

BRAND GUIDELINES

2022/23



WHAT'S IN. THESE GUIDELINES.

Brand History

Positioning

About the Logo

Photography

Logo Space

Products

Logo Type

Logo Variation

Color Palette

WELCOME.

These guidelines are just a guide. Not rules in place to undermine or restrict creative ambition, but a guide to help create visual and tonal consistency across everything we do, and empower everyone that uses them. These guides will be reviewed and will evolve over time to ensure that they are as easy to follow as possible for all stakeholders.

HISTORY.

MIZIZI, meaning “roots” in Swahili, is the official streetwear brand for the African Diaspora. Founded in 2015, we began as a reminder that taking pride in your roots is an integral part of self actualization and has since transformed into a global movement inspired by various cultures revolving around our heritage. Our limited and exclusive collections have always been designed with our values in mind: connection, celebration and representation. MIZIZI is now a movement that transcends clothing; it’s a worldwide celebration of individual identity and the roots that connect us all. Forever and always the goal is to #StayRooted

TAGLINE.

MIZIZI, ("Always capitalize MIZIZI.") "roots" in Swahili is a lifestyle brand that embodies the spirit and strength of its African ancestors. Founded in 2015 and inspired by various cultures revolving around African roots, our limited, exclusive collections have always been designed with our values in mind: celebration with connection & representation in our brand values.

MIZIZI began as a reminder that taking pride in your roots is an integral part of self actualization and has transformed into a movement that leverages the power of representation to educate, revere and connect the multifaceted members of the Diaspora. Two years after it's inception, MIZIZI is now a movement that transcends clothing; it is a celebration of individual identity and the roots that connect us all. Forever and always the goal is to #StayRooted

INTENDED BUYER.

Here at MIZIZI we consider every customer a member of our extended family or tribe. The ideal tribe member is anyone who can trace their ancestry back to Africa, no matter how deeply those roots run. More specifically, our target market is:

- 1st Generation African / African American
- Ages 13 - 35
- All Genders
- Looking to initiate Social Change & Dialogue
- Hungry for Representation
- Trendsetters



LOGO
STRUCTURE.

OUR BRAND.

Our brand is more than a logo pack, color palette, images, and typefaces. It's what we stand for – how our customers see us, and how we differentiate ourselves in the market. Our brand touches all aspects of our business and is directly connected to our customer needs, emotions, and competitive environments. The MIZIZI brand stands for a set of core values that outline what customers can expect when they deal with MIZIZI. These brand values should be reflected in how MIZIZI engages with its customers and delivers on its promise of value.

BRAND SIGNATURE.

The MIZIZI brand signature consists of two components - the logomark and the wordmark. The MIZIZI wordmark is specially kerned and adjusted and is set in the typeface Bully Bold. It should not be typed out or re-written under any circumstances. Both the horizontal and vertical logos can be used in any instance. Any other configuration of the signature is not authorized for use.

Brand signature – Horizontal and vertical



ISOLATED MARKS.

The MIZIZI brand signature consists of two components - the logomark and the wordmark. The MIZIZI wordmark is specially kerned and adjusted and is set in the typeface Bully Bold. It should not be typed out or re-written under any circumstances. Both the horizontal and vertical logos can be used in any instance. Any other configuration of the signature is not authorized for use.



Isolated logomark or wordmark – limited use



Using the logomark or wordmark on its own requires approval from the MIZIZI Brand team

LOGO SAFE
AREA AND
SIZING.



MINIMUM SPACE.

The logo needs sufficient space around it so that it is not confused with other words or wordmarks. It needs to be legible and work as a standalone graphic. As illustrated here.



SIZING.

The word 'MIZIZI' needs to be legible at all times. There is no standard size, but the minimum sizes are shown here.



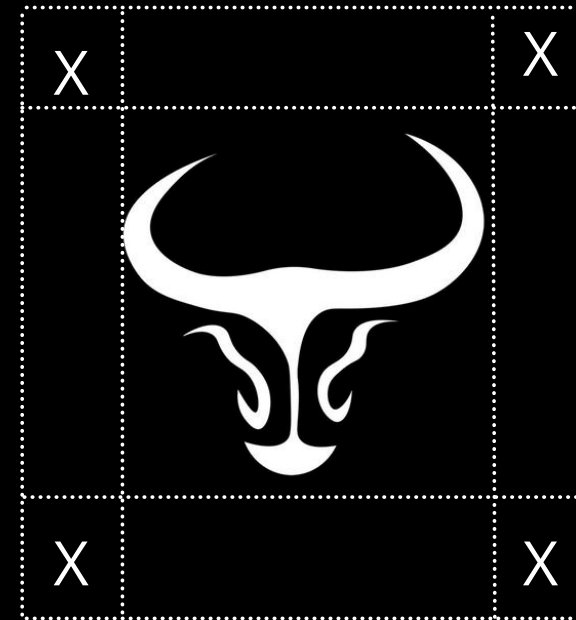
22mm / 0.85in / 85px



11mm / 0.45in / 43px

MINIMUM SPACE.

If there are lots of elements crowding the logo, it loses impact. The exclusion zone refers to the minimum amount of space required around the MIZIZI logomark, at any time.



SIZING.

The MIZIZI logomark must be used as big as possible. The preferred standard size is 40mm, 1.6in or 190px wide. Minimum size on printed material is 12mm, 0.5in or 80px wide. On smaller promotional items such as pens, USB sticks or badges, the logomark can go down to 8mm wide.



40mm / 1.6in / 190px



12mm / 0.5in / 80px

MINIMUM SPACE.

The wordmark needs sufficient space around it so that it is not confused with other words or wordmarks. It also needs to be legible and work as a standalone graphic. We measure the exclusion zone by taking the height of the letter M. You can extract this from the wordmark and use it as a guide to mark out the surrounding area. As illustrated here, this means using a single M height to measure the minimum space above, below, to the left and right.



SIZING.

The MIZIZI logomark must be used as big as possible. The preferred standard size is 40mm, 1.6in or 190px wide. Minimum size on printed material is 12mm, 0.5in or 80px wide. On smaller promotional items such as pens, USB sticks or badges, the logomark can go down to 8mm wide.



30mm / 1.1in / 113px



9mm / 0.3in / 34px

LOGO USAGE

The full colour logo is the preferred option. Where there is a background with insufficient contrast, the official reverse logos can be used. When using a reverse logo, give preference to the colour reverse, rather than the all white logo.

VERTICAL • REVERSE COLOR WHITE



VERTICAL • REFINED GOLD TEXTURES



HORIZONTAL • REVERSE COLOR WHITE



HORIZONTAL • REFINED GOLD TEXTURES



VERTICAL • REVERSE COLOR BLACK



HORIZONTAL • REVERSE COLOR BLACK



PLACING THE LOGO ON A BACKGROUND

ACCEPTABLE CONTRAST

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light colour. The monochrome versions will work best in conjunction with photos.



With any background, always place the logo in a way that ensures legibility



White is the preferred background colour for the logo



The logo can be placed on other light, neutral colored backgrounds



The reverse version should be used when placed over dark colours.



Never use a background colour without sufficient contrast to the logo



Never place the logo on a pattern which renders it unreadable

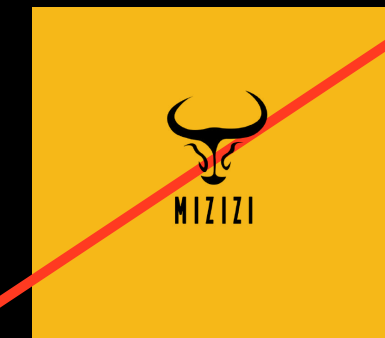
UNACCEPTABLE USAGE OF THE LOGO

PROTECTING THE LOGO

Only the original MIZIZI logo should be used on all materials. Do not reproduce, redraw, change, alter, recreate or combine any other graphic or typographic elements. Shown here are some examples of unacceptable usage.



Never substitute the wordmark for a typed word in the logo



Never resize any portion of the logomark or the wordmark



Never change the colours of the logomark or wordmark



Never alter the wordmark in any way, never type it out yourself even if you have the official font



Never outline any of the elements of the logomark or wordmark

D-DIN FONT FAMILY

Din Font Family is an original unique typeface. A majestic contribution by Datto Inc. since 2017. This sans serif font family accompanies an enormous collection of glyphs and keen surface. Ideal to fulfil a variety of designing operations.

Typography is a key visual signifier for any brand. In order to create a more identifiable and consistent look and feel we use DIN Typeface as our primary font, a playful and quality looking sans serif typeface which will be used for all headlines in print and digital.

D-DIN CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

DIN BLACK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

DIN MEDIUM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

NOW FONT FAMILY

Now Alt Typeface is a simple geometric typeface by Alfredo Marco Pradil. Now Typeface is open source. Now Alt is an alternate version of the Now typeface. The only difference is the lowercase "a".

NOW is our secondary typeface NOW is only used for small text and paragraphs that support the primary typeface headlines. This includes everything on the web, in PowerPoint presentations, print materials and digital ad copy

NOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

NOW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

NOW THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 • !@#\$%^&*(){}

TAGLINE

TAGLINE

Our preferred format is using the brand fontS set at full caps or lower case on one line or stacked as below. However, in some cases it can be used with the secondary font or used in the infinite identity system.



STAY ROOTED
STAY ROOTED



STAY ROOTED




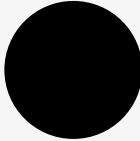










STAY ROOTED
STAY ROOTED
STAY ROOTED
STAY ROOTED
STAY ROOTED

NEUTRAL PALETTE

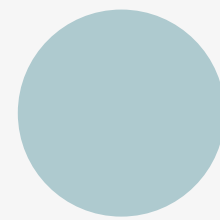
A neutral palette of Safron Yellows can be used throughout the brand in a variety of ways - for example in graphs, charts or infographics. These can vary in shade according to how many are needed at any one time.

TERTIARY PALETTE

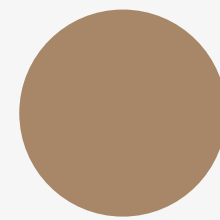
The tertiary color palette is primarily used in infographics, charts, and other illustrations. These colors are to be used in conjunction with the primary palette. Please note the dominant colors in any print should be black, Safron yellow, and white. Please refer to the color usage page to see a proportional breakdown. The tertiary palette has been developed as a supporting palette for use by the MIZIZI Design Studio - please get in touch if you would like to use these colors in any other medium.

	CMYK 3 • 29 • 100 • 0 RGB 246 • 184 • 24 HEX #F6B818		CMYK 75 • 68 • 67 • 90 RGB 0 • 0 • 0 HEX #000000		CMYK 4 • 22 • 87 • 0 RGB 244 • 196 • 64 HEX #F4C440
	CMYK 5 • 26 • 96 • 0 RGB 242 • 188 • 42 HEX #F2BC2A		CMYK 7 • 35 • 100 • 0 RGB 235 • 170 • 28 HEX #EBAA1C		CMYK 13 • 44 • 100 • 1 RGB 220 • 150 • 19 HEX #DC9613
	CMYK 20 • 56 • 100 • 4 RGB 199 • 123 • 9 HEX #C77B09		CMYK 4 • 18 • 87 • 0 RGB 246 • 204 • 64 HEX #F6CC40		CMYK 38 • 43 • 99 • 13 RGB 151 • 126 • 48 HEX #977E30
	CMYK 24 • 30 • 90 • 1 RGB 199 • 168 • 64 HEX #C7A840		CMYK 32 • 37 • 96 • 5 RGB 175 • 146 • 55 HEX #AF9237		CMYK 11 • 19 • 82 • 0 RGB 231 • 198 • 79 HEX #E7C64F

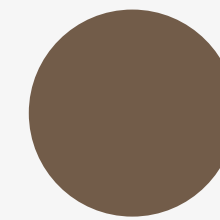
SUPPORTING COLOURS



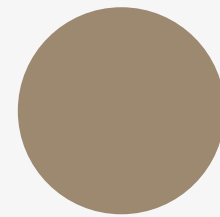
CMYK 32 • 11 • 16 • 0
RGB 174 • 202 • 207
HEX #AECACF



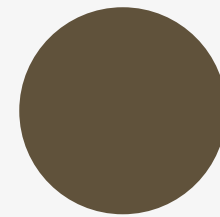
CMYK 33 • 44 • 63 • 7
RGB 167 • 135 • 103
HEX #A787767



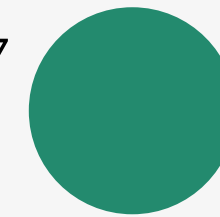
CMYK 47 • 56 • 69 • 29
RGB 114 • 92 • 73
HEX #725C49



CMYK 39 • 41 • 57 • 7
RGB 156 • 137 • 112
HEX #282828



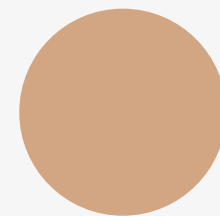
CMYK 52 • 55 • 75 • 37
RGB 96 • 82 • 59
HEX #60523B



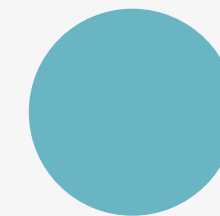
CMYK 82 • 24 • 67 • 7
RGB 35 • 138 • 110
HEX #238A6E



CMYK 16 • 14 • 6 • 0
RGB 211 • 209 • 221
HEX #D3D1DD



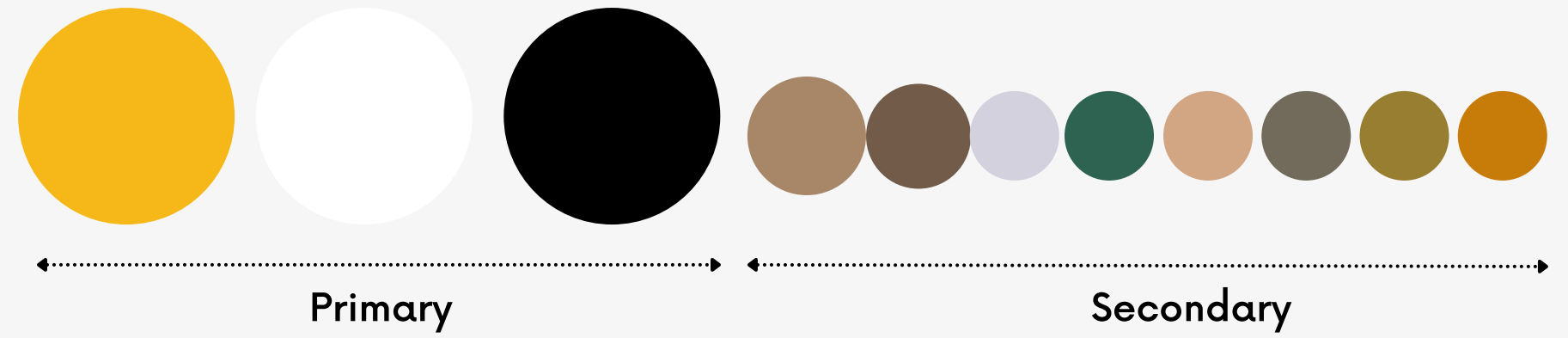
CMYK 18 • 36 • 50 • 0
RGB 210 • 165 • 131
HEX #D2A583



CMYK 58 • 11 • 20 • 0
RGB 105 • 181 • 196
HEX #69B5C4

USING THE PALETTE

Shown here is the proportion of how color should be used when creating any digital or print media. Tertiary colors are to be used as accents, primarily for infographics and charts. They should never be used in a way that makes them more prominent than the primary palette which is Yellow, White and Black.





PHOTOGRAPHY.

BRAND PHOTOGRAPHY

MIZIZI IMAGERY

MIZIZI's photo library comprises high-quality images of Sports, Athleisure, loungewear, and customers wearing our products. Our policy of using professionally shot, original images rather than stock photography is integral to our brand recognition. It differentiates us from the competition, and helps define MIZIZI as unique, innovative, and focused on quality.

PHOTOGRAPHY STYLE

We create different styles for each campaign but apply consistent, high-quality production values to each campaign.

Our images should be shot in a way that captures the warmth and beauty of our products. Where possible we should also leave a generous amount of negative space in the frame to create room for visual elements such as logo lock-ups, graphic devices and headline copy





Senegal Soccer jersey campaign Captured by Kwesi Yanful





#STAYROOTED

SINGING WOOD



TUNING

FM

AUX

POWER

VOLUME

OFF







This guidelines document was created by
Kenneth W. Obeng

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GUIDELINES
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