

mojeek

Branding Style Guide

Brand Colours

Palette



Typeface

By default Mojeek uses the Arial regular typeface

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Logo & Icons

Custom Logotype

mojeek

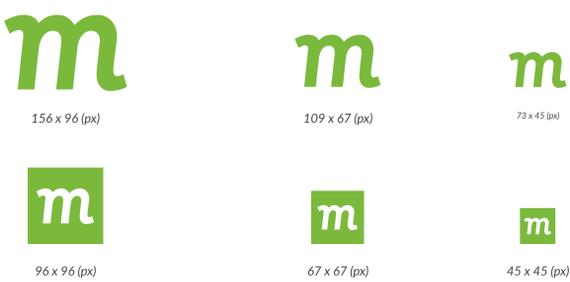
Friendly and welcoming. Professional and trustworthy. Fresh and dynamic.
The Mojeek brand is represented by a custom logotype designed to evoke the key characteristics of the brand through its letterforms.

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



Logos



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

