

# BRAND MANUAL



● This sheet contains guidelines on how to properly use the Mondo logo set, colors, and fonts. Follow the guideline to accurately represent Mondo & it's affiliated brands.

Guidelines can be provided in digital or hardcopy form.

# Logos are used to define and provide the company an identity. The logo is the visual representation of the company.

# Colors and fonts are the elements that make up a logo. The color and font(s) should remain consistent throughout.

All artwork and design elements are owned by Mondo Solutions. Misrepresentation of this brand will be determined by Mondo Solutions LLC.

## FINAL LOGO

# The final logo has 2 different approved aspect ratios. 1:1, and 1:2. With these two different layouts most use cases should be covered with the exception of very small icons where the tagline is illegible.



2:1 Logo

1:1 Logo



## LOGO USE DON'TS

# Use the logo on a glass window or surface that is dark without a contrasting outline around it.

# Warp, distort, tilt or stretch the logo. Be sure to maintain proper aspect ratios and sizing when displaying the logo, no matter the use.

# Alter the logo by adding elements like gradients, perspective or texture. Do not remove elements either.

## COLORS

**CMYK**  
C=0 M=100 Y=100 K=0

**RGB**  
R=255 G=0 B=0

**HEX**  
#ED2024

**CMYK**  
C=0 M=0 Y=0 K=100

**RGB**  
R=0 G=0 B=0

**HEX**  
#000000

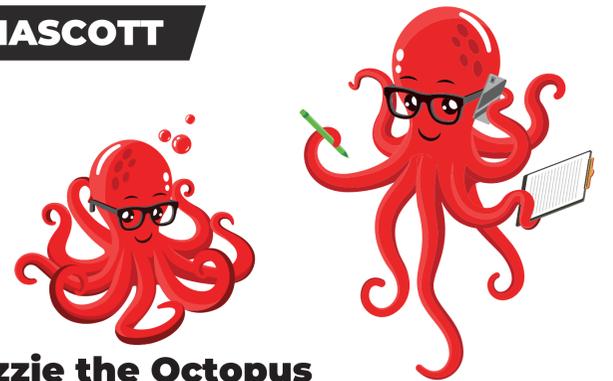
## Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla

## ICONS



## MASCOTT

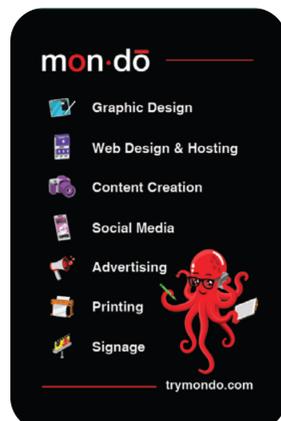


Ozzie the Octopus

## EXAMPLE OF LOGO USE



Front Side Business Card



Back Side Business Card