Marketing
Product Fit

context focused

MARKETING PLATFORM

MPF is a marketing platform that helps companies discover their real marketing needs, then match them with multiple experts in several areas and offers automation tools for successful project management and goal fulfillment.

Value proposition

for business

- Business context analysis
- Personalized experts team
- Automated projects

for makers

- Free professional learning
- Formal workbench
- Automated project managment

Brand values

- United
- Technological
- Organized
- Visionary
- Enterprising
- Professional

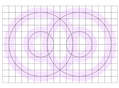
Logo

Union between our two focus targets, market and business and what are between it.

Marketing
Product Fit

Marketing
Product Fit

Grid



Typography

Playfair Display

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Darker Grotesque

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Colors

The primary brand color is violet, this color born of the main concept of the brand like its logo.

Marketing common color | Fit | Business common color

Brand colors

	Primary	Secondary
	#6C00FF	#DCFA01
HEX	6C00FF	DCFA01
RGB	108, 0, 255	220, 250, 1
HSB	256, 100, 100	61, 100, 100

UI and support colors

	Success	Warning	Error	Dark	Light
	#2FA00	#FF8C00	#FF0F74	#2D2A2D	#FFFFFF
HEX	4A, 255, 000	255, 140, 0	255, 15, 116	28, 32, 45	255, 255, 255
RGB	152, 74, 255	20, 100, 100	0, 90, 54, 0	273, 71, 45	0, 0, 0, 0
HSB	74, 0, 34, 1	0, 45, 100, 0	0, 90, 54, 0	35, 70, 0, 100	0, 0, 0, 0

Mockups

Moodboard

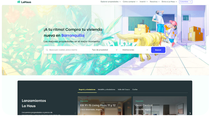
https://www.experiencewelcome.com/

https://www.marqeta.com/uk

https://made-pd.co.uk/

https://www.couleecreative.com/

https://www.reed.be/



https://www.lahaus.com/

Colors

Primary		Secondary		Success		Warning	
HEX	B40AFF	HEX	B2E91B	HEX	40FAA3	HEX	FF8C00
RGB	180, 10, 255	RGB	178, 233, 27	RGB	64, 250, 163	RGB	255, 140, 0
HSB	282, 96, 100	HSB	76, 88, 91	HSB	152, 74, 98	HSB	33, 100, 100
CMYK	29, 96, 0, 0	CMYK	23, 0, 88, 8	CMYK	74, 0, 34, 1	CMYK	0, 45, 100, 0

Error		Dark		Light	
HEX	FF1774	HEX	1C0C29	HEX	FFFFFF
RGB	255, 23, 116	RGB	28, 12, 41	RGB	255, 255, 255
HSB	336, 91, 100	HSB	273, 71, 16	HSB	0, 0, 100
CMYK	0, 90, 54, 0	CMYK	31, 70, 0, 83	CMYK	0, 0, 0, 0

+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	F6E0FF	F5FCE3	E7FEF4	FFF1DF	FFE2EE	E4D3F2	FFFFFF
+75%	EDC2FF	ECF9C6	D0FEE8	FFE2BF	FFC6DD	C9A6E5	FFFFFF
+62.5%	E3A3FF	E2F7AA	B8FDDD	FFD49F	FFA9CB	AE7AD8	FFFFFF
+50%	DA85FF	D8F48D	A1FDD2	FFC680	FF8CBA	934DCB	FFFFFF
+37.5%	D166FF	CFF171	89FCC6	FFB760	FF70A9	7632AD	FFFFFF
+25%	C847FF	C5EE54	71FBBB	FFA940	FF5398	572580	FFFFFF
+12.5%	BF29FF	BCEB38	5AFBB0	FF9B20	FF3687	391854	FFFFFF
0%	B40AFF	B2E91B	40FAA3	FF8C00	FF1774	1C0C29	FFFFFF
-12.5%	A200E8	9DCF14	1CF992	DF7B00	F50062	180A23	DFDFDF
-25%	8B00C7	87B212	06E77E	BF6900	D20054	14091E	BFBFBF
-37.5%	7400A6	70940F	05C169	9F5800	AF0046	110719	9F9F9F
-50%	5D0085	5A760C	049A54	804600	8C0038	0D0614	808080
-62.5%	460063	435909	03743F	603500	69002A	0A040F	606060
-75%	2E0042	2D3B06	024D2A	402300	46001C	07030A	404040
-87.5%	170021	161E03	012715	201200	23000E	030105	202020
-100%	000000	000000	000000	000000	000000	000000	000000

MPF Colors

Brand colors