

mojeek

Branding Style Guide

Brand Colours

Palette

									
Mojeek Green #7ABB3B	Mid Green #599E2D	Light Blue #2489ED	Mid Blue #1368E5	Purple #723A93	Red #D52929	Yellow #F8BA08			
									
Night Black #1E1E1E	Dusty Black #303030	Slate Grey #444444	Contrast Grey #808080	Stone Grey #A3A49E	Medium Grey #C7C7C7	Light Grey 2 #E7E7E7	Light Grey 1 #F3F3F3	Off White #F7F8F6	White #FFFFFF

Typeface

By default Mojeek uses the Arial regular typeface

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo & Icons

Custom Logotype

mojeek







Friendly and welcoming. Professional and trustworthy. Fresh and dynamic.
The Mojeek brand is represented by a custom logotype designed to evoke the key characteristics of the brand through its letterforms.

Scalability & Usage

The gently condensed letters give them a slightly taller height making them well suited to very small sizes.
Limited extender strokes on the 'j' and 'k' also make the logotype well suited to use in small heights (ie. alongside a search bar or in a short header area).

Icon version using the 'm' as a stand-alone character, with optical adjustments to stroke width and contrast.
It can be used either within a square container shape or on its own.
The primary Mojeek green should be used where possible, with a neutral black or grey as second choice.

Icons

		
156 x 96 (px)	109 x 67 (px)	73 x 45 (px)
		
96 x 96 (px)	67 x 67 (px)	45 x 45 (px)

Logos

			
320 x 96 (px)	224 x 67 (px)	150 x 45 (px)	150 x 45 (px)

Logo Standards

Always allow the logo sufficient whitespace. Padding around the logo should be at least 1/3 the height of the logo or icon.

Place the logo over solid colour, avoiding patterns, complex photographs or uncomplimentary colours outside of the brand style guide.

Showing Padding



Final Result



Examples that meet guidelines



Examples that don't meet guidelines

