GRAEL

Mayena Brand Board

V3 Modified November 2025

Primary Logo

MAYENA

MAYENA

The primary logo should be the initial choice for usage whenever possible based on size considerations. Primary logo colors are **Canopy** and **Coal**.

Secondary Logo

MAYENA

The secondary logo ensures brand recognition while accommodating different size requirements or visual constraints.

Brand Mark



The brand mark is a simplified symbol used in tight spaces, maintaining recognition while offering a minimal brand presence.

Primary Color Palette

Canopy	Coal	Pewter	Sand	Chalk
cmyk(78,0,11,65)	cmyk(30,22,0,89)	cmyk(9,0,4,54)	cmyk(0,1,5,7)	cmyk(0,0,0,0)
#13584E	#13151B	#6B7671	#ECE9E1	#FFFFFF
rgb(19,88,78)	rgb(19,21,27)	rgb(107,118,113)	rgb(236,233,225)	rgb(255,255,255)
PMS 561 C	PMS 426 C	PMS 416 C	PMS 7527 C	Process White

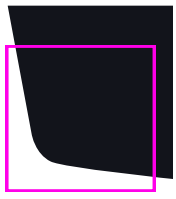
The primary palette should be prioritized in all visual materials. These colors are carefully chosen to maintain consistency and strengthen brand recognition across various platforms and communications. **Canopy, Coal, Pewter,** and **Sand** are used to indicate product difficulty levels.

Secondary Color Palette

Zest	Vital	Clarity	Spark	Ember
cmyk(0,9,67,0)	cmyk(95,0,27,26)	cmyk(77,35,0,0)	cmyk(0,44,80,0)	cmyk(7,71,66,1)
#FFE855	#09BC8A	#3BA7FF	#FF8E34	#E26D5A
rgb(255,232,85)	rgb(9,188,138)	rgb(59,167,255)	rgb(255,142,52)	rgb(226,109,90)
PMS 107 C	PMS 339 C	PMS 2995 C	PMS 164 C	PMS 7416 C

The secondary palette complements the primary palette and offers additional flexibility in design. These secondary colors can be used to add depth, variety, and visual interest to brand materials. **Zest, Vital, Clarity,** and **Ember** are used to indicate product difficulty levels.

Visual Devices



Sculpt

Inspired by the jaw's defining line, cropped into compositions to add visual interest and depth.



Frame

Can be used small to symbolize molar chews or scaled large to hold photography and content.

Flow

Can be used small to symbolize the face trainer or scaled large to hold photography and content.

Typography

Designed to define.

DM Sans Bold. Tracking -3. Leading 120%

Prepare your Jawline by rinsing & cleaning with hot water. Prior to each use make sure there are no breaks or tears in the material.

DM Sans Regular. Leading 140%

This is a caption in DM Sans Bold.

DM Sans Bold. Tracking -3

DM Sans offers a balanced blend of geometric precision and warmth. Its clean, versatile letterforms bring clarity to body text, strength to headlines, and consistency across applications, ensuring a confident, cohesive presence in both digital and print.