

Brand Guidelines

December 2021

yara**creates.**

A bold new brand awaits.
And you get to bring it to life.

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Brand system

These guidelines describe the visual elements that represent Mógū's corporate identity. This includes Mógū's logo and other elements such as color, type and graphics. Sending a consistent and controlled brand message of who Mógū is, is essential to presenting a strong, unified image of the brand.

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

Logo

Our logo is approachable, easy to read, and takes full advantage of our name recognition.

A subtle illustration in the negative space of the letter “M” not only adds character to the brand but also makes it a lot more recognizable and iconic.

Logo

MÓGU

Construction

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

The image shows the logo 'MóGū' in a bold, white, sans-serif font against a black background. The logo is overlaid on a grid of blue lines. The 'M' has a unique design with two small black circles at the ends of its vertical strokes. The 'ó' has a small black circle above it. The 'G' has a small black circle above it. The 'ū' has a small black circle above it. The logo is centered horizontally and vertically.

MóGū

Clearspace

Clearspace around the logo is equal the height of the logo and to the sides is equivalent to the size of the M.



Color

Logo should be white on darker backgrounds and black on lighter backgrounds.

MÓGŪ

MÓGŪ

Scale

Our logo is designed to scale to small sizes on print and screen.

Smallest size

18 pixels wide
0.25 inch wide
0.635 centimeter wide

MÓGŪ

MÓGŪ

MÓGŪ

Logo guidance



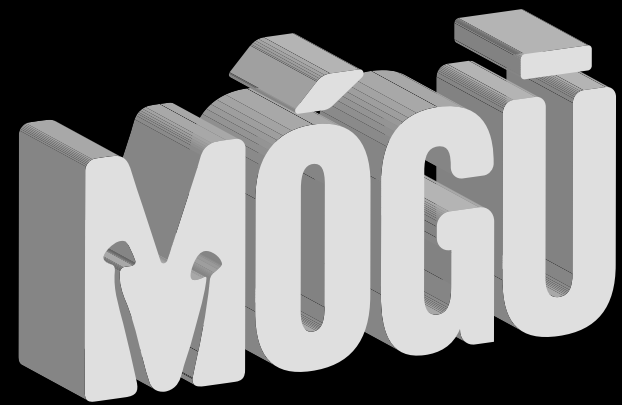
✗ Do not squeeze logo



✗ Do not stretch logo



✗ Do not alter illustration



✗ Do not add any effect to the logo
(extrude/shadows/glowing edges/etc.)



✗ Do not rotate



✗ Do not change color

Product lines

For each of our product lines, a color was carefully chosen to compliment it.

Sub Logos

MÓGŪ
EXTRACT

MÓGŪ
POWDERED

MÓGŪ
FRESH

MÓGŪ
DRIED

Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Mógū' communications. We have selected the Gotham family as Mógū's primary font and Montserrat as a secondary font which helps inject energy and enthusiasm into the entire Mógū's communications.

GOTHAM
GOTHAM
GOTHAM
GOTHAM

Gotham*

Gotham*

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]- _

Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]- _

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]- _**

Black

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]- _**

MONTSERRAT
MONTSERRAT
MONTSERRAT
MONTSERRAT

Montserrat*

Montserrat

Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]-_

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]-_

Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]-_

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 #@(?){}[]-_

Pattern

Our pattern is connected to our logo at a fundamental level to maximize recognition and ownability.

The pattern usage was designed to communicate quickly and effectively across all touchpoints (from product to environment to marketing).



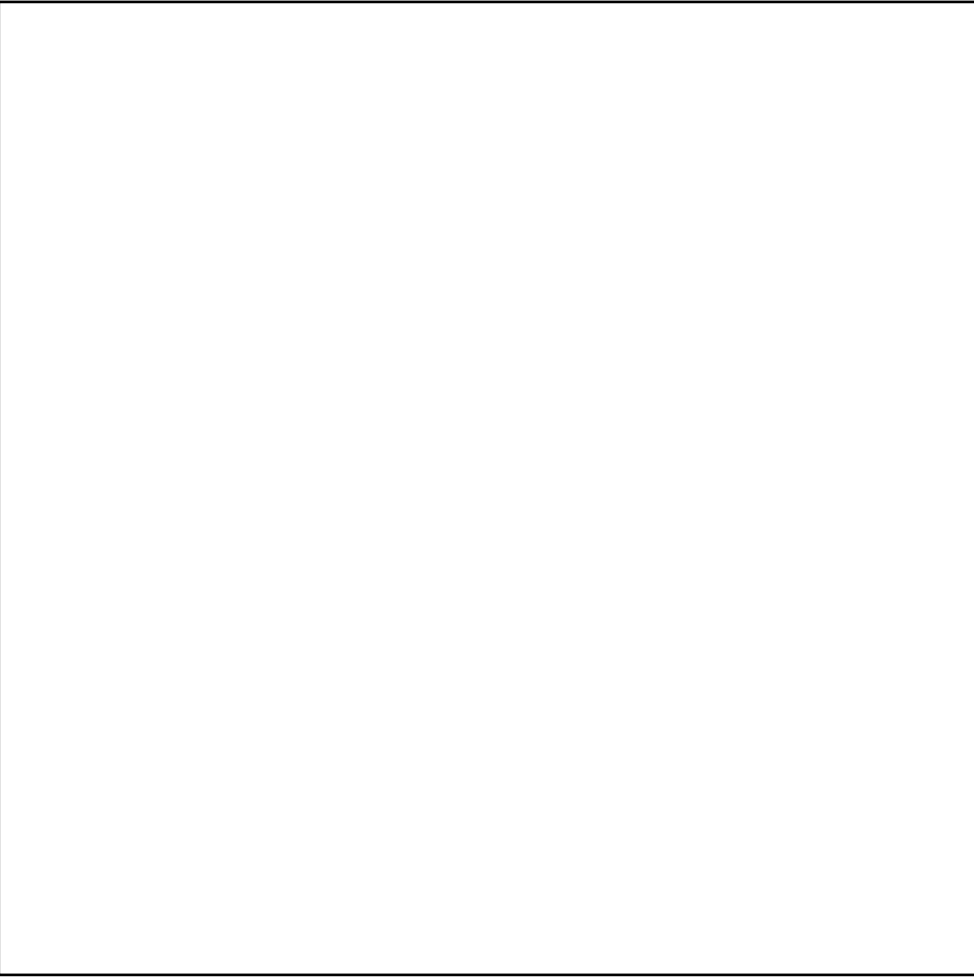
Color

Our colors play an important role in our overall look & feel. Though each color chosen, was chosen for a reason, the addition of a vibrant touch adds character to our brand and makes us stand out on shelf.

Primary brand colors

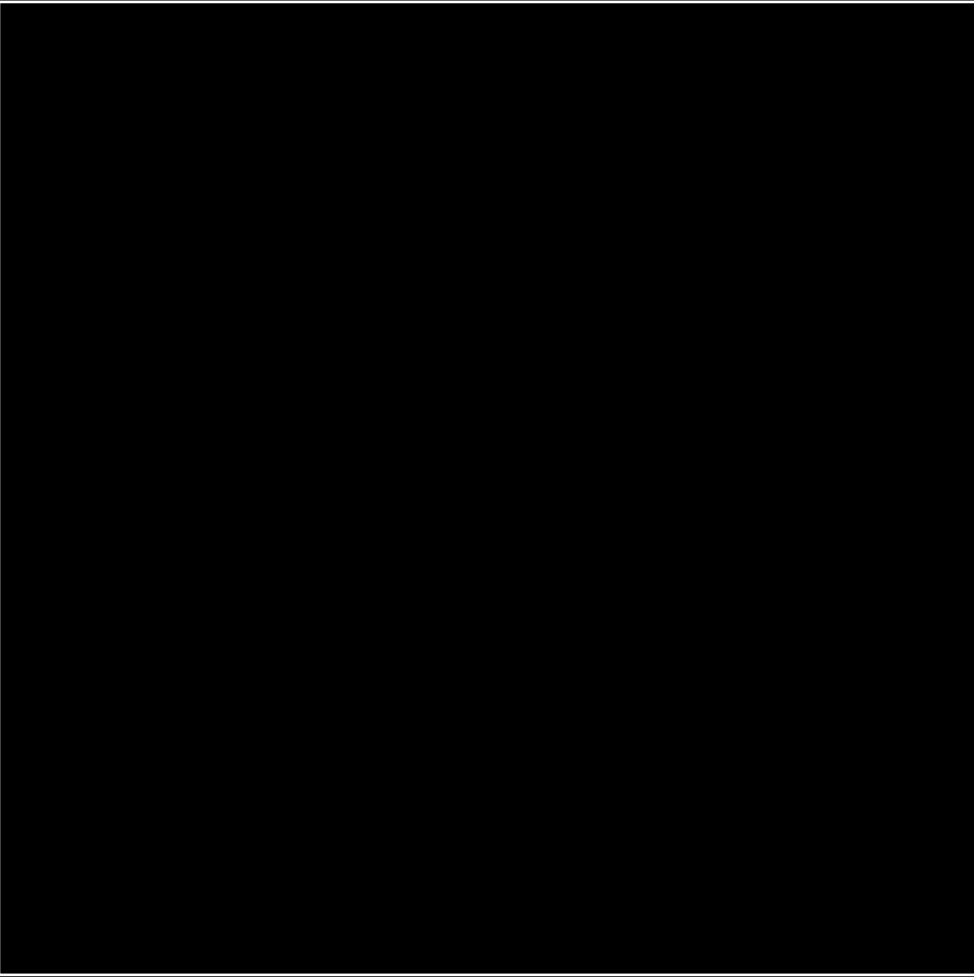
Our primary brand colors are white and black.
They are used to provide accessibility,
simplicity, and consistency throughout all
brand communications.

White



RGB — 255 255 255
CMYK — 0 0 0 0
HEX — FFFFFFFF
PMS — White

Black

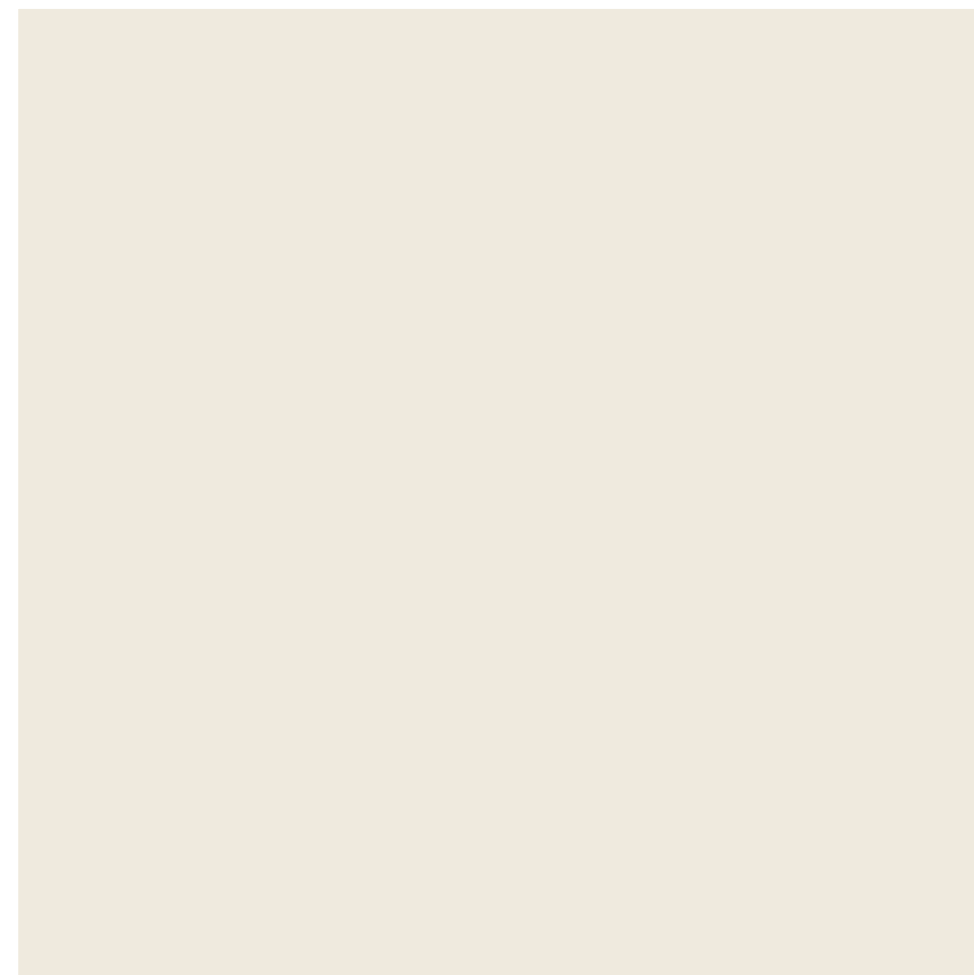


RGB — 0 0 0
CMYK — 70 35 40 100
HEX — 000000
PMS — Black 6 C

Neutral Color

Neutral beige is an important color that is unique to Mógū and should be used sparingly for moments not addressing a specific product line.

Neutral Beige

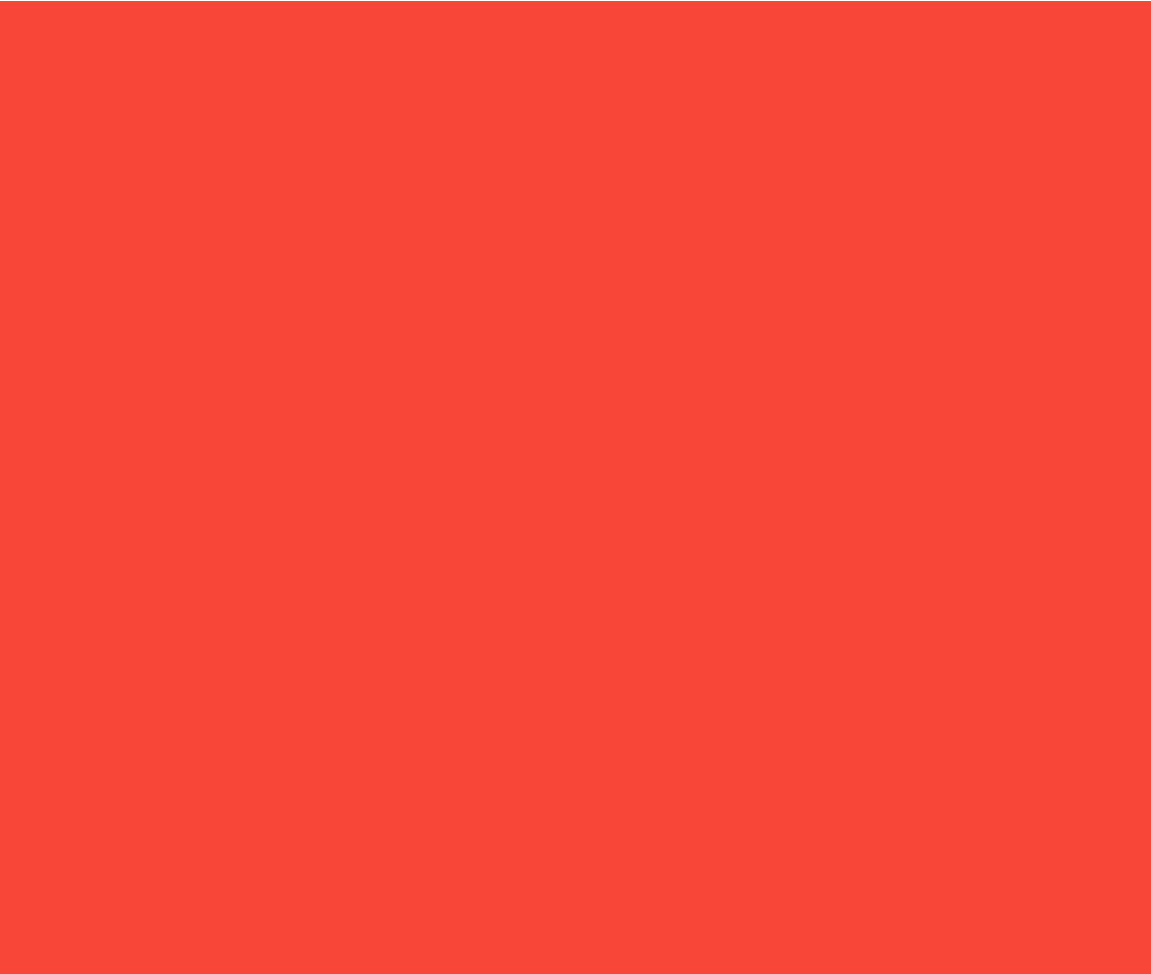


RGB — 239 234 224
CMYK — 5 6 11 0
HEX — EFEAE0

Secondary colors

Our secondary colors were chosen to help Mógū’s packages stand put on the shelf. The colors were carefully chosen, not only to express a certain emotion but to also symbolize that mushrooms come in all shapes, sizes and colors. The color red was chosen because it’s a stimulating color that is also associated with excitement. Blue is calming & reliable color which is what the brand aims to translate to consumers (the go-to product). Green, not only, reflects nature and freshness but also growth and Mógū’s products are locally grown. And finally, beige which is not only a neutral color but is also the first color that pops to mind when thinking of mushrooms.

Mógū Extract



RGB — 230 85 69
CMYK — 0 87 80 0
HEX — E65545

Mógū Powdered



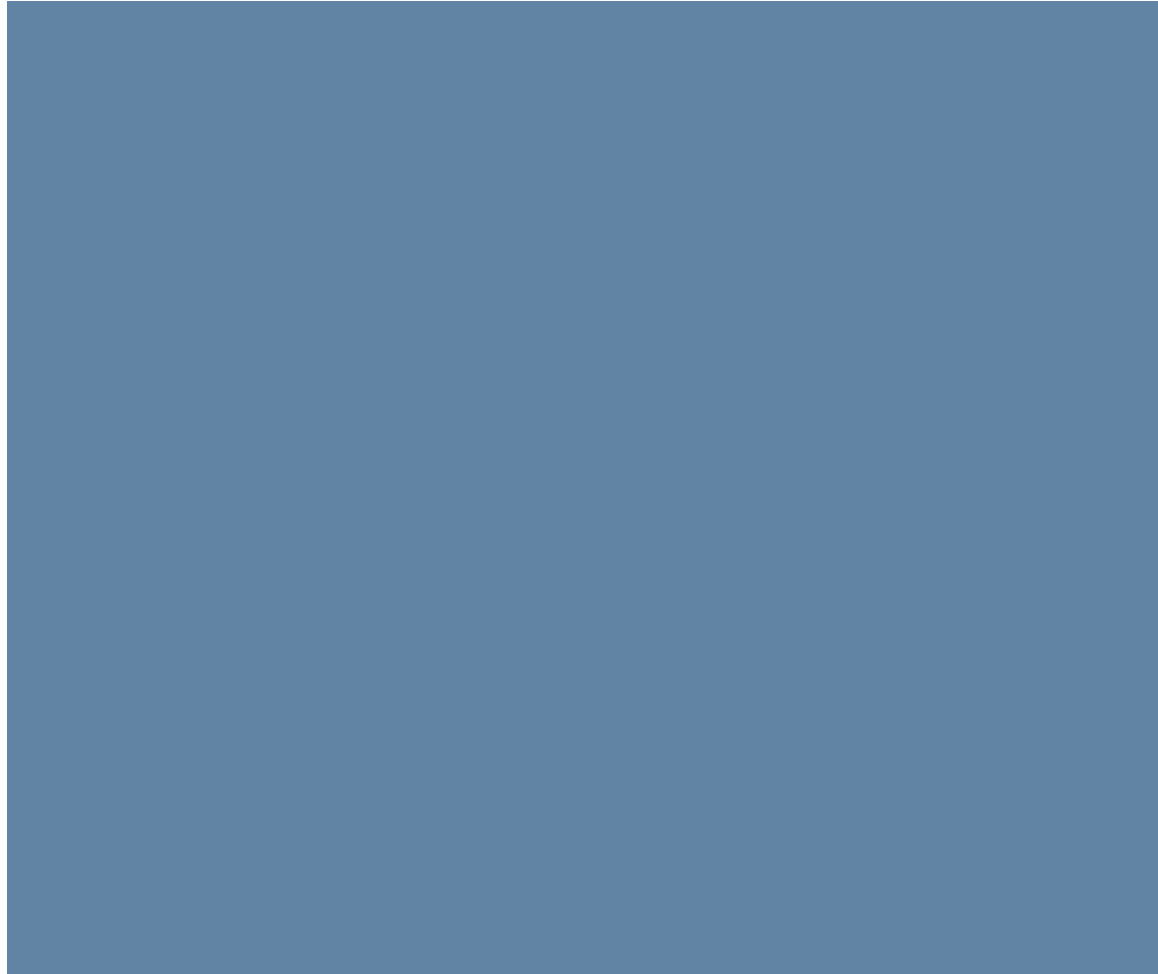
RGB — 213 174 139
CMYK — 12 33 50 0
HEX — D5AE8B

Mógū Fesh



RGB — 139 162 49
CMYK — 54 18 100 2
HEX — 8BA231

Mógū Dried



RGB — 105 132 161
CMYK — 66 42 22 1
HEX — 6984A1

Usage proportions

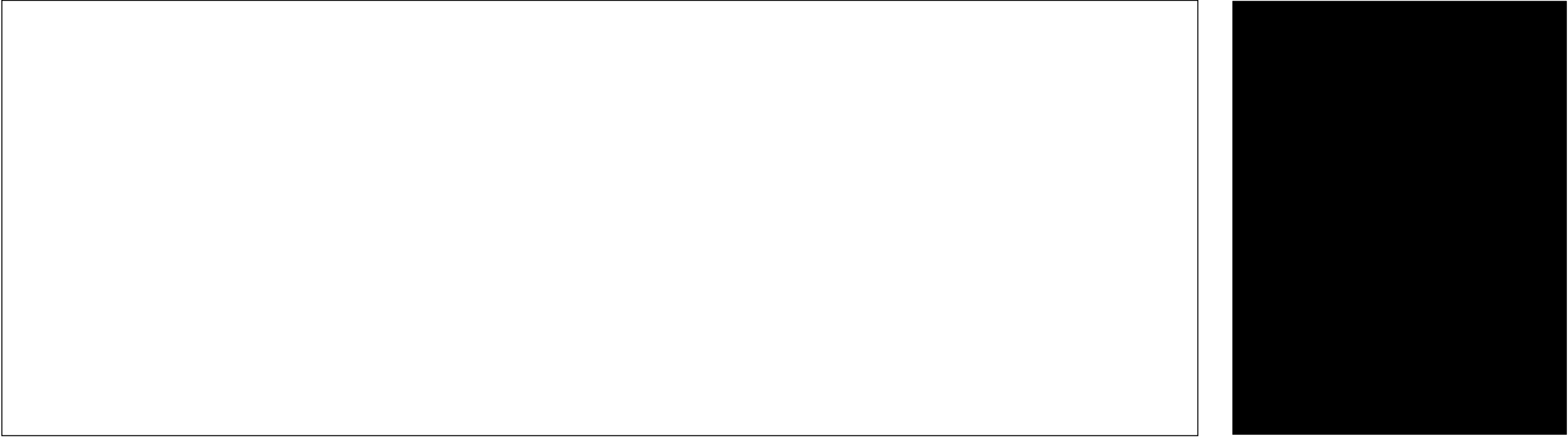
It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.

White plays a very important role in all brand communications and should provide balance with black.

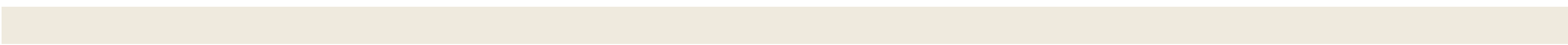
Neutral beige is only used for critical moments communicating Mógū's full range.

The secondary colors are only used reasonably within product to make them stand out on the shelf and to some of the visual identity elements to add character to the brand.

Primary colors



Safety color



Secondary colors



Photography

Our photography encourages consumers to purchase our products. Using warm tonality helps showcase to the consumer how earthy and natural our products are. Appetizing food photography with fun colorful plates from our palette to help bring the photos to life and make them brand ownable.

Photography

Warm earthy coloring + appetizing imagery to showcase Mógū's product range.



Thank you.

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