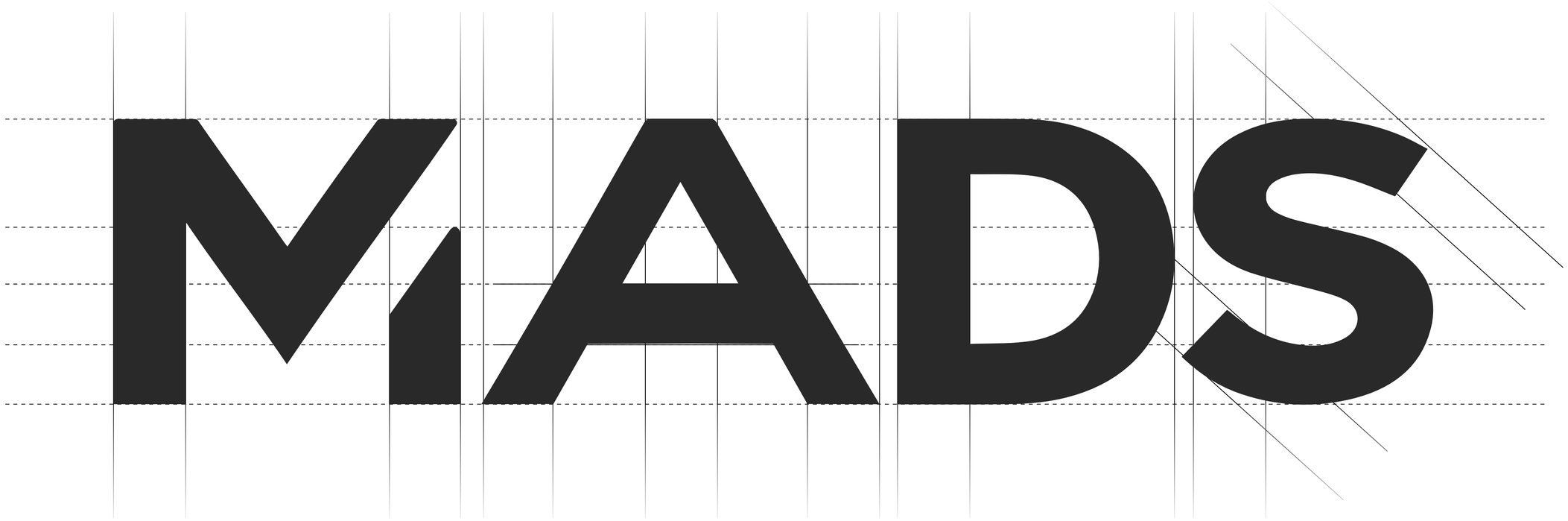


Brand Identity & Style Guides

2025

Brand identity
Style guides

Logomark	Typography	Color Palette	Brand Materials	Usage

Proportion

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

P 1 Logomark

P 2 Logotype

P 3 Typography

Logomark

Anatomy of MADS



2026

www.mads.co

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Anatomy of MADS



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Light Background



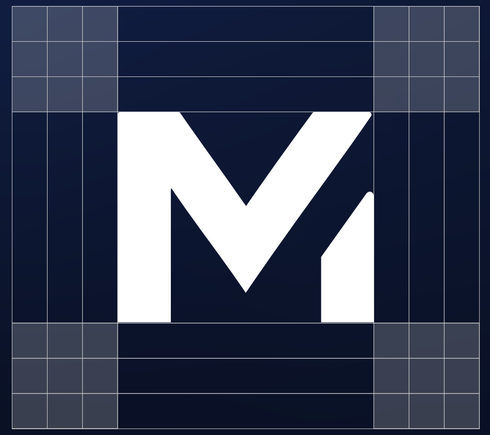
Dark Background



Index

Anatomy of MADS

Align Center



Align Center



2026

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Primary Font

This is Open Sauce Sans Medium Display

ABCCCDDEFGHIJKLMNOPQRSSTUVWXYZZ

abccóddefghijklmnopqrsstuvwxyzz1234567890

'?'"!"(%)[#]{@}&<-++*=>0©$€£¥¢:;*

Aa

Secondary Font

This is
Open Sauce Sans ExtraBold
Display

ABCCCDDEFGHIJKLMNOPQRSSTUVWXYZZ
abccóddefghijklmnopqrsstuvwxyzz1234567890
'?'"!"(%)[#]{@}&<-++*=>0©$€£¥¢:;*

Aa

Headline

Open Sauce Sans
ExtraBold

48 px

Text

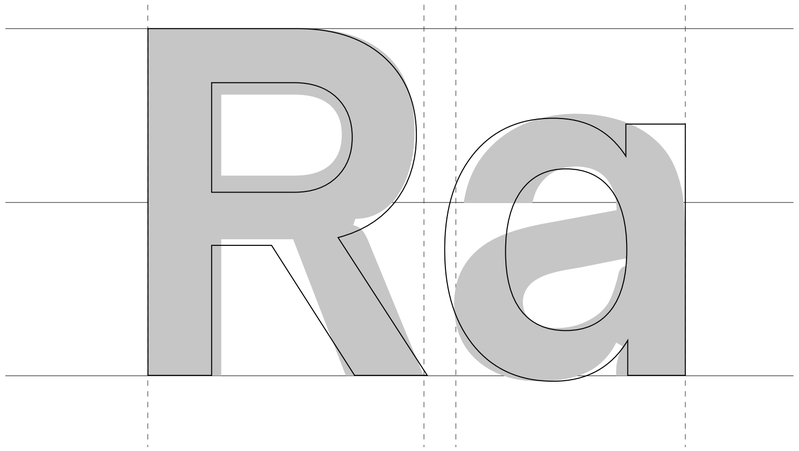
Open Sauce Sans
Regular

18 px



Index

Geometric Display



Classic Display



Numbers

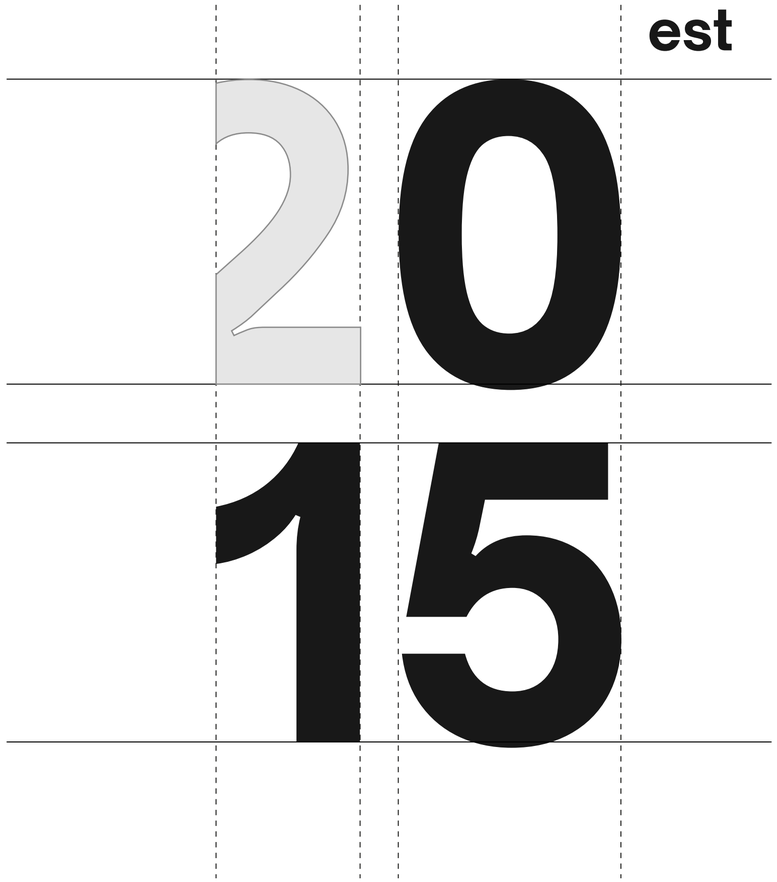
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ExtraBold

174 px

1234567890

1 2 3 4 5 6 7 8 9 0

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩



2026

The Science Behind The App

Bring simplicity to complexity
build products with great
technology behind it

The Science Behind The App

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market,

With a lot to offer

Headline

Open Sauce Sans
ExtraBold

48 px

Text

Open Sauce Sans
Regular

18 px

The Science Behind The Apps

Bring simplicity to complexity
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technology behind it