

**mojoup**<sup>®</sup>  
MARKETING + MEDIA

# Brand Book

*Build it.*

*Launch it.*

*Grow it.*



## OUR BRAND VALUE

The brand idea is the *central guiding concept* that expresses the essence of Mojo Up.

It defines us and all that we do. It's a statement of intent that we use to guide our decisions and to inspire us!

Our brand idea is: **We Love Helping Small Businesses Build & Market Their Brands**

## OUR BRAND EXPRESSION

**"Build it. Launch it. Grow it."** is the *outward expression* of our brand; it is our tagline and the centerpiece of all that we do at Mojo Up.

*Build it. Launch it. Grow it.*

## OUR THREE UNIQUES

- 1) We *build it* like it's ours
- 2) We *work it* until you love it
- 3) We *show and tell* your world

## OUR SUPERPOWER

We turnkey your brand from what it *is* to what it *should be*.

designers, videographers,  
onal and company

ncy.

# The Logo

## PRIMARY LOGO

Our logo is a valuable component of our brand and is a combination of a simple and wordmark with a color gradient application, paired with an upwards-directing soft c This is the main logo that will be used across our primary brand print and digital col

### Logo clear space

Clear space around logos is equal to the height of its soft caret. Please allow adequ at all times.



## ALTERNATE LOGO

Use our alternate logo in smaller or narrower spaces.



### Size, scale + use of strapline

It will be necessary to increase and decrease the logo size depending on the print area.

- ▶ Always keep it in proportion.
- ▶ If logo is sized smaller than 150 pixels, remove the Marketing + Media strapline.

### Minimum Width



bold, vibrant and  
essence of the brand.

### MU Gradient

FOR WEB  
HEX: #002060  
#002060  
FOR PRINT  
C: 75 M: 68 Y: 67 K: 30  
C: 0 M: 100 Y: 80 K: 25



FOR WEB  
HEX: #1E8449  
R: 31 G: 133 B: 74  
FOR PRINT  
C: 78 M: 45 Y: 0 K: 26



FOR WEB  
HEX: #30207A  
R: 51 G: 32 B: 122  
FOR PRINT  
C: 50 M: 65 Y: 0 K: 32



FOR WEB  
HEX: #801E1E  
R: 128 G: 30 B: 27  
FOR PRINT  
C: 0 M: 77 Y: 80 K: 36



FOR WEB  
HEX: #CC3333  
R: 204 G: 51 B: 51  
FOR PRINT  
C: 0 M: 56 Y: 98 K: 19



FOR WEB  
HEX: #E65500  
R: 238 G: 85 B: 0  
FOR PRINT  
C: 0 M: 24 Y: 94 K: 18



## NEUTRALS

### Greys



FOR WEB  
HEX: #F0F0F0  
R: 240 G: 240 B: 240  
FOR PRINT  
C: 0 M: 0 Y: 0 K: 0



FOR WEB  
HEX: #C0C0C0  
R: 192 G: 192 B: 192  
FOR PRINT  
C: 0 M: 0 Y: 0 K: 60

### Black



FOR WEB  
HEX: #000000  
R: 0 G: 0 B: 0  
FOR PRINT  
C: 100 M: 100 Y: 100 K: 100

### White



FOR WEB  
HEX: #FFFFFF  
R: 255 G: 255 B: 255  
FOR PRINT  
C: 0 M: 0 Y: 0 K: 0

Marketing + Media ▶ Brand Book

Launch It Grow It



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# Brand Story



## WHO WE ARE

Mojo Up Marketing + Media is a talented team of marketing strategists, designers, videographers, web designers and storytellers that *help individuals build both their personal and company brand*—allowing them to reach new levels of success.

## OUR FOCUS

### Company purpose

We want to see every company turn their vision into their success!

### Internal passion

Building a successful minority owned and operated brand marketing agency.

### Our niche

Helping companies build and market their brands.

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### Minimum Width



# The Logo



## LOGO COLOR VARIATIONS

### Primary

1-Color Blue



1-Color Black



1-Color White (Reverse)



### Alternate

1-Color Blue



1-Color Black



1-Color White (Reverse)



## BRAND MARK & COLOR VARIATIONS

Common usage of our brand marks would be for small proportional items, as an icon or favicon in web properties, or as a profile picture on social media, since our company name will be adjacent to it in plain text.

### Two-letter + caret

Gradient



1-Color Blue



1-Color Black



Gradient



### Enclosed + reverse

Gradient



1-Color Blue



1-Color Black



### Two-letter + strapline

Gradient



1-Color Blue



1-Color Black



1-Color White





# The Logo



## LOGO DO'S + DON'TS

We're not a rules & regulations kind of company, but we do have some guidelines to help keep our brand consistent and cool. Anyways, here are some tips and examples of what makes are brand look good, and some definite things that are big no-no's.

### Brand logo best practices

- 1) Let the logo breathe!** Always make sure you honor the clear space rules and leave enough space around the logo to breath.
- 2) Contrast, contrast, contrast.** Present the gradient versions of our logos on a light or neutral background.
- 3) Colorful seats.** If logos need to sit on colorful or darker backgrounds, use the white version of our logo.
- 4) Warning!** Don't place the logo on yucky colors. (:
- 5) Avoid messes at all costs.** Do not use our logo on cluttered imagery backgrounds or where there is not sufficient contrast.
- 6) Who's that cool company anyway?** When only one logo can be used, be sure to use the logo with the Marketing & Media strapline so we continue to build our brand reputation and leave no room for error.
- 7) Just call me plain Jane.** When using our company name in plain text, always separate the words Mojo Up so that people don't have to guess its pronunciation or think we're French.

**8) Stay classy my friends.** Our logo is central to the Mojo Up brand. It is unique and unlike any other brandmark, and therefore doesn't need anymore lipstick. Do not use embellishments like drop shadows, glows, embossing or other effects on the logo.

**9) Brand police; it's a real thing.** Anyone caught skewing, distorting, rotating, stretching or creating unapproved logo knock-offs will be tracked down and receive the highest punishment possible. (JK ... there's no punishment. But you still aren't allowed to do anything mentioned above.)



# True Colors



Color is an integral part of brand identity. The Mojo Up color palettes are bold, vibrant and full of life! Consistent use of our brand colors will reinforce the cohesiveness of the brand.

## PRIMARY PALETTE

### MU Navy

PANTONE 295 C  
FOR WEB  
HEX #: 0F2B59  
R: 15 G: 43 B: 89  
FOR PRINT  
C: 83 M: 51 Y: 0 K: 65



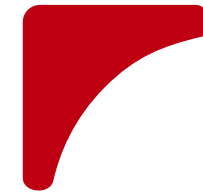
### MU Light Blue

PANTONE 7688 C  
FOR WEB  
HEX #: 5AA3D2  
R: 90 G: 163 B: 210  
FOR PRINT  
C: 57 M: 22 Y: 0 K: 17



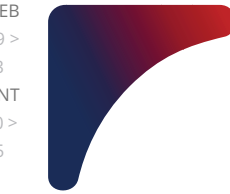
### MU Red

PANTONE 3517 C  
FOR WEB  
HEX #: BF0013  
R: 191 G: 0 B: 19  
FOR PRINT  
C: 0 M: 100 Y: 90 K: 25



### MU Gradient

FOR WEB  
HEX: #0F2B59 >  
#BF0013  
FOR PRINT  
C: 75 M: 68 Y: 67 K: 90 >  
C: 0 M: 100 Y: 90 K: 25



## ACCENT PALETTES

### Yellows

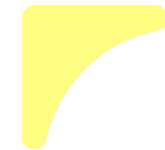
FOR WEB  
HEX #: F6D348  
R: 246 G: 211 B: 72  
FOR PRINT  
C: 0 M: 14 Y: 70 K: 3



FOR WEB  
HEX #: FCEB4F  
R: 252 G: 235 B: 79  
FOR PRINT  
C: 0 M: 6 Y: 68 K: 1



FOR WEB  
HEX #: FFFD82  
R: 255 G: 253 B: 130  
FOR PRINT  
C: 0 M: 0 Y: 49 K: 0



### Greens

FOR WEB  
HEX #: 63AA4D  
R: 99 G: 170 B: 77  
FOR PRINT  
C: 41 M: 0 Y: 54 K: 33



FOR WEB  
HEX #: 3C8651  
R: 60 G: 134 B: 81  
FOR PRINT  
C: 55 M: 0 Y: 39 K: 47



FOR WEB  
HEX #: 20BF55  
R: 32 G: 191 B: 85  
FOR PRINT  
C: 83 M: 0 Y: 55 K: 25



### Blues

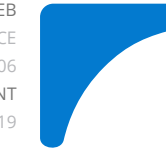
FOR WEB  
HEX #: C1E1F6  
R: 193 G: 225 B: 246  
FOR PRINT  
C: 21 M: 8 Y: 0 K: 3



FOR WEB  
HEX #: 1F4E90  
R: 31 G: 78 B: 144  
FOR PRINT  
C: 78 M: 45 Y: 0 K: 43



FOR WEB  
HEX #: 027BCE  
R: 2 G: 123 B: 206  
FOR PRINT  
C: 99 M: 40 Y: 0 K: 19



### Purples

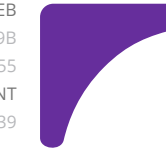
FOR WEB  
HEX #: 6B7BCB  
R: 107 G: 123 B: 203  
FOR PRINT  
C: 47 M: 39 Y: 0 K: 20



FOR WEB  
HEX #: 3D2A7A  
R: 61 G: 42 B: 122  
FOR PRINT  
C: 50 M: 65 Y: 0 K: 52



FOR WEB  
HEX #: 662E9B  
R: 102 G: 46 B: 155  
FOR PRINT  
C: 34 M: 70 Y: 0 K: 39

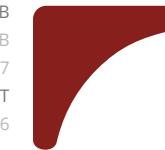


### Reds

FOR WEB  
HEX #: F71735  
R: 247 G: 23 B: 53  
FOR PRINT  
C: 0 M: 90 Y: 78 K: 3



FOR WEB  
HEX #: 881E1B  
R: 136 G: 30 B: 27  
FOR PRINT  
C: 0 M: 77 Y: 80 K: 46



FOR WEB  
HEX #: D12C2A  
R: 209 G: 44 B: 42  
FOR PRINT  
C: 0 M: 78 Y: 79 K: 18



### Oranges

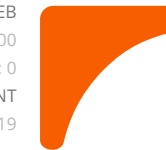
FOR WEB  
HEX #: F0A202  
R: 240 G: 162 B: 2  
FOR PRINT  
C: 0 M: 32 Y: 99 K: 5



FOR WEB  
HEX #: CC5803  
R: 204 G: 88 B: 3  
FOR PRINT  
C: 0 M: 56 Y: 98 K: 19



FOR WEB  
HEX #: F85E00  
R: 248 G: 94 B: 0  
FOR PRINT  
C: 0 M: 56 Y: 98 K: 19



## NEUTRALS

### Grays

FOR WEB  
HEX #: 9FA0A4  
R: 159 G: 160 B: 164  
FOR PRINT  
C: 3 M: 2 Y: 0 K: 35

FOR WEB  
HEX #: 767676  
R: 118 G: 118 B: 118  
FOR PRINT  
C: 0 M: 0 Y: 0 K: 53

FOR WEB  
HEX #: DCDDEF  
R: 220 G: 221 B: 223  
FOR PRINT  
C: 1 M: 0 Y: 0 K: 12

### Black

FOR WEB  
HEX #: 010101  
R: 1 G: 1 B: 1  
FOR PRINT  
C: 75 M: 68 Y: 67 K: 90

### White

FOR WEB  
HEX #: FFFFFFFF  
R: 255 G: 255 B: 255  
FOR PRINT  
C: 0 M: 0 Y: 0 K: 0

# Brand Chachkies



## ICONOGRAPHY

Icons are small symbolic elements that provide clarity at a glance about services or common actions. We use icons in our brand materials to:

- ▶ Simplify communication
- ▶ Create visual interest
- ▶ Grab attention
- ▶ Enhance usability and readability









### Mojo Up icons

The Mojo Up icon suite is used across different brand touchpoints and is inspired by the *services* we offer and our *unique process*.

Mojo Up icons are an *outline format* with *rounded corners*.

When icons are used they are *always* accompanied by a text label.

### Mojo Up Icon Suite

 Brand Assessment	 Brand Blueprint	 Brand Kit	 Brand Optimization
 Brand Management	 Graphic Design	 Video Production	 Social Media Paid + Organic
 Web Design	 Content Creation	 Strategy	 Creative + Ideas
 Web Design	 Content Creation	 Strategy	 Creative + Ideas

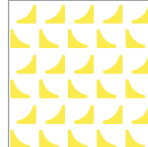



## PATTERNS

Patterns add a unique visual layer to a company's brand and play an important role in:

- ▶ Creating strong brand recognition
- ▶ Bringing depth to a brand identity, and
- ▶ Creating a memorable brand experience



### Mojo Up Pattern Library

Navy Caret	Red Caret	Light Blue Caret	Yellow Caret	Green Caret	Purple Caret	Orange Caret	Black Caret	White Caret
								

### Mojo Up patterns

The Mojo Up logo soft caret is used to create a repeatable pattern in multiple color applications.

The logo's soft caret is also intentionally used as a graphical element to reinforce the brand in other ways, like:

- ▶ The bullet character for lists
- ▶ A graphic shape for call-outs or quotes
- ▶ Ornamentation for titles and subheads
- ▶ Arrow pointer for directional lines

# Typography



Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of our brand and should be used across all brand collateral.

## OUR TYPEFACE FOR PRINT

Let's meet the **Open Sans font family**. As a rule, use Open Sans whenever possible, and exclusively when brand content created in graphic design software applications and for commercially printed brand collateral.

### For headlines + subheadings:

**Extrabold:**  
abcdefghijklmnopqrstuvwxy

**Extrabold Italic:**  
abcdefghijklmnopqrstuvwxy

**Bold:**  
abcdefghijklmnopqrstuvwxy

**Bold Italic:**  
abcdefghijklmnopqrstuvwxy

**Semibold:**  
abcdefghijklmnopqrstuvwxy

**Semibold Italic:**  
abcdefghijklmnopqrstuvwxy

### For body + micro copy:

Condensed Light:  
abcdefghijklmnopqrstuvwxy

Condensed Light Italic:  
abcdefghijklmnopqrstuvwxy

Light:  
abcdefghijklmnopqrstuvwxy

Light Italic:  
abcdefghijklmnopqrstuvwxy

Regular:  
abcdefghijklmnopqrstuvwxy

Italic:  
abcdefghijklmnopqrstuvwxy

## OUR TYPEFACE FOR DIGITAL

Use the **Arial font family** for brand content whenever Open Sans is unavailable on your operating system or software application.

### For headlines + subheadings:

**Black:**  
abcdefghijklmnopqrstuvwxy

**Bold:**  
abcdefghijklmnopqrstuvwxy

**Bold Italic:**  
abcdefghijklmnopqrstuvwxy

**Narrow bold:**  
abcdefghijklmnopqrstuvwxy

**Narrow Bold Italic:**  
abcdefghijklmnopqrstuvwxy

### For body + micro copy

Regular:  
abcdefghijklmnopqrstuvwxy

*Italic:*  
abcdefghijklmnopqrstuvwxy

Narrow:  
abcdefghijklmnopqrstuvwxy

*Narrow Italic:*  
abcdefghijklmnopqrstuvwxy

## OUR TYPEFACE FOR ACCENT

At Mojo Up, we use **Triester Vector** for display, accent and tagline content because it's lively and fun—just like Mojo Up! Be sure to use it sparingly though, a little goes a long way.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Build it. Launch it. Grow it.*

# Photography



## IMAGES HELP TELL OUR BRAND STORY

Photography is used across the full range of our brand collateral and helps give our materials and messaging more meaning and visual appeal.

Use of photographic imagery can be a powerful creative element that helps bring the Mojo Up brand story to life!

When used, brand images should meet the following *three principles*:

- 1) Capture real life
- 2) Control tone
- 3) Avoid clutter

## Tips

- ▶ When imagery is used as a background element with our logos, be sure there is sufficient contrast so that the logo is the focal point. In most cases, you will use one of the one-color variations of the logo—not a gradient version.
- ▶ Avoid busy images with too much detail.
- ▶ Applying a darker transparent overlay on an image helps create more contrast and makes text easier to read.



### Capture real life

Mojo Up images aim to capture an authentic feel, whether using imagery of people, places or objects.

- ▶ Images feel natural rather than artificial.
- ▶ We prefer genuine spontaneity and freshness versus a staged or posed feel.

### Control tone

Mojo Up photography seeks to control tones to create an understated elegance to our images.

Controlling tone is also a way of drawing the viewer in to a particular area of the image and providing focus.

### Avoid clutter

Mojo Up photo imagery seeks to avoid clutter through intelligent compositions. We aim to use images with one clear focal point.



