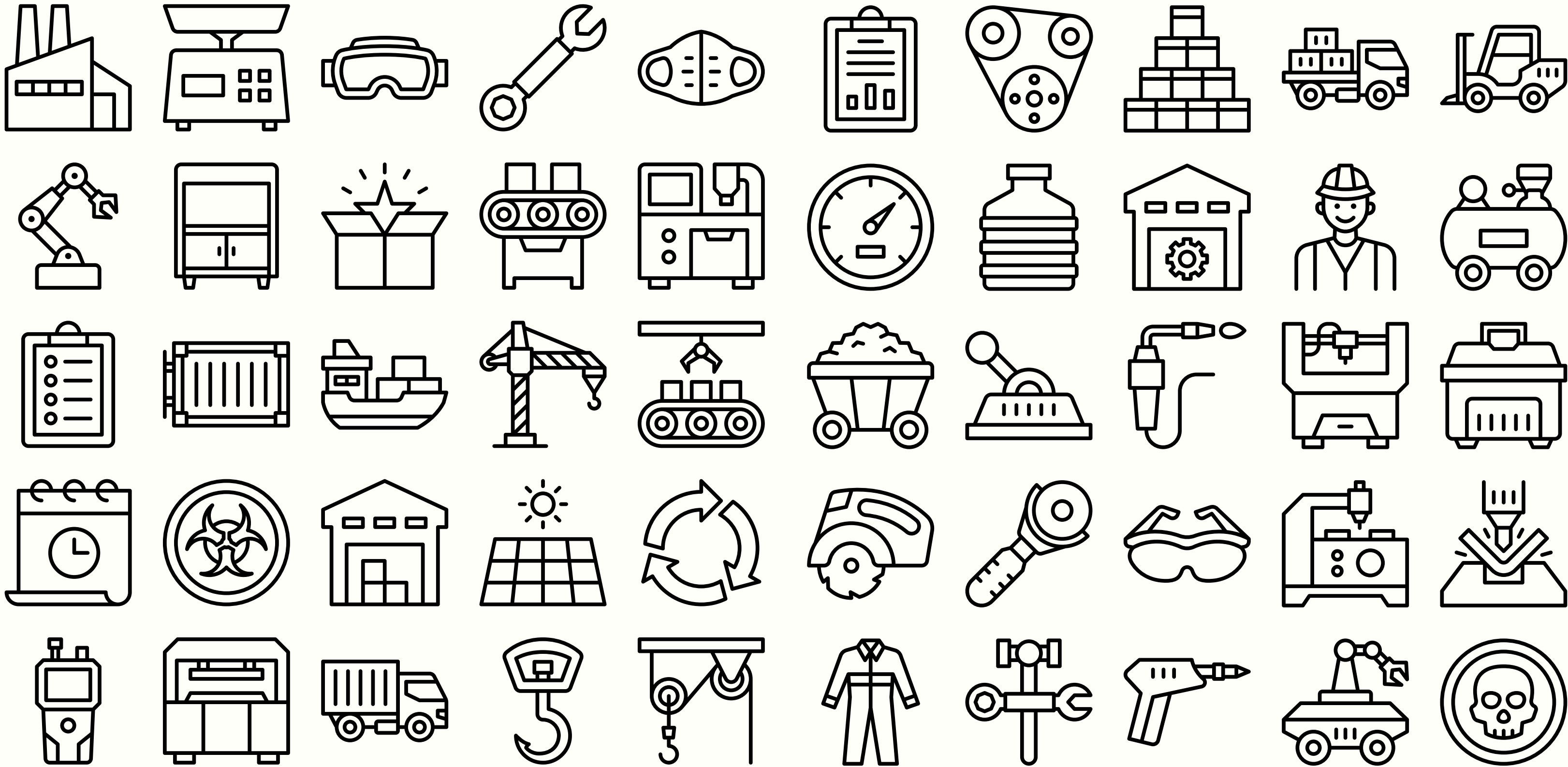
Basic set for Manufacturing, Construction and Logistics. Will build more out as needed so we have a really wide and clean set of icons.



Brand Icons

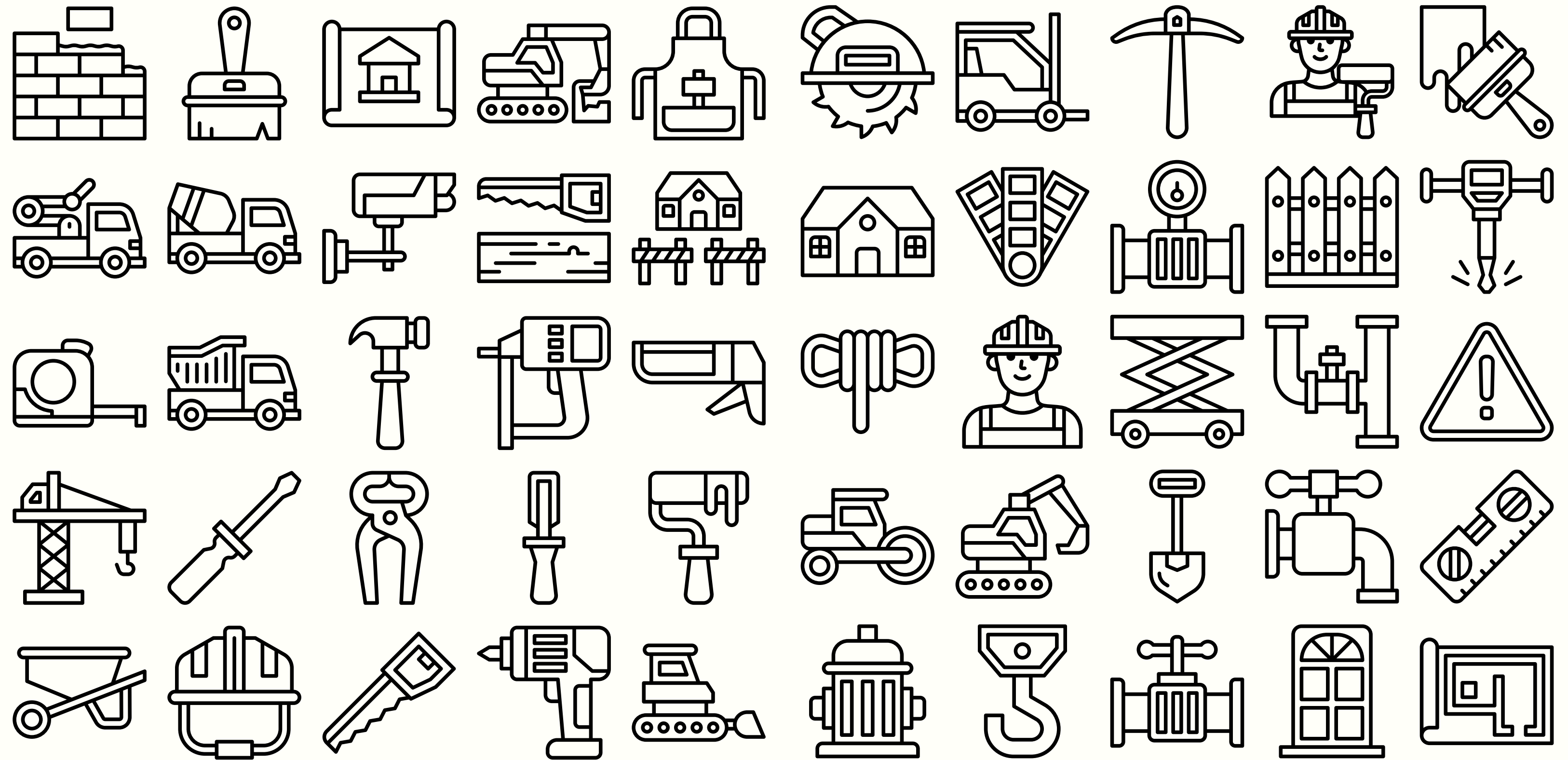
Basic set for Manufacturing, Construction and Logistics.

Will build more out as needed so we have a really wide and clean set of icons.



Brand Icons

Basic set for Manufacturing, Construction and Logistics. Will build more out as needed so we have a really wide and clean set of icons.



[↓ Dowload Matrak Brand Library](#)

Brand Icons

When a large icon isn't necessary but you still want to convey information, you can use small simple icons to explain information.

le: Do's and Dont's.



One digital platform to connect all stakeholders, whether overseas, on-site or off-site — reducing risks to quality, additional costs and time

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[↓ Dowload Matrak Brand Library](#)

Photography

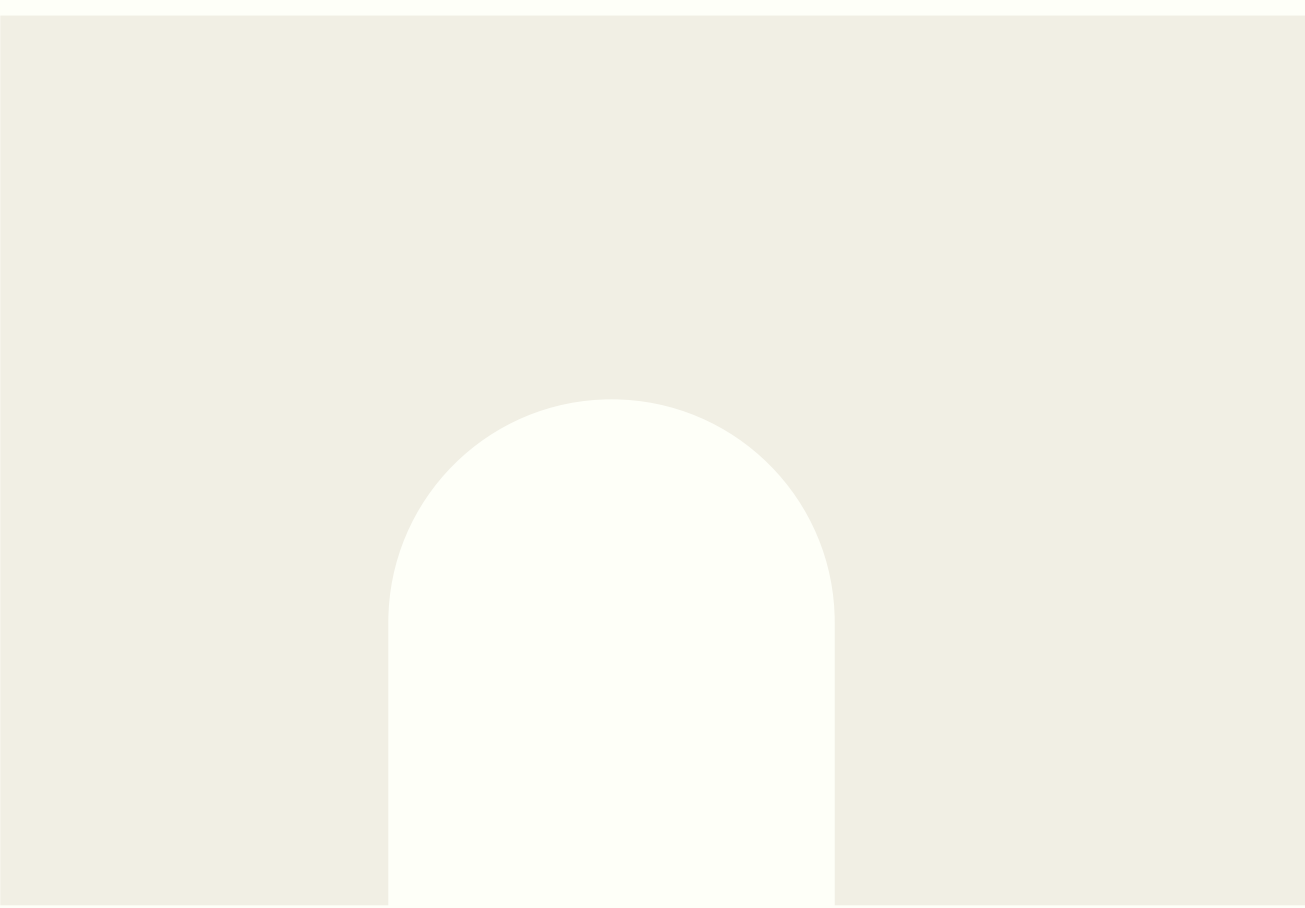
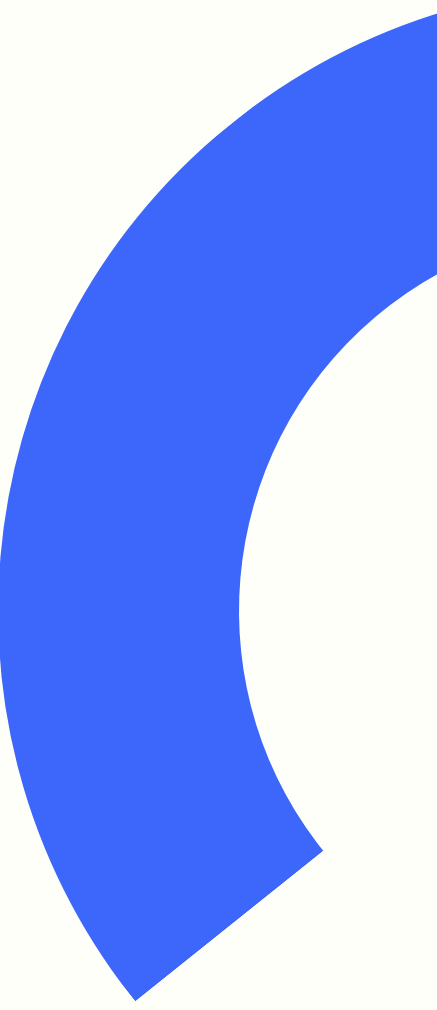
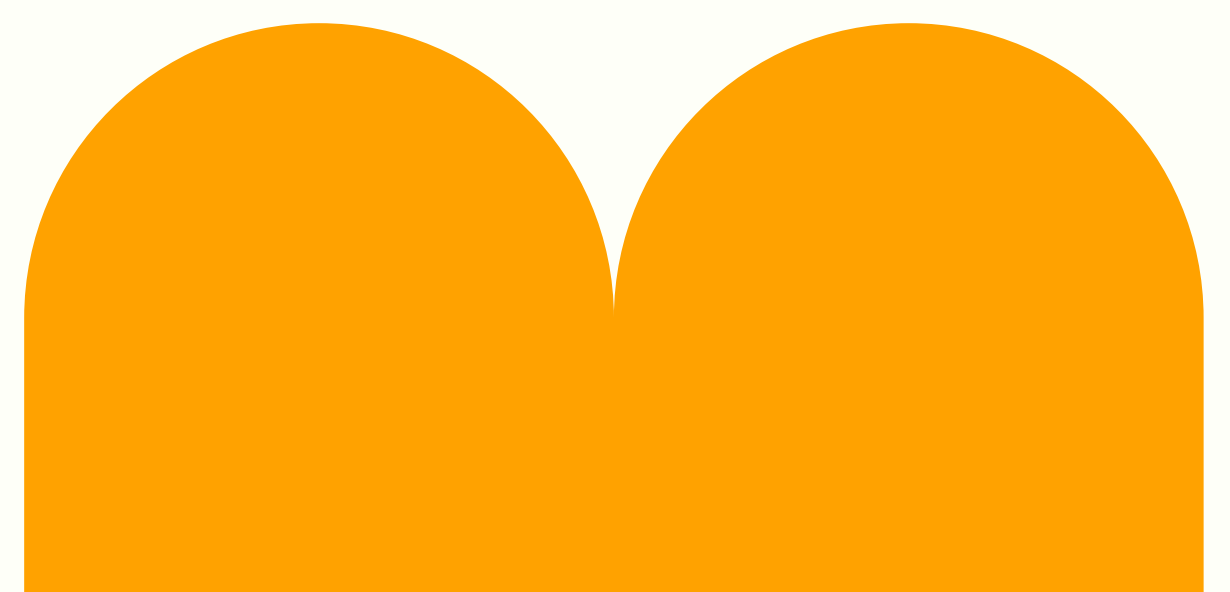
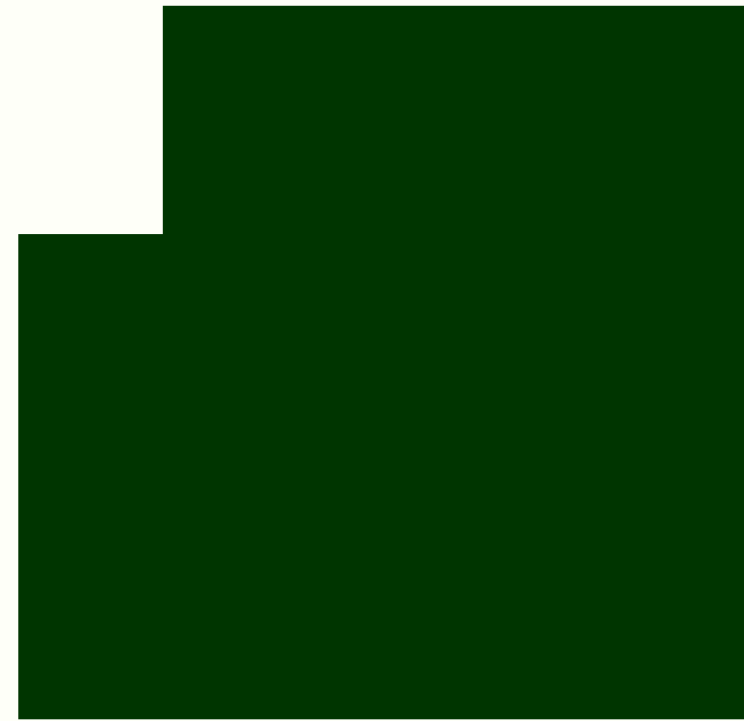
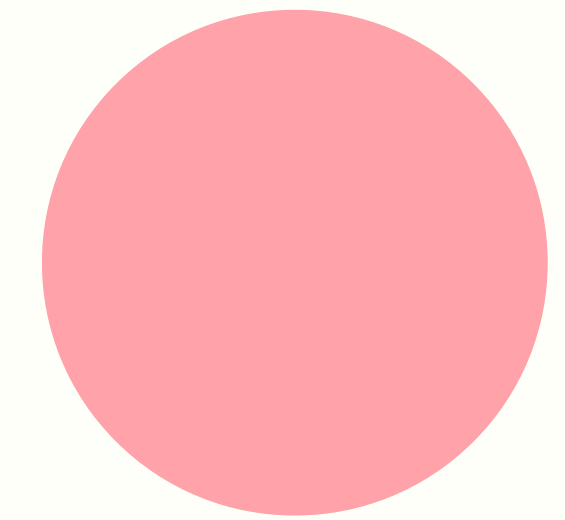
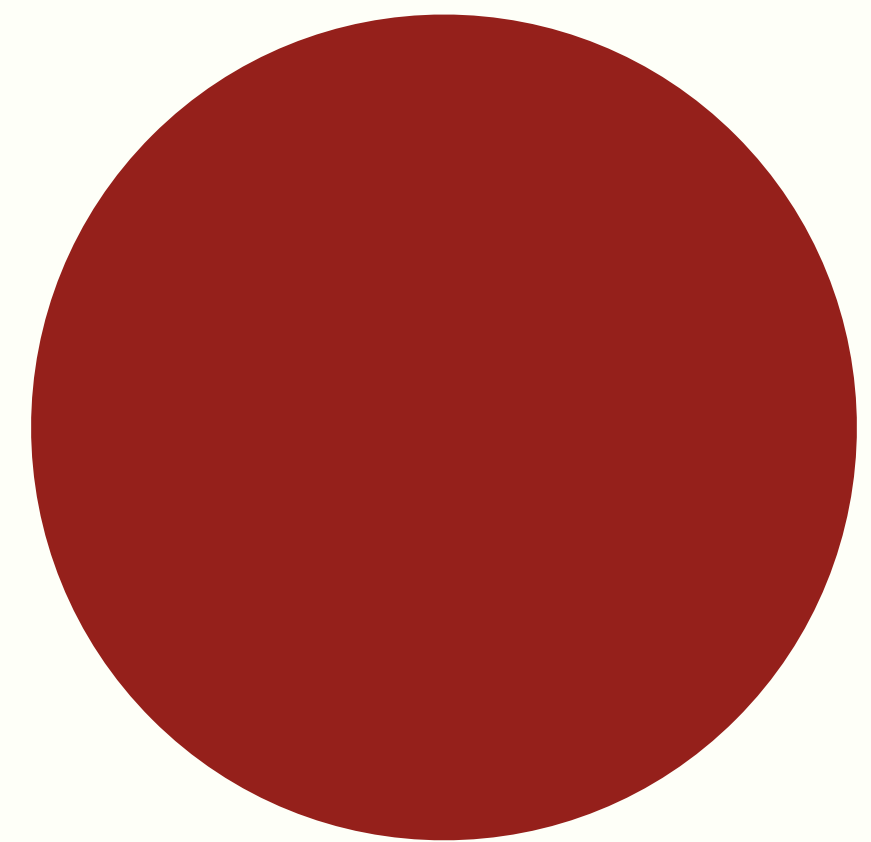
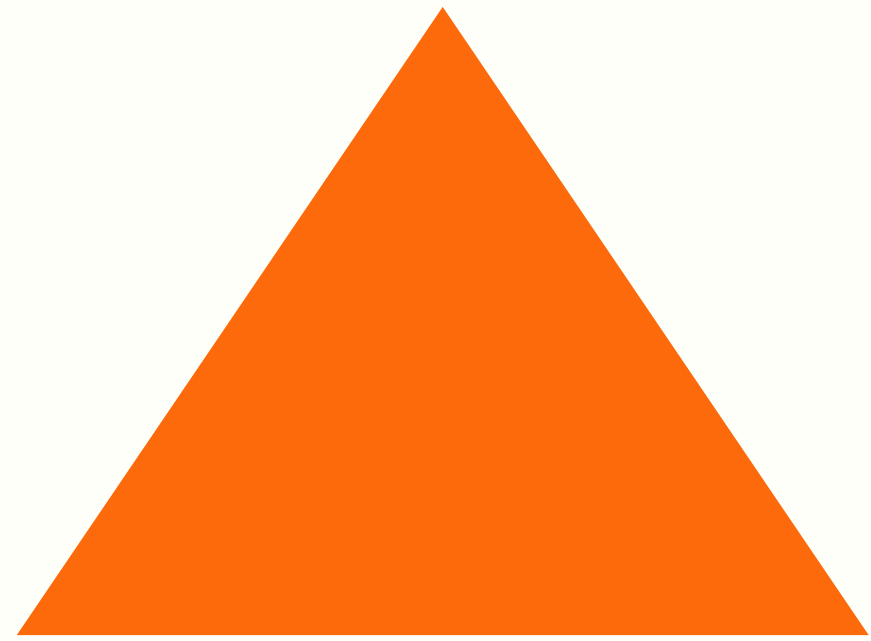
Like our tone of voice, our photography should be consistent, but the tone of it will vary based on medium, context and project objectives.

Staff photos should be human, relatable and warm, but still professional. It should reflect the vibrancy and diversity of the Matrak team.



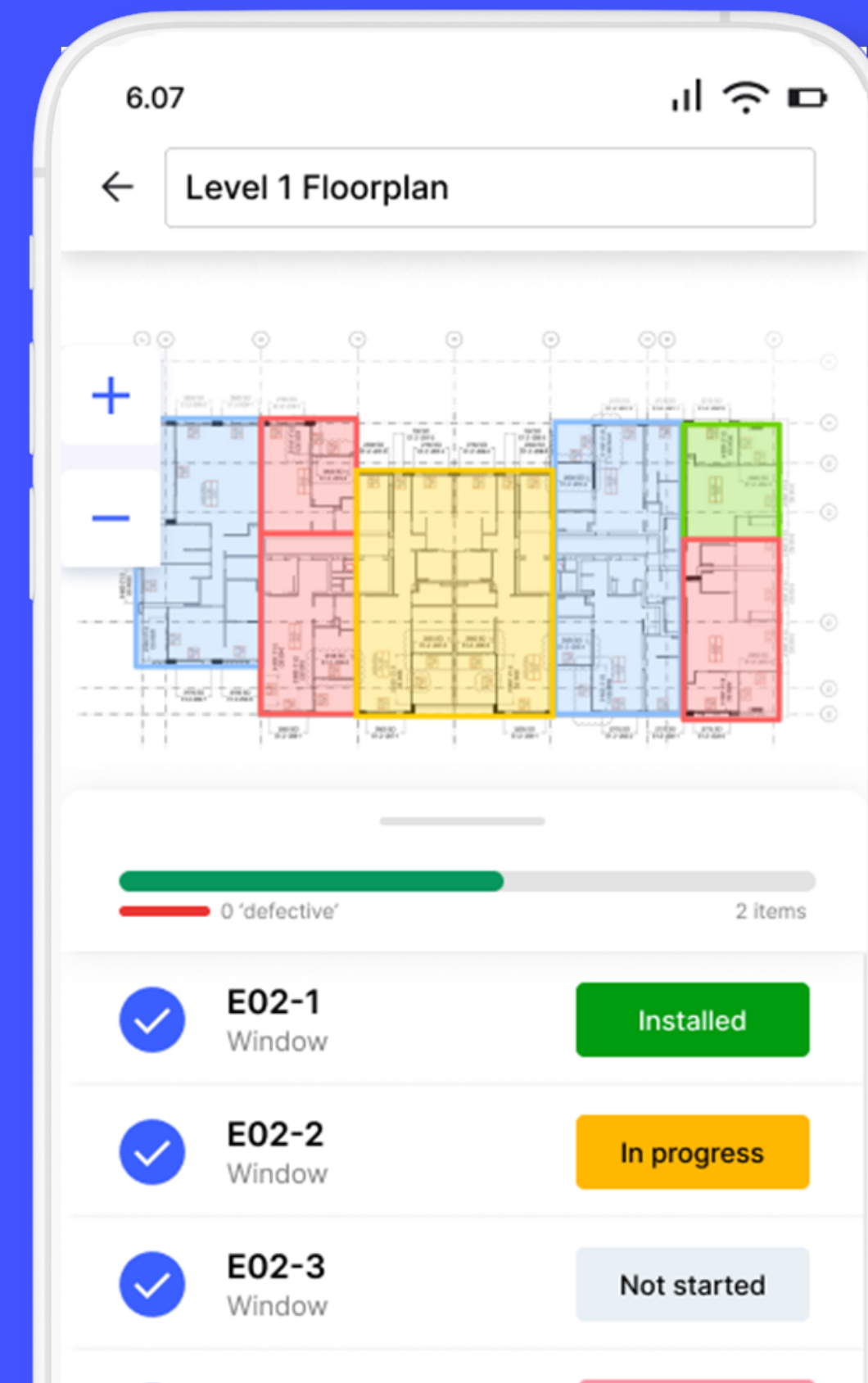
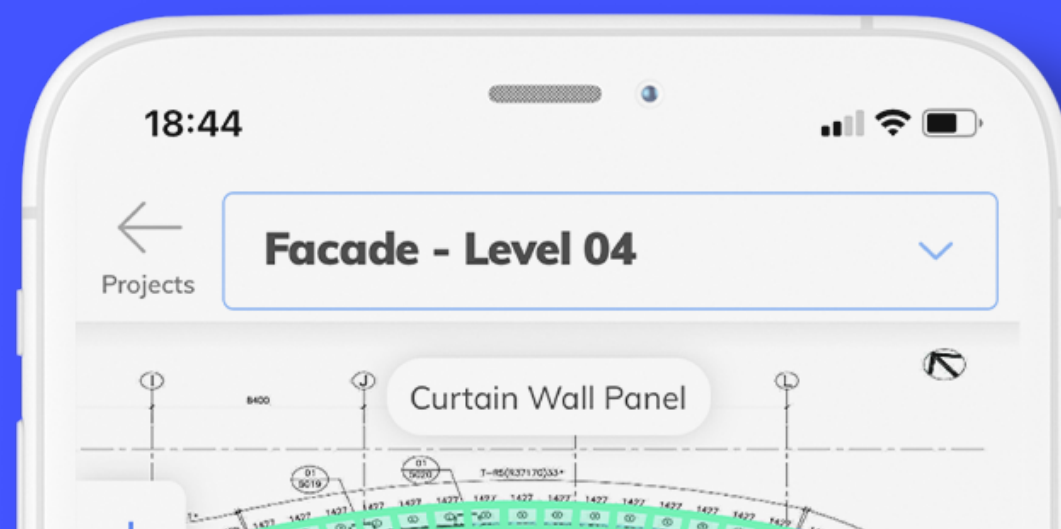
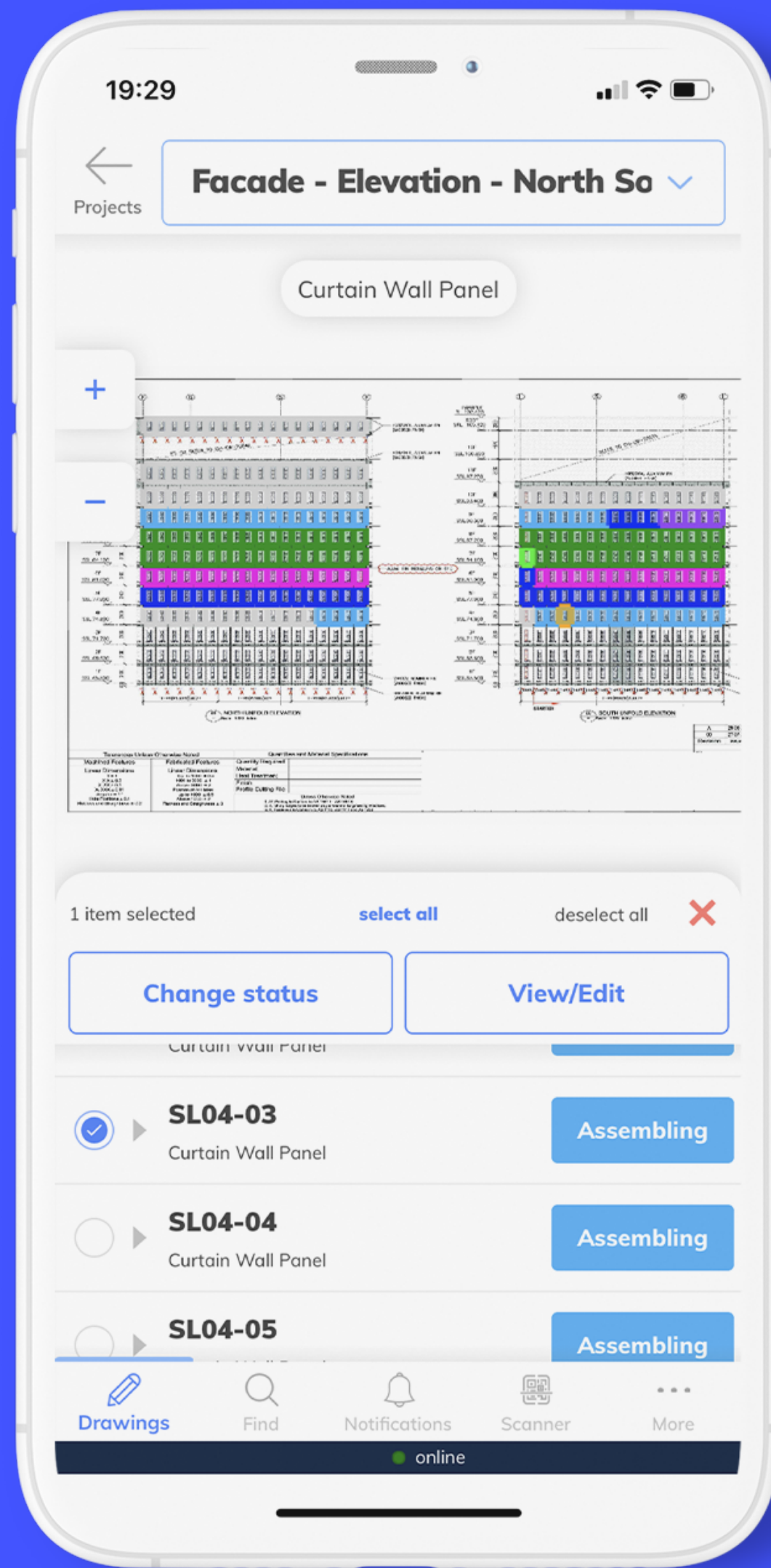
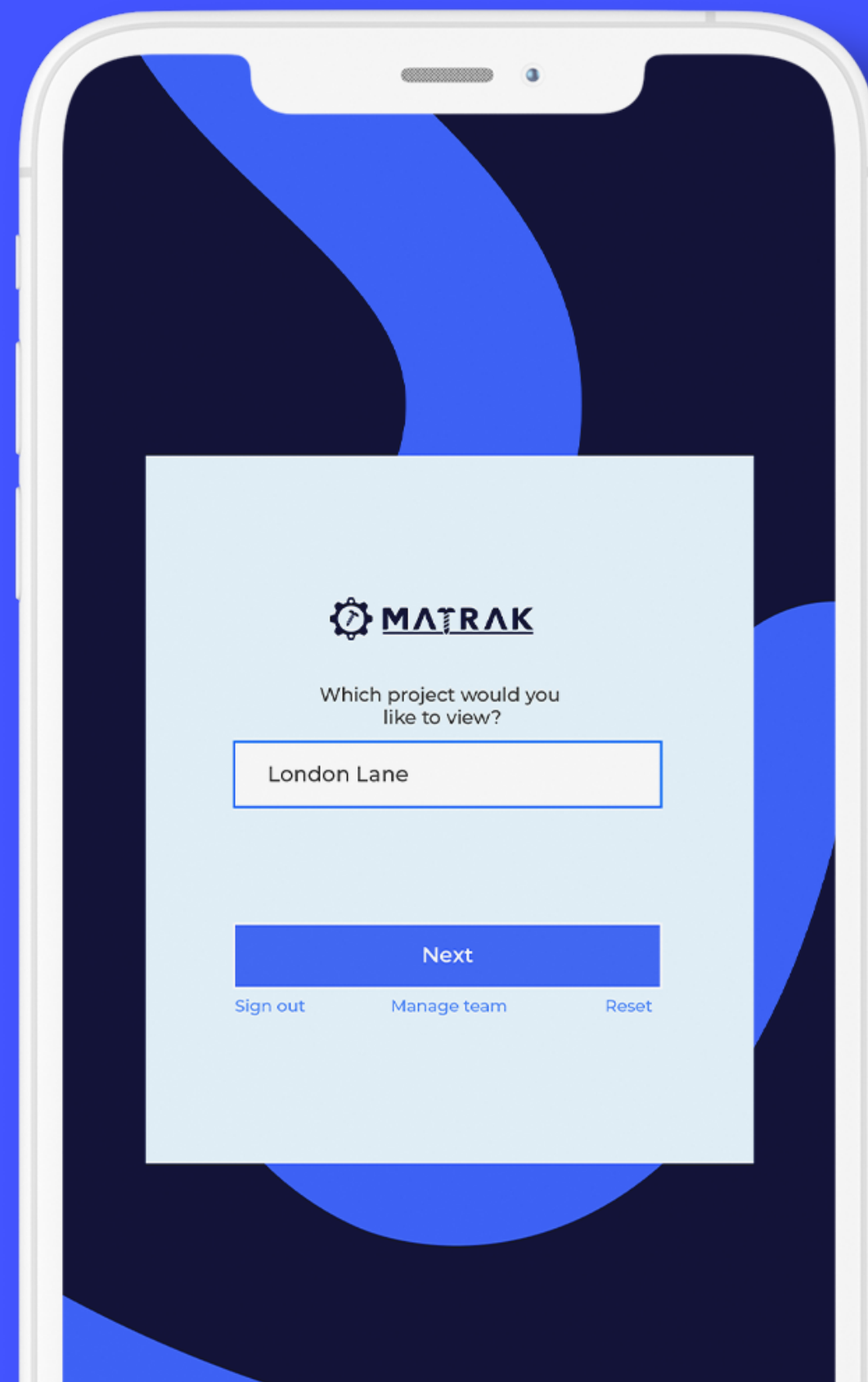
“It’s like Childsplay”

Brett Hodgkins
Co-Founder CTO



06

Brand In Use





Material tracking made easy

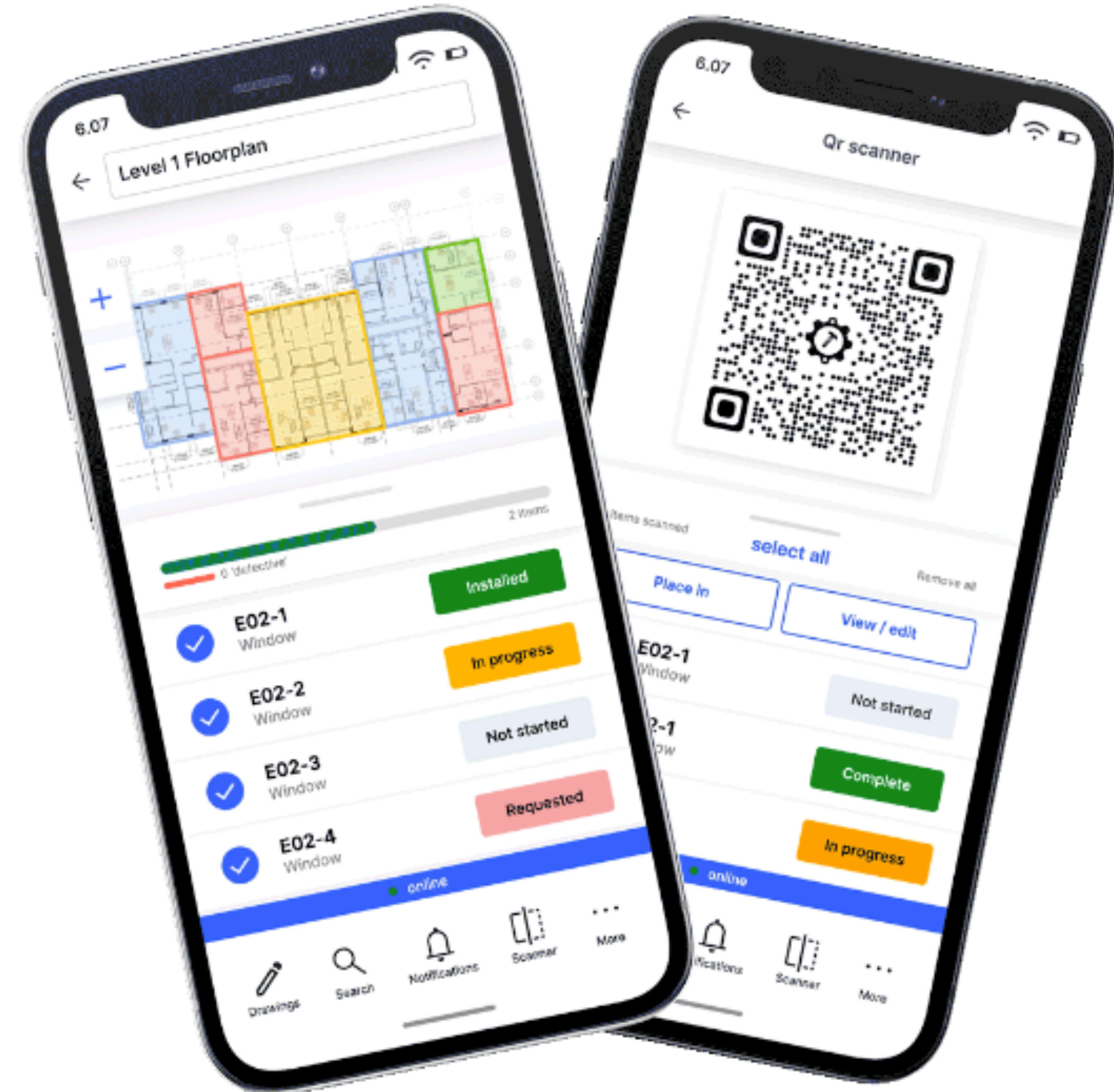


Download the app and book a demo



Material tracking made easy

Track materials, manage projects and automate processes, all in one platform.

[Book a demo](#)

Material tracking, made easy.

Connect your construction supply chain into one platform

[Book a demo](#)

Waterproofing
1 'fail' | 107 items

EL04-02
Window | Arrived in yard

EL07-01
Change Status

Room 2
48 items left | In Progress

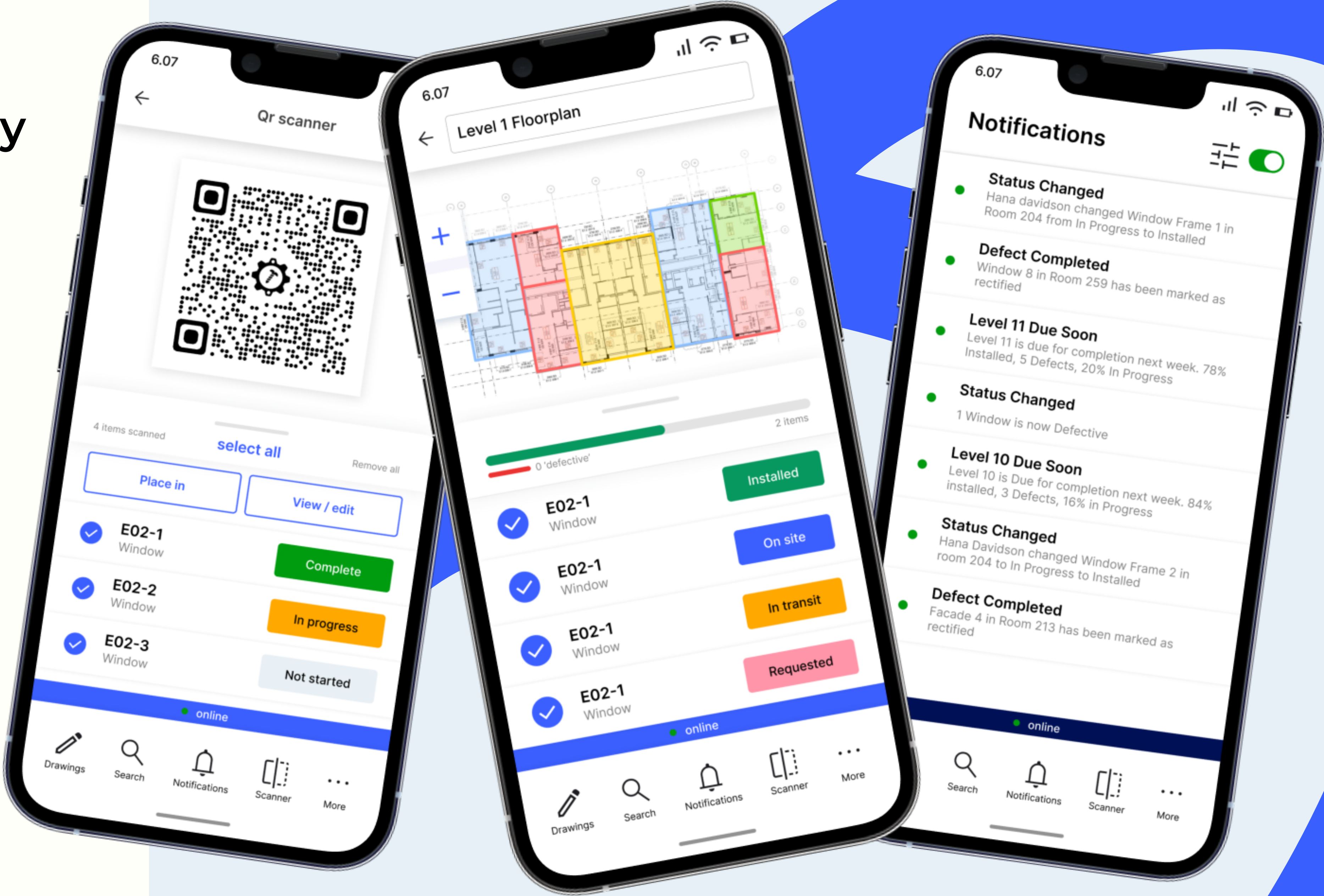
Room 4
49 items left | Defective

Fail

EL07-05
Window | Pass

WL07-A1
WL07-A4

Product Imagery Use examples



ASSET LIBRARY

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