

mrw brand guideline

name:

matthew rayfield world

logo:



mascot:



font:

prolly whatever is built in

colors:

sure

case:

lower

vibe:

like you made it in no more than 30 min

pixels > vectors

seriously not serious

don't correct something unless you reeeeeaaally need to

that include typos

but no making mistake on purpose cuz that's not possible and lame
be clear unless it's funnier not to be
yolo

org chart:

- matthew rayfield world (employer)
 - mateo rayfielo (regional supervisor)
 - matthew rayfield (intern)
 - matt (human)