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Branding Style Guide

2019-20



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01 IDENTITY

Don't reinvent the wheel, just follow guidelines!



01 IDENTITY

PRIMARY LOGO

Say hello to the Mondo logo! It's simple, legible, and inherently readable while embodying our fun and friendly values and standards. With a bold, yet soft appearance, it invites our users to share our culture and spend time with us.

PRIMARY HORIZONTAL LOGO

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This is the primary version of our logo. It should be used in all cases possible, unless shape, background color, or length create an issue.



01 IDENTITY

PRIMARY LOGO SPECS

Our logo fully embodies our brand and should be super legible and free of any obstructions at all times. For this reason, we ask that designers give our logo a little bit of breathing room and keep a keen eye on these vertical and horizontal clear zones.

PRIMARY HORIZONTAL LOGO CLEAR ZONE



Clear zones are incredibly important. Use this as a handy guide to figure out how close graphics can get to our logo.



01 IDENTITY

MINIMUM SIZE

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> 2 in OR 144 px

The maximum size of our logo is infinite, while the minimum size stops at 2 inch wide for print

(144 px for web).

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01 IDENTITY

SECONDARY LOGO / LOGOMARK

Mondo is full of possibilities, so we're offering up a few different versions of the logo to use when the primary one isn't ideal. While the primary logo should almost always be your first choice, we get that there are scenarios that could compromise the legibility of our logo or that just aren't compatible with it. So, here's another option!

PRIMARY VERTICAL LOGO



Vertical composition — ooh, fancy! Use this version of the mark sparingly, whenever something taller is needed.



01 IDENTITY

SECONDARY LOGO / LOGOMARK SPECS

Our secondary logo also requires some breathing room to help with readability and placement next to other objects within a design.

SECONDARY VERTICAL LOGO CLEAR ZONE



CLEAR ZONE

Even with our secondary logo, clear zones are incredibly important.



01 IDENTITY

MINIMUM SIZE



> 0.3472 in OR 25 px

The maximum size of our secondary logo is infinite, while the minimum size stops at 0.3472 inch wide for print (100 px for web).



01 IDENTITY

UNACCEPTABLE USES

Our logo is super duper important to us, and we spent a lot of time and effort carefully crafting it to be the perfect representation of our beautiful brand. To maintain consistency throughout our efforts and products, it is essential that our logo isn't altered in a bunch of weird ways. Here are a few examples of what not to do!

PRIMARY LOGO DONT'S



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ROTATE OR TILT



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DROP SHADOW



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DISTORT OR STRETCH



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MOVE LOGO ELEMENTS



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PLACE ON A
CONFLICTING COLOR



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REMOVE LOGO ELEMENTS



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01 IDENTITY

MORE PRIMARY LOGO DONT'S



ADD FILTER



ADD GRADIENTS



3D OR PERSPECTIVE



SKEW



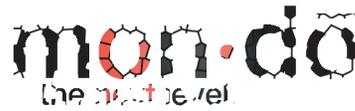
USE IMAGE AS SKETCH



LOWER OPACITY



REFLECT OR MIRROR



ADD TEXTURE



02 COLORS

Our colors are just as important to us as the logo itself.

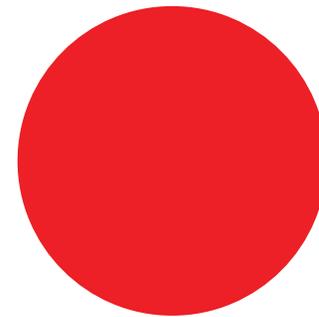
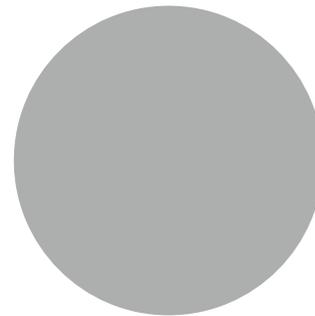
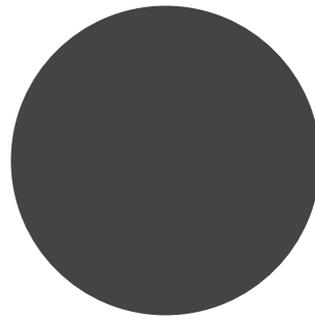
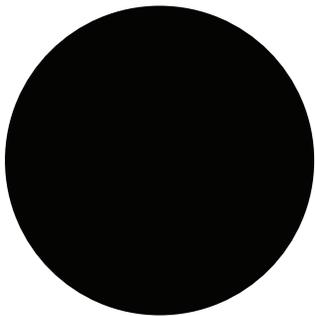


02 IDENTITY

COLOR WHEEL

One of the easiest ways to spruce up our designs is with a punch of bright color. A blend of darker, more serious tones also gives us the flexibility to make monochromatic designs and add a bit of contrast!

OUR COLORS



Colors define mood and give a sense of character to a brand. We chose colors that are inviting and fun to better fit our values.



02 IDENTITY

COLORS, TINTS, AND SHADES

All of our colors compliment each other to create a wonderfully color palette. Just like our main hue, these colors are paired with tints and shades to help create depth when used together.

OUR COLORS



Our red color is what we try to use in most cases, along with gray and black for text and supporting element use.



02 IDENTITY

ACCEPTABLE USES

We want to make sure our logo can find a home on any surface, so we're offering up a variety of different color options for designers and users. These colors should be used if our primary colors impair the logo's legibility or just doesn't look quite right.

WITH OUR LOGO



Color is crucial, but without proper legibility, the logo means nothing. Please make sure that our logo always stands out in a magnificent, monochromatic way! And remember – always use the logo at 100% opacity on white or colored backgrounds! When using color, try and keep it to a monochromatic scheme, using your main color choice's tints and shades for added detail.



03

TYPEOGRAPHY

Typography, photography, viconography

- oh my!



03 TYPEOGRAPHY

TYPEOGRAPHY

Our brand utilizes a variety of typefaces to strike a balance between professional and playful design.

A GLANCE AT OUR FONTS

Aa Aa Aa Aa

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03 TYPEOGRAPHY

PRIMARY FONTS

Our first primary font is Helvetica Neue, a bolder, sans serif typeface that is used for headings and subheads. This typeface is also highly legible.

HELVETICA NEUE MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*(),.<>/?:"'{}[]\+~

HELVETICA NEUE REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*(),.<>/?:"'{}[]\+~

HELVETICA NEUE LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*(),.<>/?:"'{}[]\+~



03 TYPEOGRAPHY

SECONDARY FONT

In an effort to break up walls of text with some visual contrast, we've added in another font that is playful and full of personality. Use it sparingly (alongside our primary fonts) to spruce up a piece.

RELAYWIDE- MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%-&*(),.<>/?;:"'{}[]\|+~

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03 TYPEOGRAPHY

TYPE HIERARCHY

One of the easiest ways to establish hierarchy with type is simply through size. Readers will often see the biggest type first and start reading from there. To create a distinct type hierarchy, we vary the sizes and fonts on a page to establish and define clear relationships between pieces of text. When defining these relationships, just make

THE BASICS

HEADLINES

Helvetica Neue Medium, all caps
(no punctuation needed)
25 pt size, +60 tracking,
#000000

SUBHEADS AND BUTTON COPY

RelayWide - Medium, all caps
(no punctuation needed)
17 pt size, +0 tracking,
#eb2227

SECONDARY SUBHEADS

Helvetica Neue - Regular, title text
15 pt size, +40 tracking,
#000000

Body copy

Helvetica Neue Light
12 pt size, +40 tracking,
#000000



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THANKS!

For less than the cost of one employee, you get direct access to a driven, responsive team that has expertise in a wide array of fields. Your very own in-house marketing and tech team – just a click or call away.

NEED HELP? CONTACT US AT:

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