Brand Guide

These guidelines describe the visual and verbal elements that represent Mojo™'s identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand. These guidelines reflect brand's commitment to quality, consistency and style.

The Mojo brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Mojo's name and marks.

MOJO DISPOSABLE E-CIG

LOGO

TYPEFACE

MOJO
DISPOSABLE **E-CIG**

SLOGAN

Clearspace

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

MOJO DISPOSABLE **E-CIG**

Black   White   Colored

on black   on white   on light colored   on dark colored

TYPOGRAPHY

Primary
Montserrat

Will be used mainly for headlines, contact details and other title content.

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Secondary
Titillium Web

This typeface will be used for sub texts, body content and other small details to compliment the primary typeface.

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Alternate
Open San

If primary and secondary is not available in your platform such as email, word processing softwares, alternate typeface will be the default.

Bold
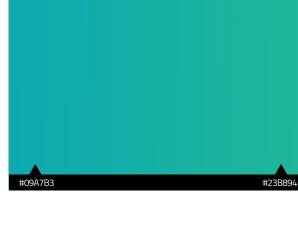
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
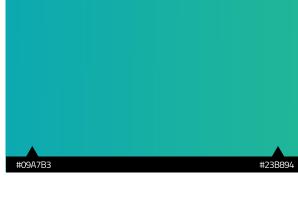
THE COLOR SYSTEM

Primary
Gradient Main Color

Use this color format as the dominant color palette for all internal and external visual presentations of the company.

#09A7B3   #23B894

Secondary
Flavor based colors

1. Use them to accent and support the primary color palette.
2. Identify a flavor
3. Serve as the primary color of the graphic if it only contains the flavor.

Flavor	Color
TOBACCO	#2B2B2B
COOL MELON	#23AE5F
MENTHOL	#25B99B
PEACH	#FFB0A8
CUBANO	#8D644B
LEMON DESSERT	#F1C41B
ICE PINEAPPLE	#E77E25
STRAWBERRY	#E84B3C

PHOTOGRAPHY
Modern, sophisticated and clear.

Use of official Mojo™ photos are limited and can only be used for its marketing. High resolution copy can be obtain by sending a request to marketing@mojous.com

APPLICATION

When designing marketing collaterals, it is important to always orient the design around the key message. Keep the focus on the main communication so that viewers know immediately what you're trying to tell them.

MOJO LIVE GUILT-FREE

Clean. Compact Convenient.