

BRAND BOOK



A Complete Visual Guideline of Mondo

© 2024 MONDO. All rights reserved.



mondo

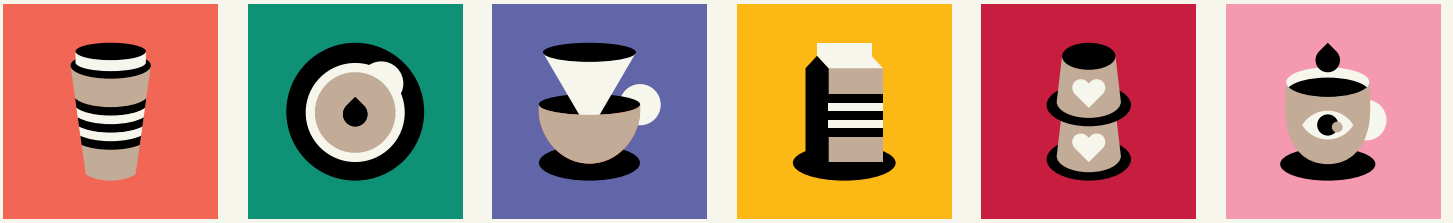
ABOUT MONDO



Brand Strategy

© 2024 MONDO. All rights reserved.

Brand Archetype	Outlaw, Explorer
Customer Insight	Coffee Aficionados highly value coffee as a central part of their routine, but are open to new suggestions around the product
Values	Transparency, Diversity, Boldness
Brand Role	Gathering point for various coffee types
Brand Essence	Take and Share
Brand Personality	Daring, Curious, Open, Restless, Progressive
Brand Promise/Proposition	We explore different coffee cultures and bring the best of them to you
Brand Purpose	To stay relevant in the novelty-seeking world of coffee aficionados
Vision	To become a brand with a widest range of different coffee products
Mission	To discover and collect coffee products of the world
Creative Concept	Mondo is a society of coffee enthusiasts that seek the novelty in the coffee cultures all over the world and take the best they can offer.
Legend	During the age of empires when the trade of commodities and exotic raw materials was booming big players especially in hot beverages such as tea were trying to hinder the spread of coffee seeing it as a threat. Mondo was the name of the ship with a crew of first coffee champions who were sailing to far places to acquire and bring coffee to the world by any means, often including smuggling.



© 2024 MONDO. All rights reserved.

INTRODUCTION

This is Mondo's brand book.

The sole purpose of this document is to guide you through brand's visual communication rules.

Brand book must create consistency for Mondo's public persona and serve as a reference point for future visual communication of the brand.

For further information, contact Mondo directly on: info@mondo.ge
or visit mondo.ge

TABLE OF CONTENTS



1.0

BASIC RULES & GUIDELINES

THE SYMBOL	1.1
PRIMARY LOGO	1.2
SECONDARY LOGO	1.3
MONOCHROME LOGO	1.4
ON BACKGROUNDS	1.5
EXCLUSION ZONE	1.6
CO-BRANDING	1.7
GENERAL MISUSES	1.8
MINIMAL SIZES	1.9
MONDO COFFEE TYPE	1.10

2.0

VISUAL IDENTITY

PRIMARY COLOR PALETTE	2.1
ADDITIONAL COLOR PALETTE	2.2
TYPEFACE	2.3
PATTERN	2.4
PATTERN COLOR COMBINATIONS	2.5
PATTERN USAGE	2.6
PICTOGRAMS	2.7
PICTOGRAMS USAGE	2.8
PHOTO STYLE	2.9

3.0

PRINT MATERIALS

MASTER GRID	3.1
LOGO PLACEMENT	3.2
LETTERHEAD	3.3
BUSINESS CARD	3.4
ADHESIVE STICKER	3.5
REGULAR PAPER CUP	3.6
RIPPLE TEXTURE PAPER CUP	3.7
PAPER CUP & HOLER	3.8
COFFEE CUPS	3.9
PAPER BAG	3.10
SUGAR	3.11
LIGHT BOX	3.12
LOGO SIGNAGE	3.13

4.0

MERCHANDISE

POLO SHIRT	4.1
T-SHIRT	4.2
TOTE BAG	4.3
HOODIE	4.4
NOTEBOOK	4.5

5.0

DIGITAL MATERIALS

FACEBOOK PROFILE	5.1
YOUTUBE PROFILE	5.2
INSTAGRAM PROFILE	5.3
LINKEDIN PROFILE	5.4
TEXT-BASED POSTS	5.5
PHOTO-BASED POSTS	5.6
STORIES	5.7
PRESENTATION LAYOUT	5.8
EMAIL SIGNATURE	5.9



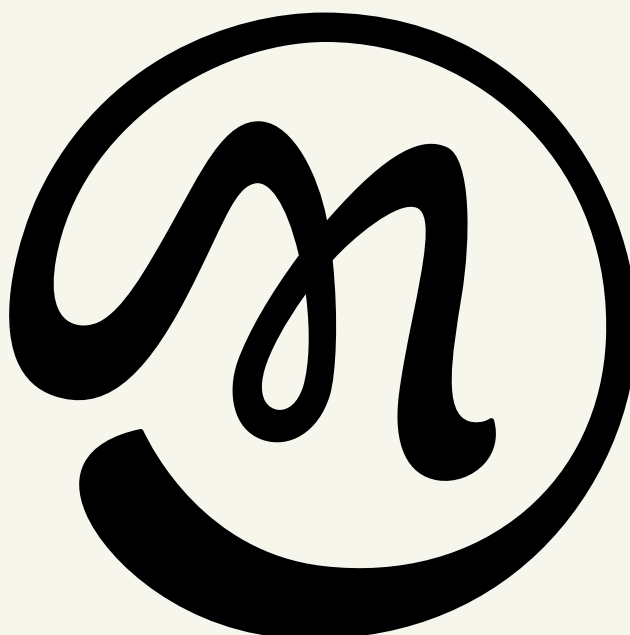
1.0 THE LOGO



THE SYMBOL

The basic element of identification for brand identity is the symbol. It is a distinctive element of the corporate signature. Through consistent and correct use of the symbol, the logo and other graphic elements, we can ensure that the brand communicates itself with clarity and relevance.

To highlight the rich history of Mondo as a brand, the symbol itself is a redesign of an old mark. Contemporary reinterpretation, mirrors the subtle imprint of a coffee cup. The dynamic, fluid lines embody the liquid essence of coffee, celebrating tradition with a modern touch. A visual journey into the soul of Mondo's refined brews.



PRIMARY LOGO

English



PRIMARY LOGO

Georgian



SECONDARY LOGO

English



SECONDARY LOGO

Georgian



MONOCHROME LOGO

English



MONOCHROME LOGO

Georgian



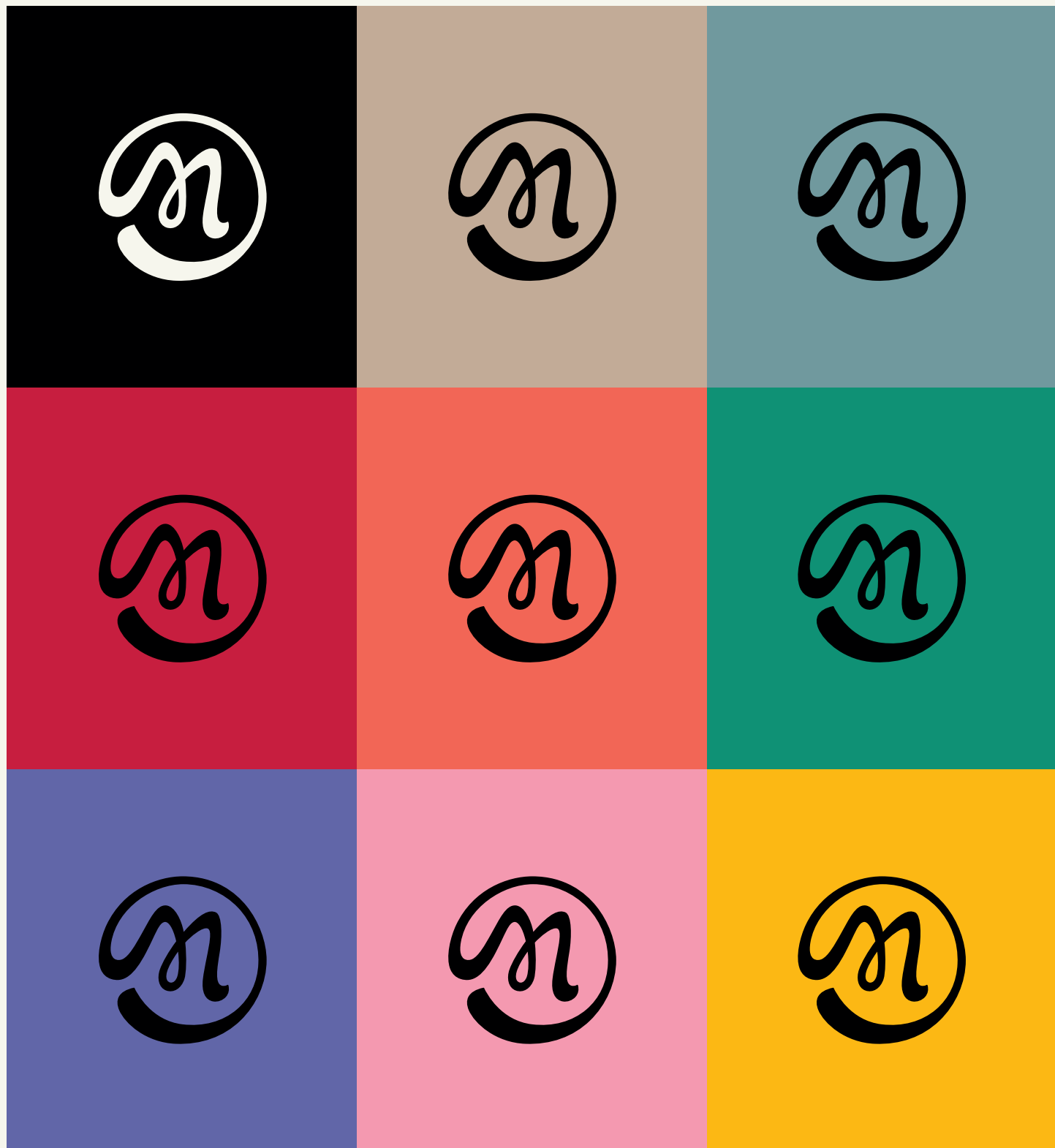
ON BACKGROUNDS

Examples demonstrate correct usage of the symbol on black and offwhite backgrounds.



ON BACKGROUNDS

Examples demonstrate correct usage of the symbol on colors that are inside the brand's color palette.



ON BACKGROUNDS

Examples demonstrate correct usage of the symbol on pictures.



ON BACKGROUNDS



English

Examples demonstrate correct usage of the logo on colors that are inside the brand's color palette.



ON BACKGROUNDS

Georgian

Examples demonstrate correct usage of the logo on colors that are inside the brand's color palette.



ON BACKGROUNDS

English

Examples demonstrate correct usage of the logo on pictures.



ON BACKGROUNDS

Georgian

Examples demonstrate correct usage of the logo on pictures.



EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other graphic elements to ensure that the logo is not obscured. The logo must be always surrounded by a

minimum amount of "breathing space". No text, graphic, photographic, illustrative or typographic elements must encroach upon this space.



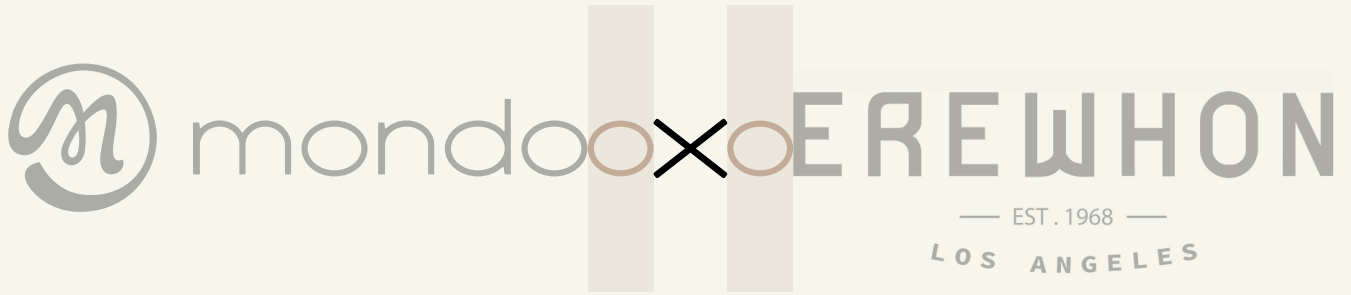
CO-BRANDING

Following cases demonstrate correct examples of vertical co-branding.



CO-BRANDING

Following cases demonstrate correct examples of horizontal co-branding.



GENERAL MISUSES

The logo must not be modified or distorted in any way. Its effectiveness depends on correct usage, which is outlined in the given document. Hereby examples demonstrate incorrect usage of the logo:

Same rules apply to the Georgian adaptation of the logo.



<p>Do not change the color of the logo</p>	<p>Do not use any effect</p>	<p>Do not outline the logotype</p>
<p>Do not alter the logotype</p>	<p>Do not change the angle of the logo</p>	<p>Do not distort the logo</p>
<p>Do not blur the logo</p>	<p>Do not change the lockup of the logo</p>	<p>Do not change the kerning of the logotype</p>

MINIMAL SIZES



Establishing a minimal size ensures that the impact and legibility of the logo are not compromised in the application. Given sizes should only be used in special circumstances.

H: 20mm/23mm



H: 15mm/17mm



H: 10mm



H: 8mm



H: 8mm



MONDO COFFEE WORDMARK

Hereby wordmark is used for coffee shops and signages.



 mondo coffee

 ყაჰვა მონდო



2.0 VISUAL IDENTITY



PRIMARY COLOR PALETTE

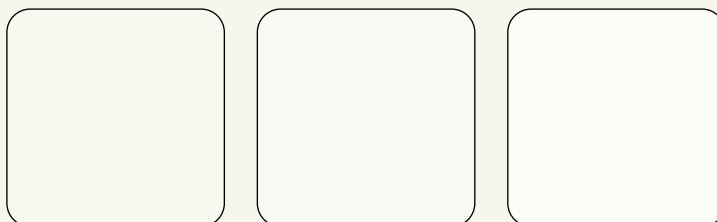


Usage of selected colors is equally important as any other graphic element. They're part of the brand's personality.

They are the main attributes for the correct and consistent brand communication.

MONDO OFFWHITE

#F5F3EB
R: 245 G: 243 B: 235
C: 3% M: 2% Y: 7% K:0%



MONDO BLACK

#000000
R: 0 G: 0 B: 0
C: 50% M: 40% Y: 40% K:100%



MONDO CREAM

#BFAD9A
R: 191 G: 173 B: 154
C: 25% M: 30% Y: 40% K:0%



ADDITIONAL COLOR PALETTE



MONDO TEAL

#79989E
R: 121 G: 152 B: 158
C: 60% M: 30% Y: 35% K: 0%



MONDO RED

#B73244
R: 183 G: 50 B: 68
C: 15% M: 100% Y: 75% K: 5%



MONDO ORANGE

#E16E5E
R: 225 G: 110 B: 94
C: 0% M: 75% Y: 65% K: 0%



MONDO GREEN

#3B8E76
R: 59 G: 142 B: 118
C: 85% M: 20% Y: 65% K: 20%



MONDO PURPLE

#6367A3
R: 99 G: 103 B: 163
C: 70% M: 65% Y: 20% K: 0%



MONDO PINK

#B73244
R: 232 G: 157 B: 177
C: 0% M: 50% Y: 10% K: 0%



MONDO YELLOW

#F3BA44
R: 243 G: 186 B: 68
C: 0% M: 30% Y: 100% K: 0%



TYPEFACE



Typeface plays an important role in shaping the brand's personality, it is also a key element for consistent communication through all brand carriers.

Aa

Poppins - ExtraBold - 12pt

Headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

Poppins - SemiBold - 12pt

Subheadline/Body Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

Poppins - Medium - 12pt

Subheadline/Body Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

Poppins - Regular - 12pt

Body Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Aa

Poppins - Light - 12pt

Body Text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

TYPEFACE

Georgian



აა

FiraGo - ExtraBold - 12pt

Headlines

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ

აა

FiraGo - SemiBold - 12pt

Subheadline/Body Text

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ

აა

FiraGo - Medium - 12pt

Subheadline/Body Text

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ

აა

FiraGo - Book - 12pt

Body Text

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ

აა

FiraGo - Light - 12pt

Body Text

აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ
აბგდევზთიკლმნოპჟრსტუფქღყშჩცძწჭხჯპ

PATTERN

The foundational component of Mondo's brand identity is the pattern, which acts as a window to Mondo's captivating world of coffee and showcases rich tapestry of experiences that the brand has to offer.

Pattern and further graphic elements are Mondo's tools of communication, inviting customers to explore and discover diverse and enticing world of coffee.



PATTERN COLOR COMBINATIONS

Examples demonstrate primary color combinations of the pattern.



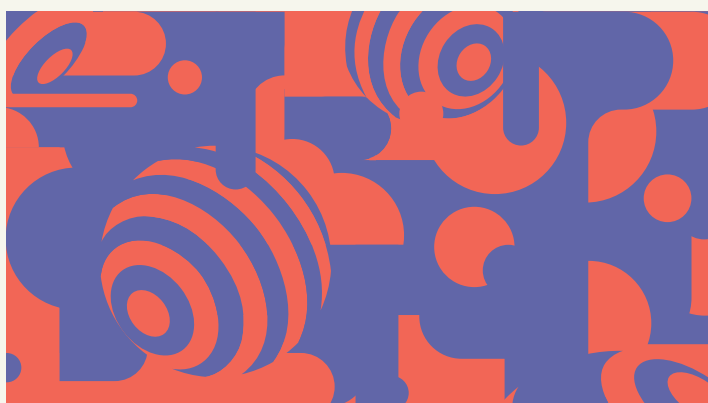
PATTERN COLOR COMBINATIONS

Examples demonstrate secondary color combinations of the pattern.



PATTERN COLOR COMBINATIONS

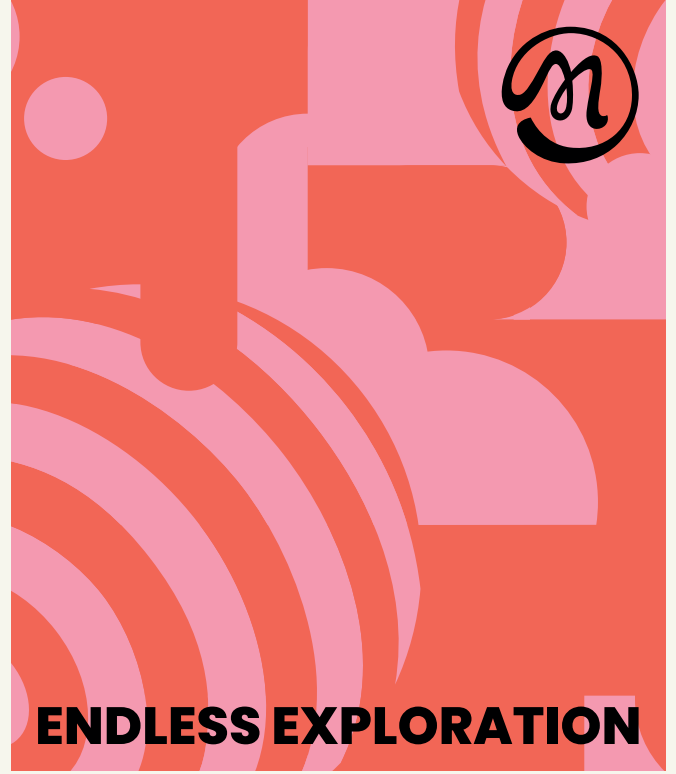
Examples demonstrate tertiary color combinations of the pattern.



PATTERN USAGE

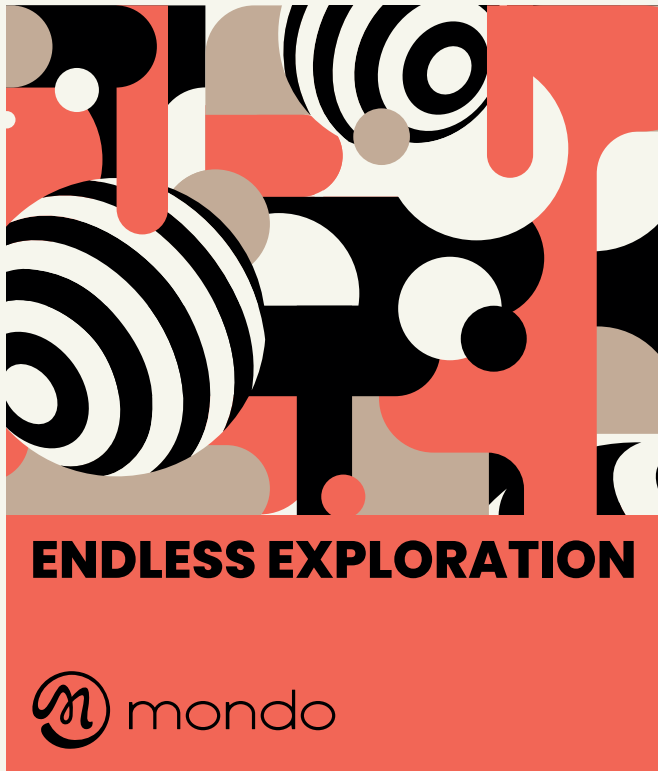


1. Examples demonstrate correct usage of the pattern;
2. It can be used as a background for the symbol or the logo;
3. It can be used as a background element for various texts and graphics;
4. It can be used as a clipped element at the top or the lower part of the composition;
5. It can be used as a framed element on any part of the composition;



1 2

3 4



PICTOGRAMS

Additional component of Mondo's brand identity are graphic pictograms. They serve purely decorative purpose.



PICTOGRAMS USAGE

Example demonstrates correct usage of the pictograms. As previously mentioned, pictograms serve as a purely decorative elements on various compositions.



PHOTO STYLE

It is recommended to use colorful photos, with complementary, vibrant and dynamic color palettes, showcasing brand in various lifestyle environments.

It is mandatory to only use high quality images.





3.0 PRINT MATERIALS

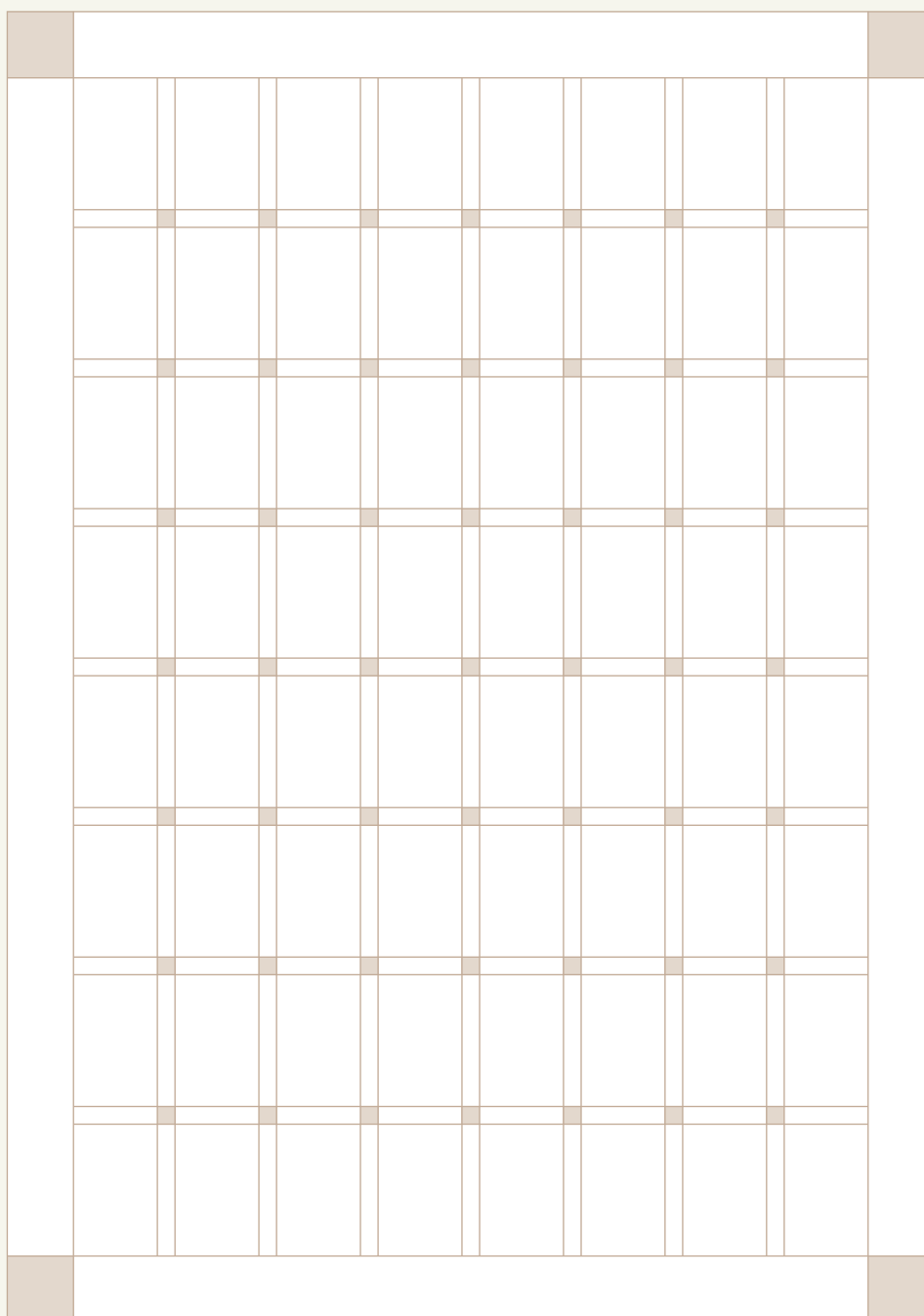


MASTER GRID

Master grid should be used to maintain other layouts consistent.

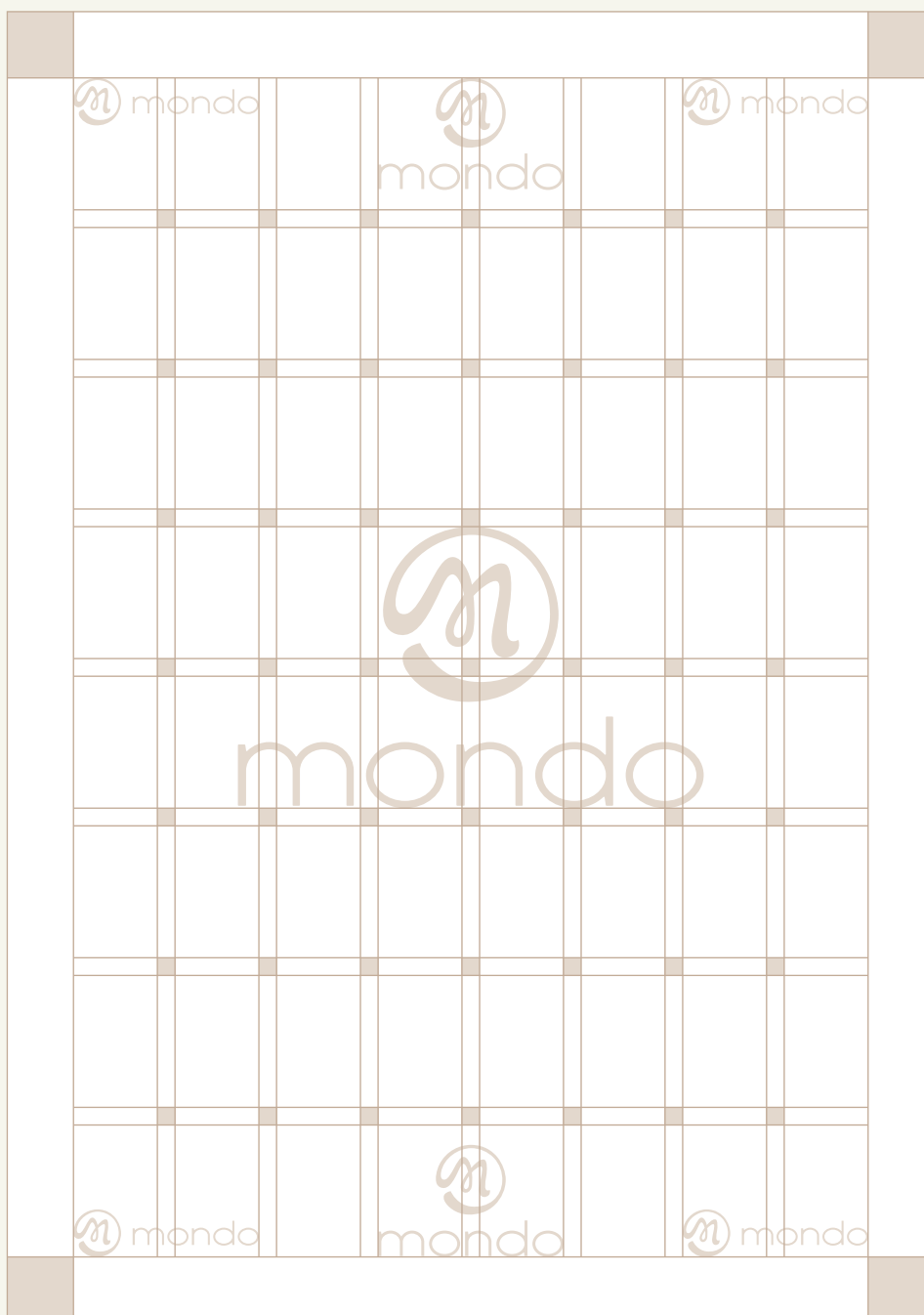
Following master grid is based on A4 format and is compatible with any DIN format. It consists of eight columns and eight rows.

Height of the margin is 15mm, column width is 19mm and gutter height is 4mm.



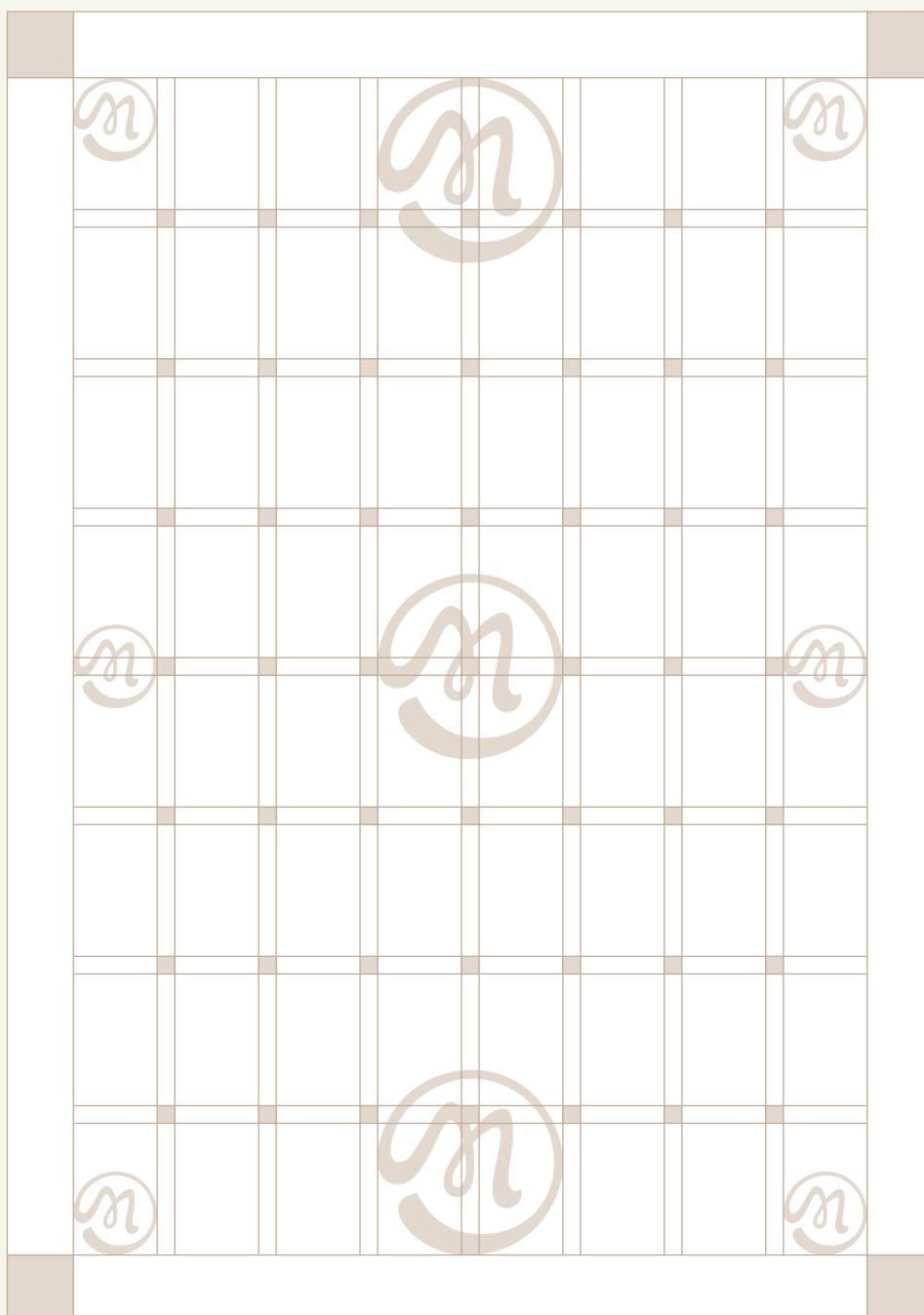
LOGO PLACEMENT

Example demonstrate correct placement of the logo on vertical master grid.



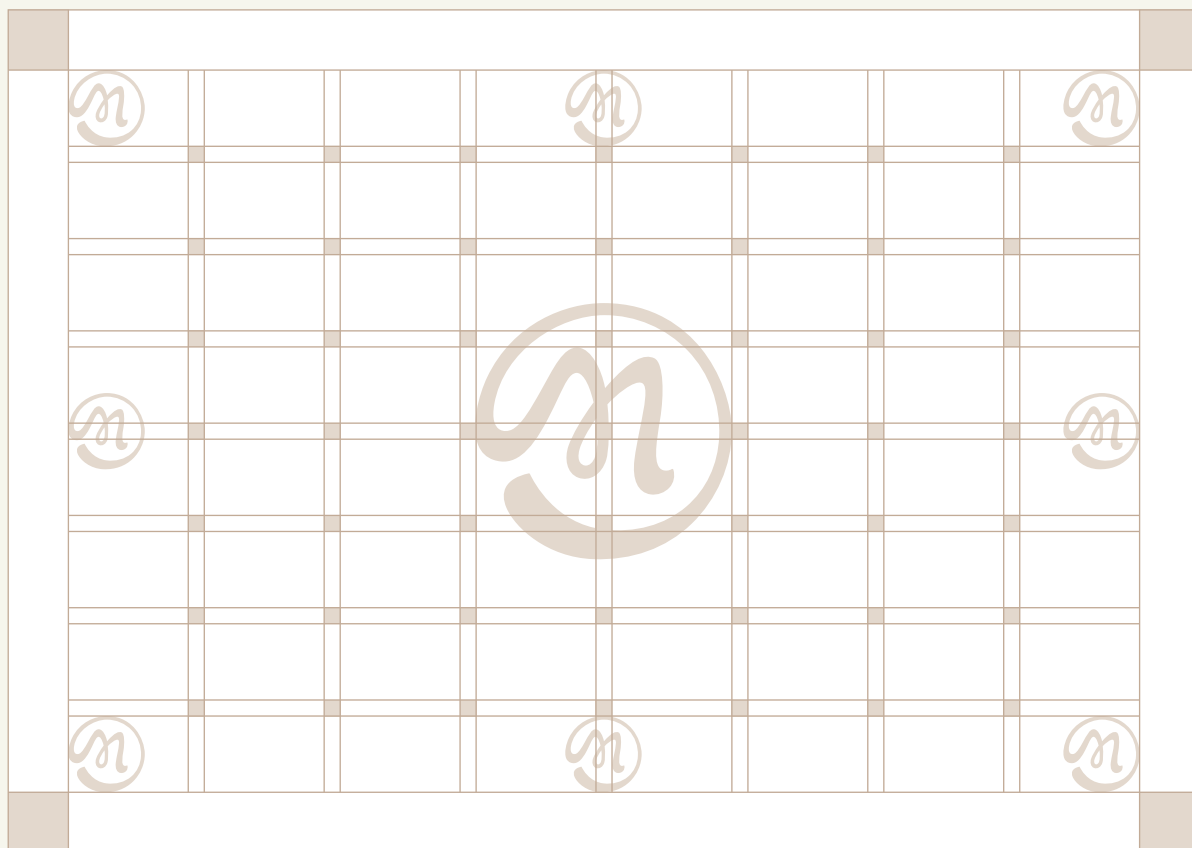
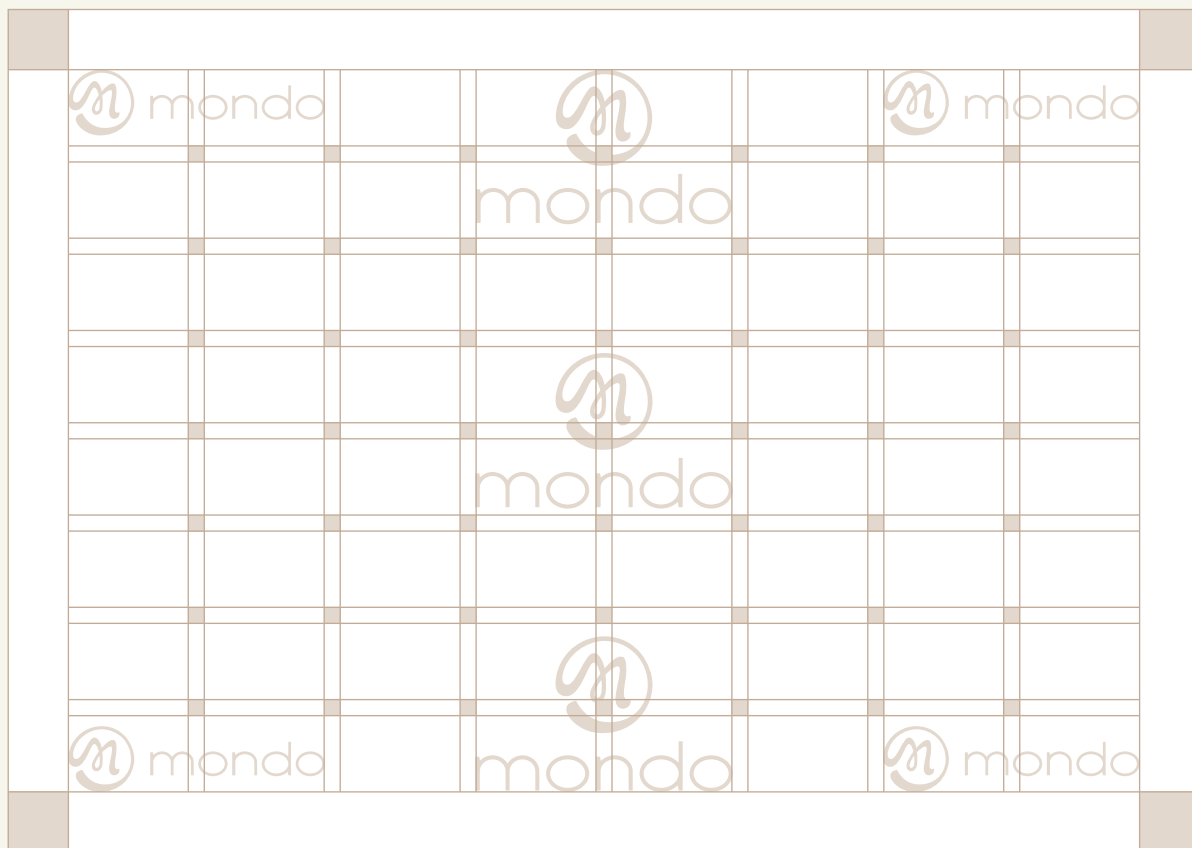
LOGO PLACEMENT

Example demonstrate correct placement of the symbol on vertical master grid.



LOGO PLACEMENT

Example demonstrate correct placement of the logo and symbol on horizontal master grid.

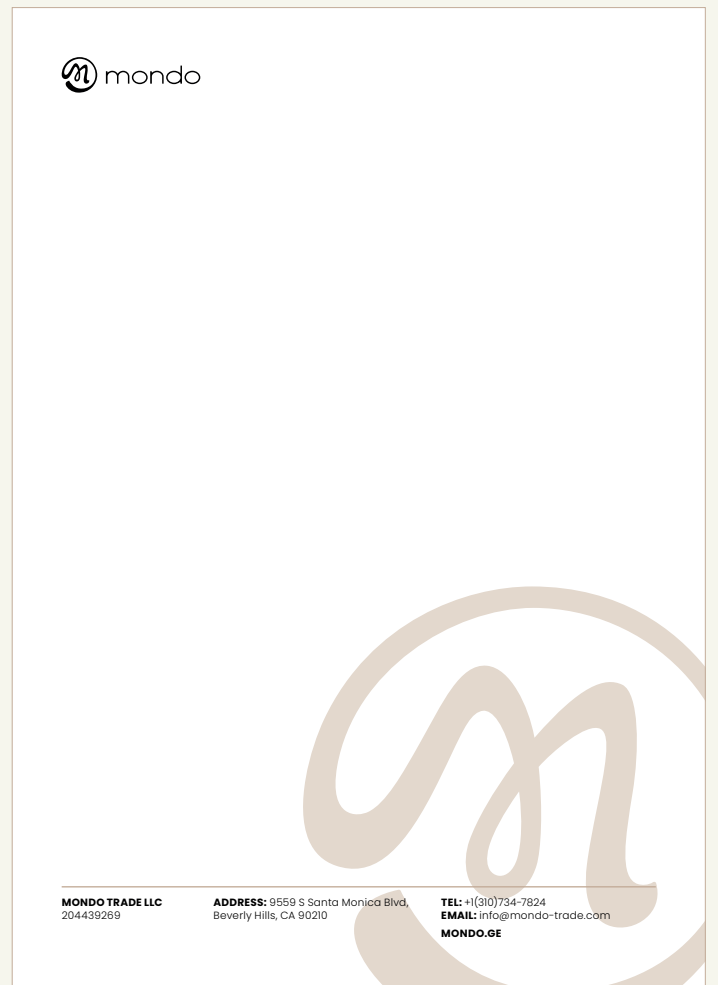
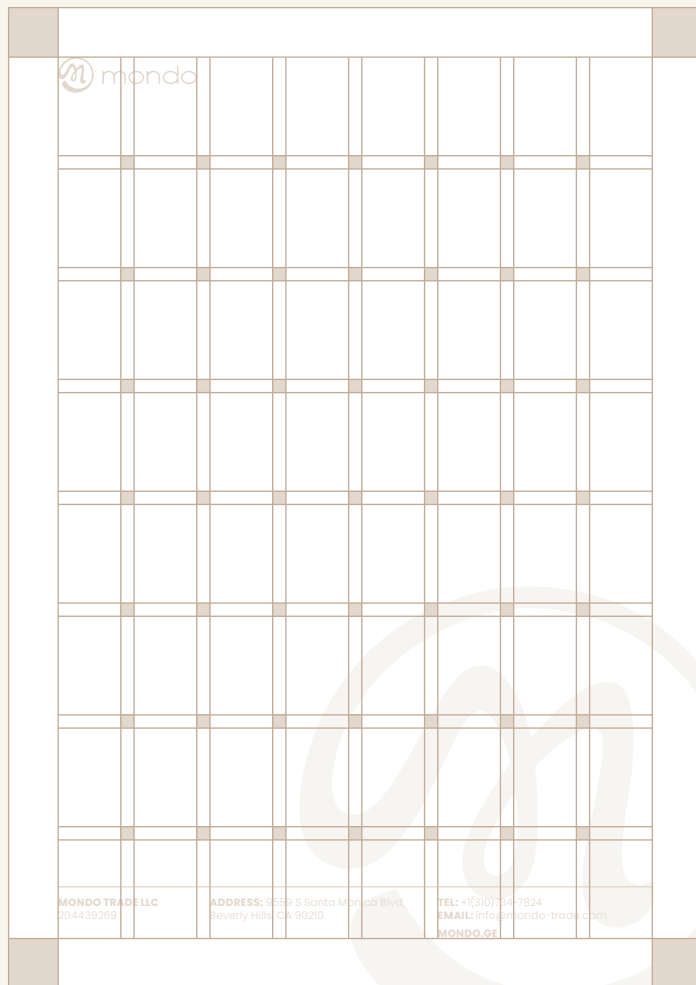


LETTERHEAD

Size: 21x29.7cm
Margin: 15mm

CONTACT INFO:
Type: Poppins
Weight: Bold
Kerning: Optical
Size: 9pt

CONTACT INFO:
Type: Poppins
Weight: Light
Kerning: Optical
Size: 9pt

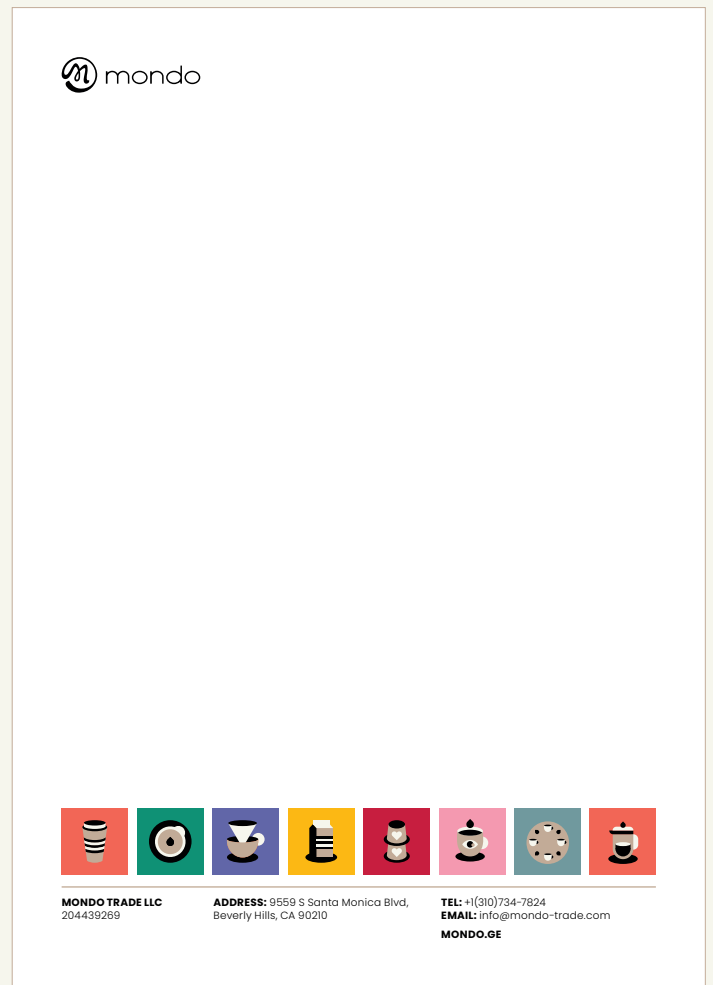
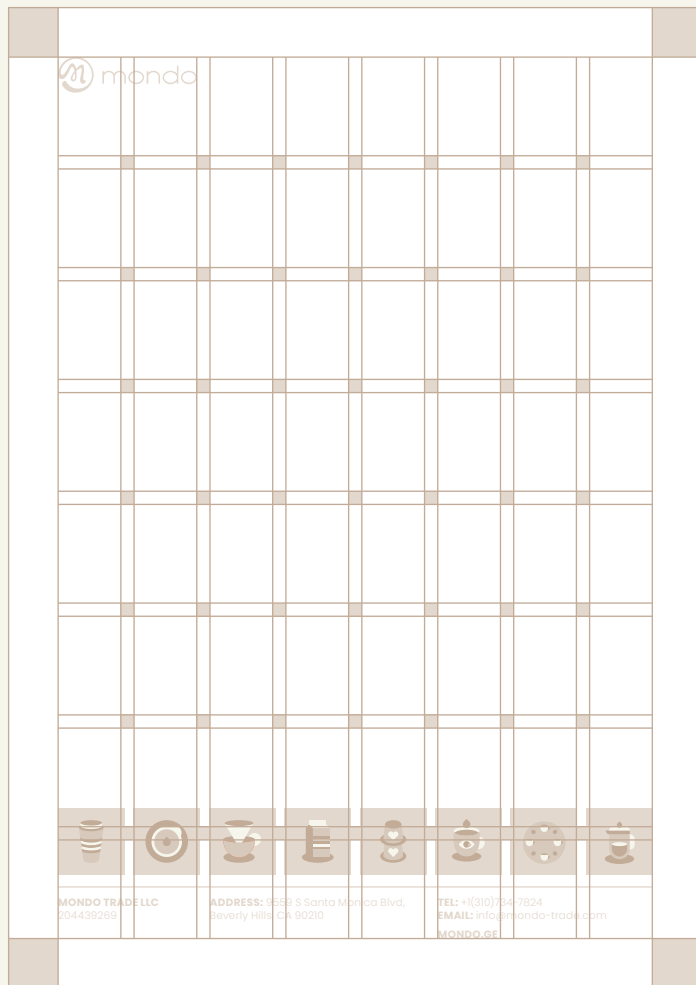


LETTERHEAD

Size: 21x29.7cm
Margin: 15mm

CONTACT INFO:
Type: Poppins
Weight: Bold
Kerning: Optical
Size: 9pt

CONTACT INFO:
Type: Poppins
Weight: Light
Kerning: Optical
Size: 9pt



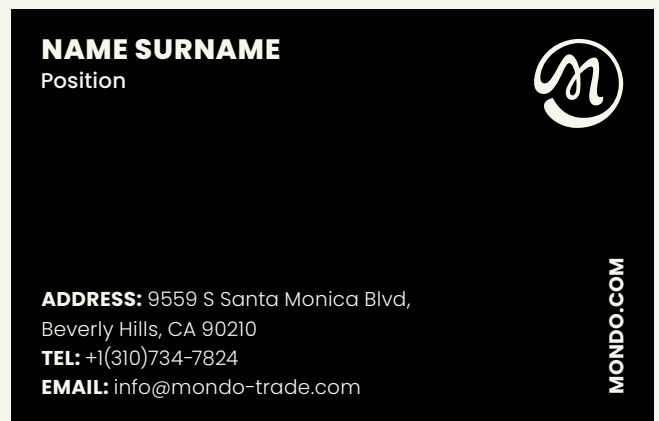
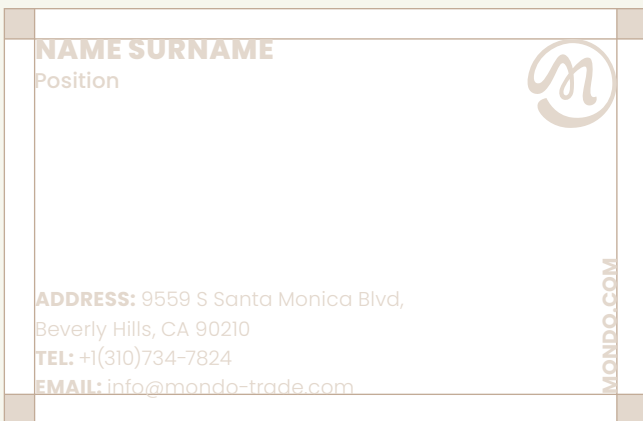
BUSINESS CARD

Size: 8.5x5.5cm
Margin: 0.4cm

NAME & SURNAME:
Type: Poppins
Weight: ExtraBold
Kerning: Optical
Size: 10.5pt

POSITION:
Type: Poppins
Weight: Medium
Kerning: Optical
Size: 8pt

CONTACT INFO:
Type: Poppins
Weight: Bold/Light
Kerning: Optical
Size: 7.5pt



BUSINESS CARD

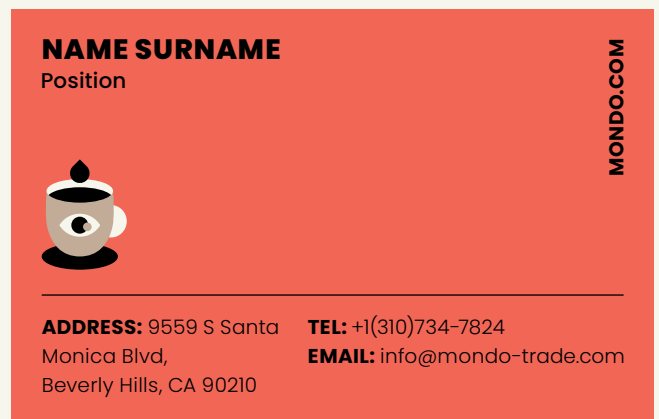
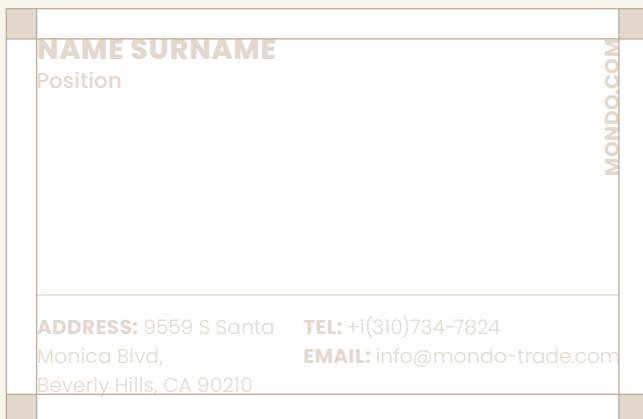


Size: 8.5x5.5cm
Margin: 0.4cm

NAME & SURNAME:
Type: Poppins
Weight: ExtraBold
Kerning: Optical
Size: 10.5pt

POSITION:
Type: Poppins
Weight: Medium
Kerning: Optical
Size: 8pt

CONTACT INFO:
Type: Poppins
Weight: Bold/Light
Kerning: Optical
Size: 7.5pt





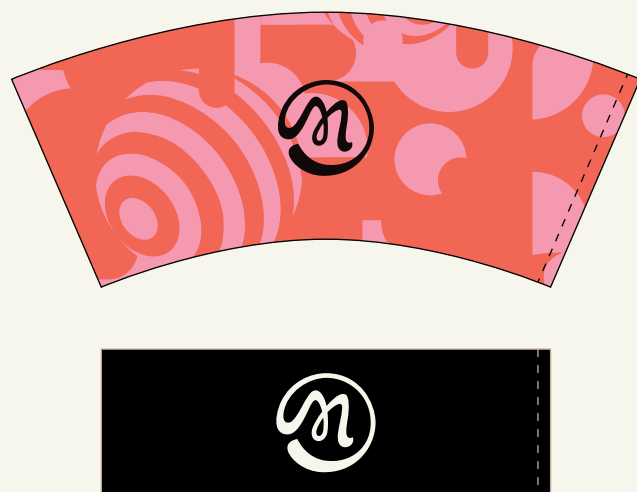
REGULAR PAPER CUP





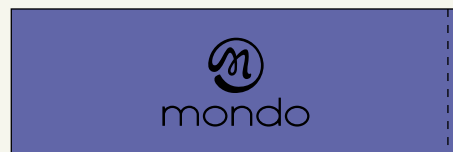
PAPER CUP & HOLER

Color combinations may vary.



PAPER CUP & HOLER

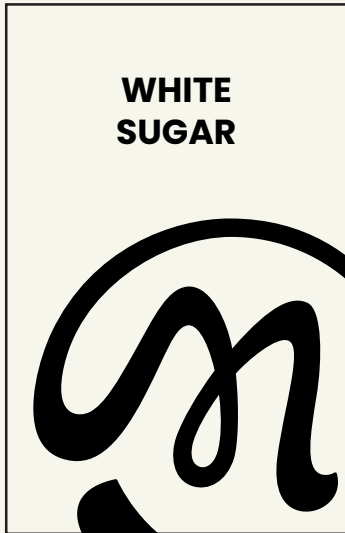
Color combinations may vary.

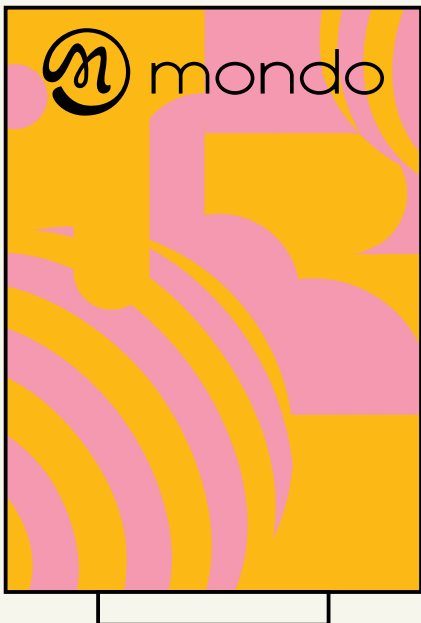
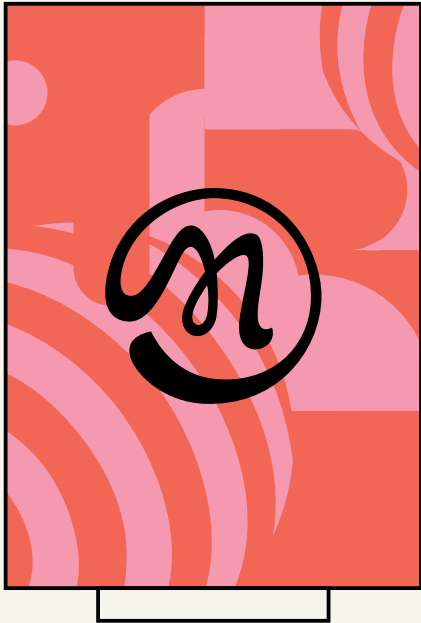


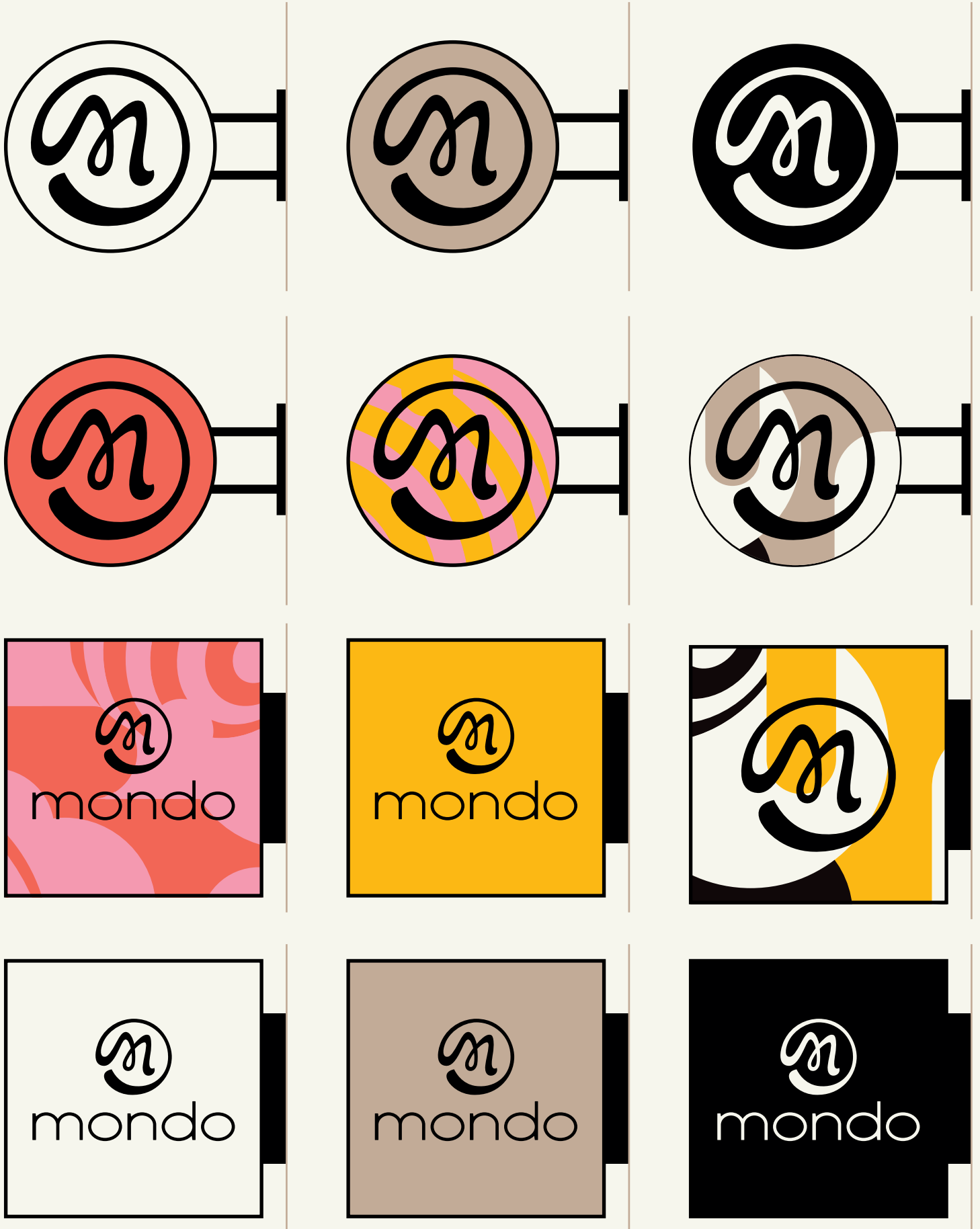
CERAMIC CUPS













4.0 MERCHANDISE



POLO SHIRT



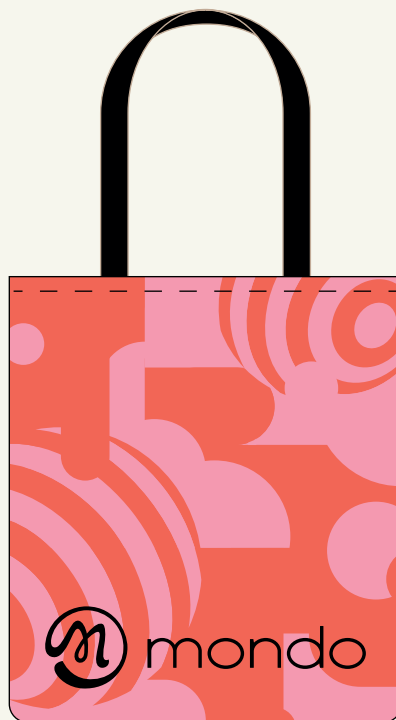
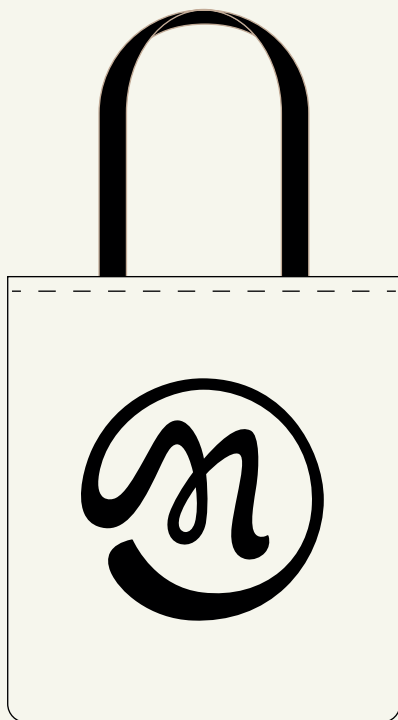
T-SHIRT



T-SHIRT



TOTE BAG



HOODIE







5.0 DIGITAL MATERIALS



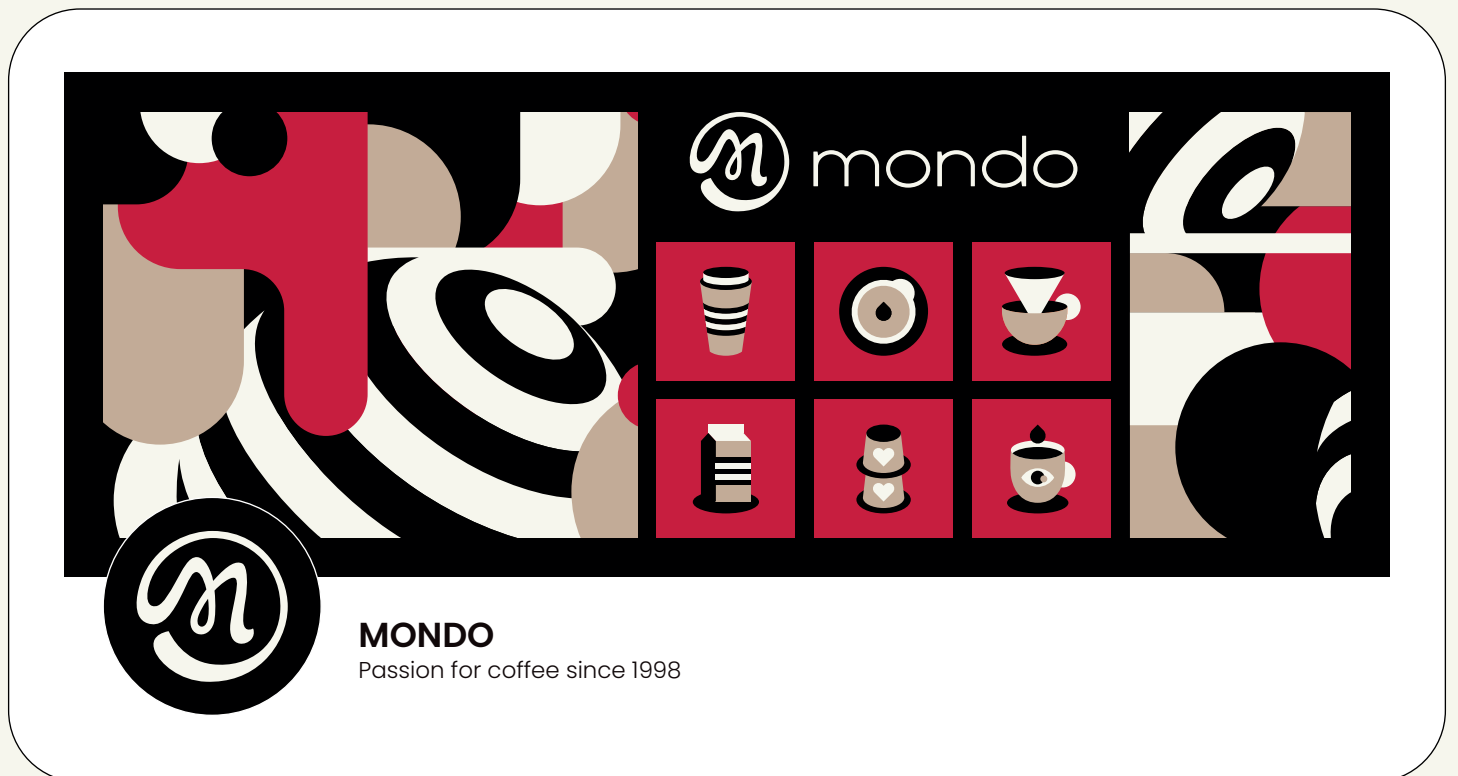
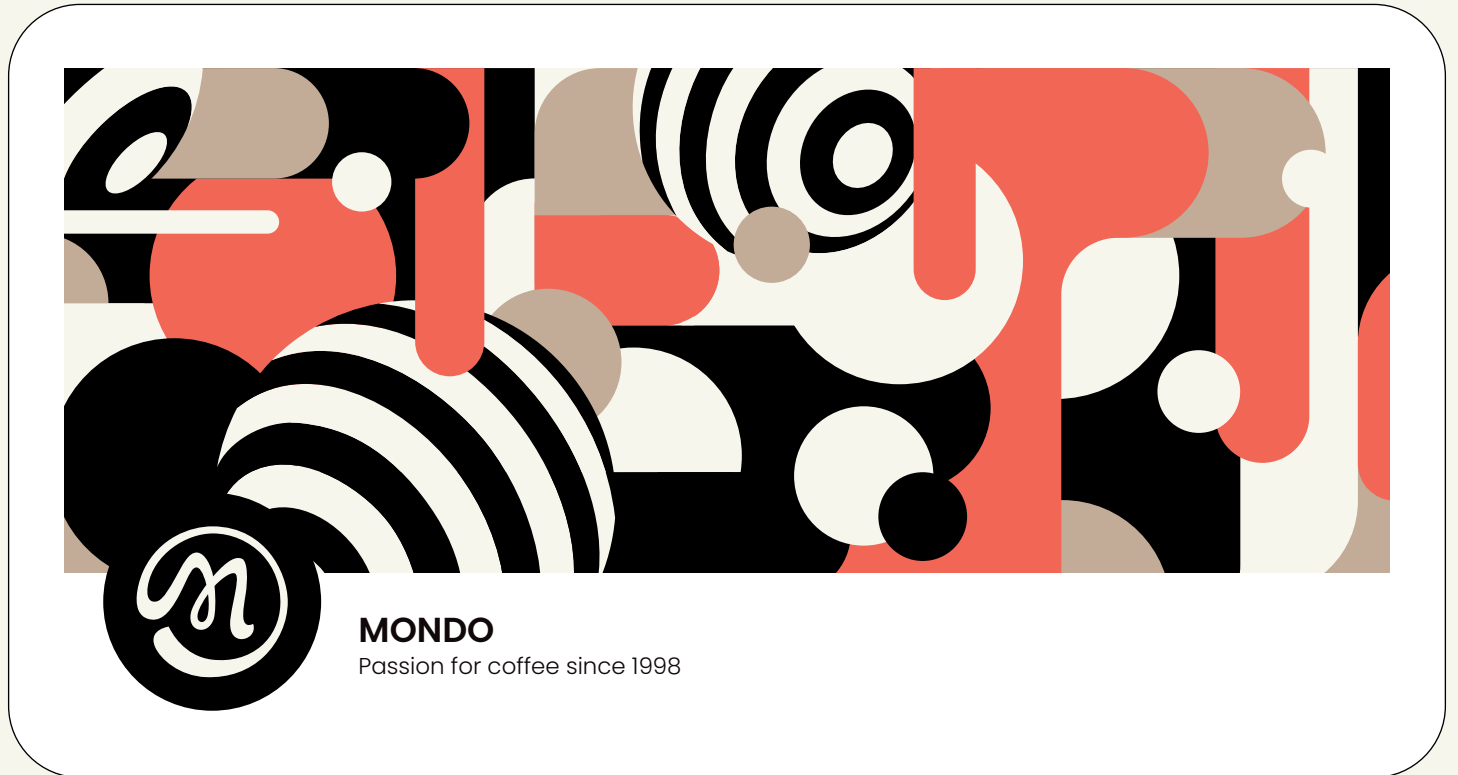
FACEBOOK PROFILE

The ideal Facebook cover photo proportion is 820 pixels wide by 312 pixels tall on desktop and 640 pixels wide by 360 pixels tall on mobile. Size can be enlarged X2 to have perfect quality.

Always consider mobile safe space when creating new cover images for facebook.



Mobile Safe Space



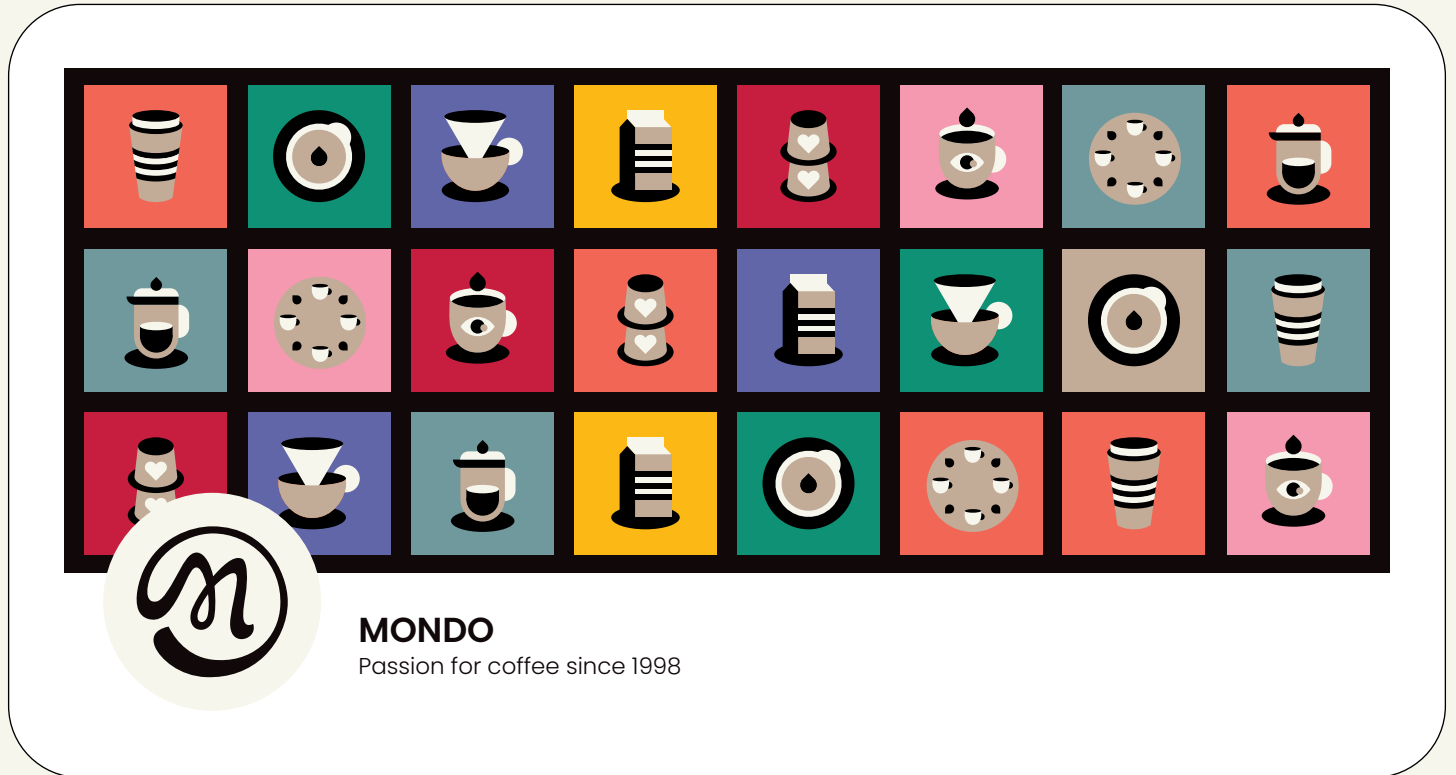
FACEBOOK PROFILE

The ideal Facebook cover photo proportion is 820 pixels wide by 312 pixels tall on desktop and 640 pixels wide by 360 pixels tall on mobile. Size can be enlarged X2 to have perfect quality.

Always consider mobile safe space when creating new cover images for facebook.



Mobile Safe Space



YOUTUBE PROFILE

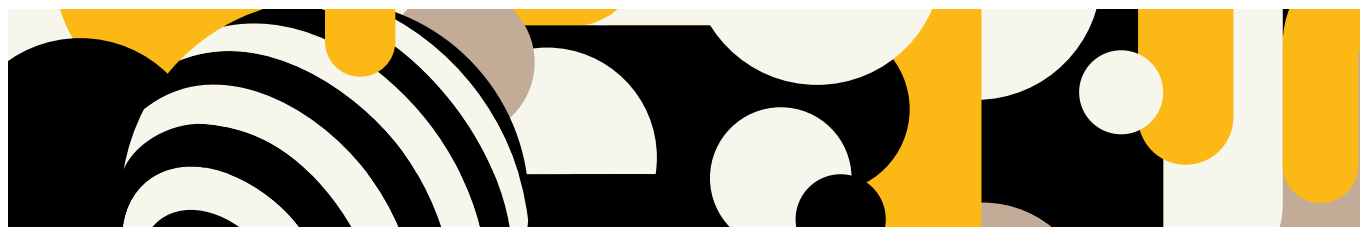


The ideal yourube cover photo proportion is 2560 pixels wide by 1440 pixels tall. Size can be enlarged X2 to have perfect quality.



MONDO

Passion for coffee since 1998



MONDO

Passion for coffee since 1998



MONDO

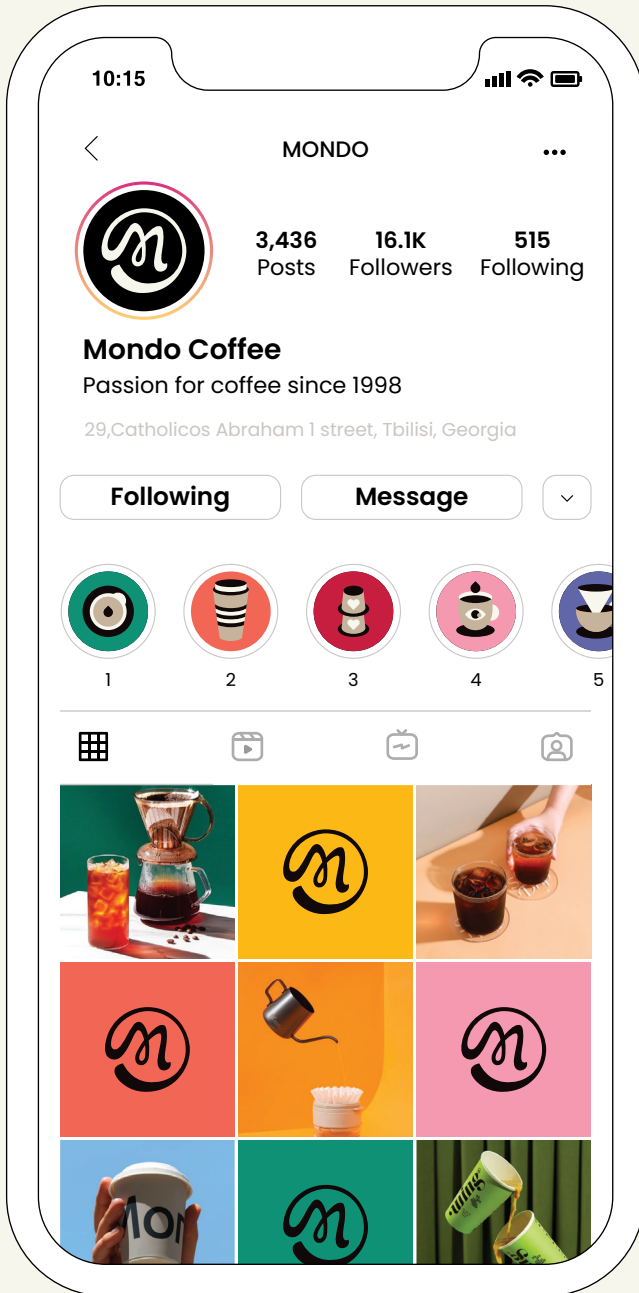
Passion for coffee since 1998



MONDO

Passion for coffee since 1998

INSTAGRAM PROFILE

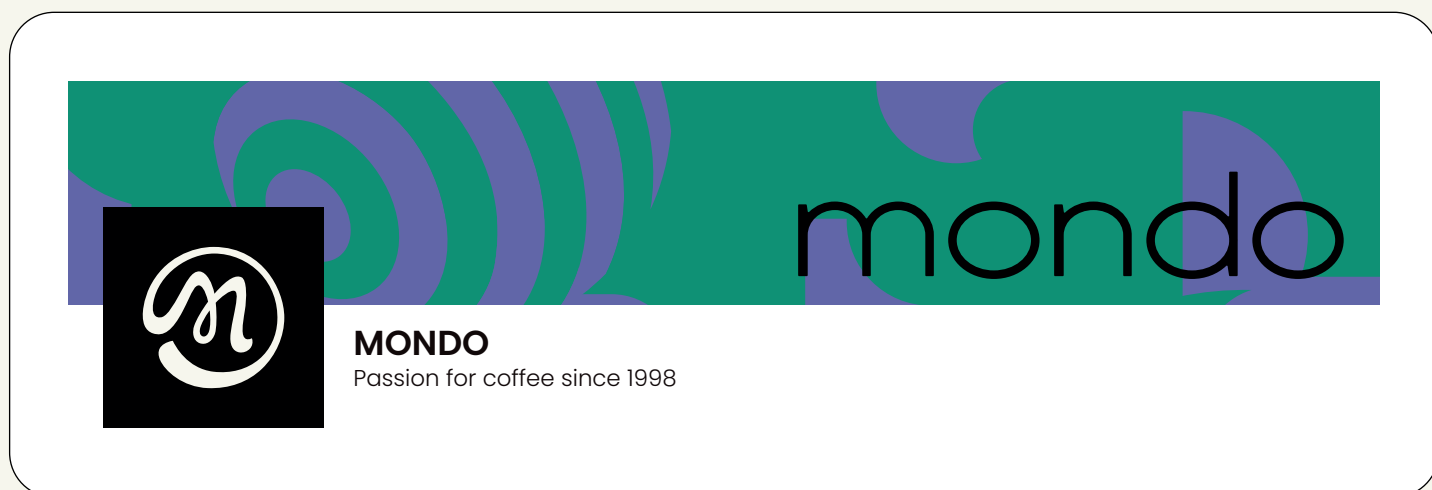
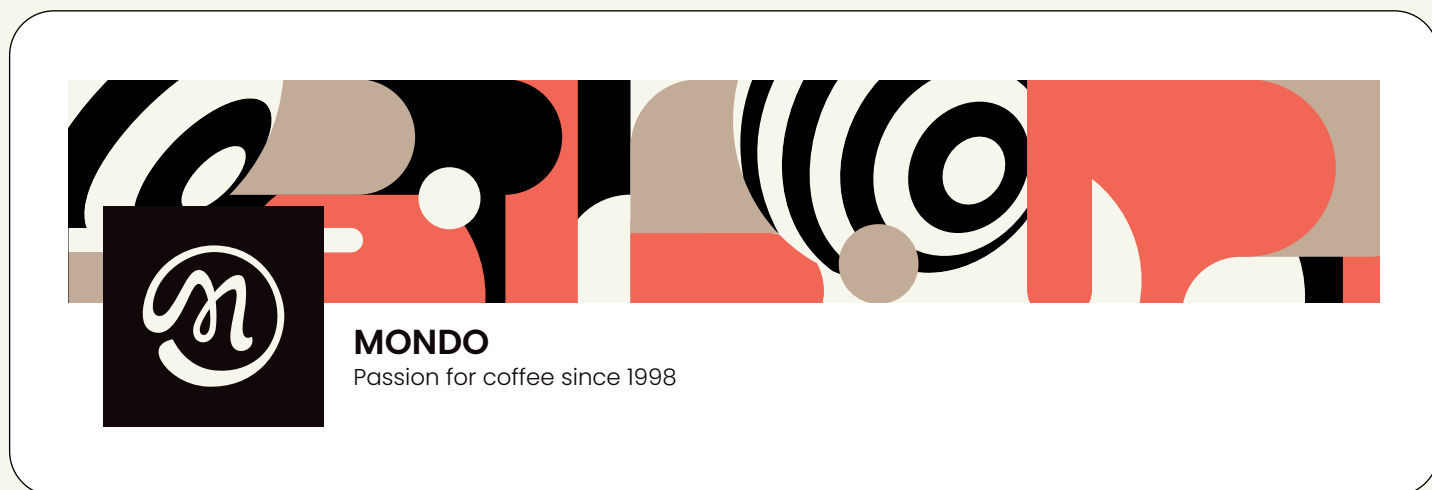
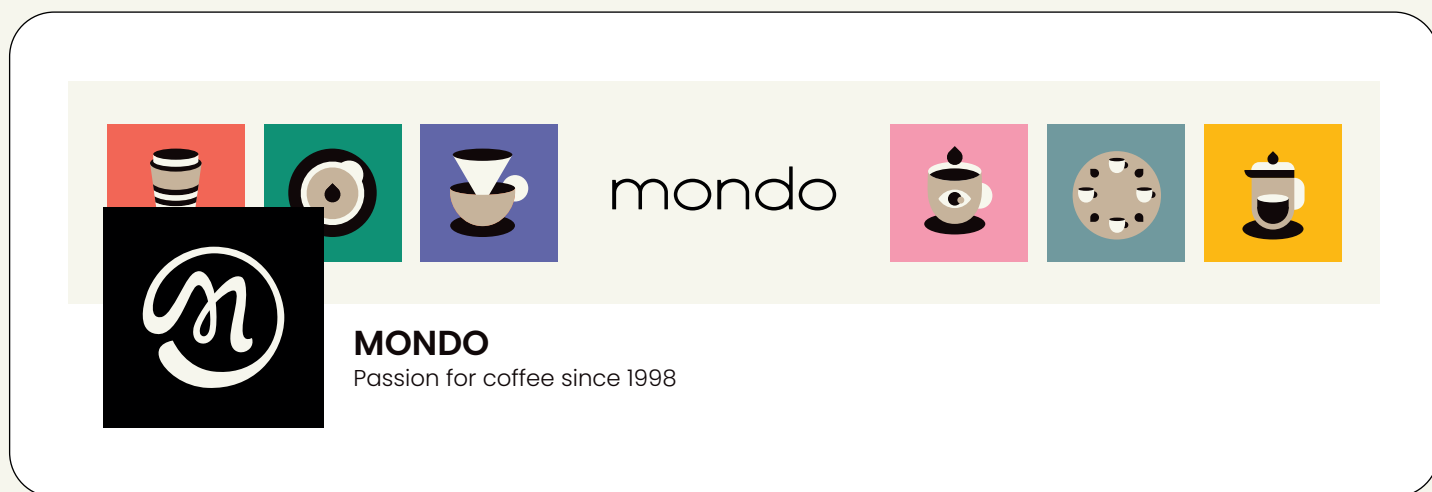


Profile Picture Variations:



Story Highlights Variations:





TEXT-BASED POSTS

Size: 2000x2000px
Margin: 100x100px

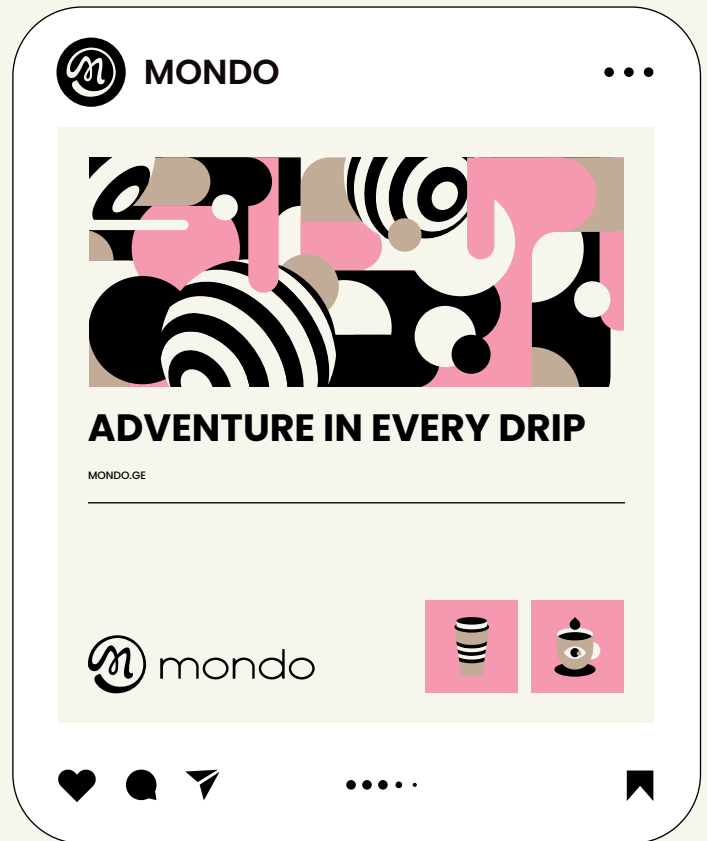
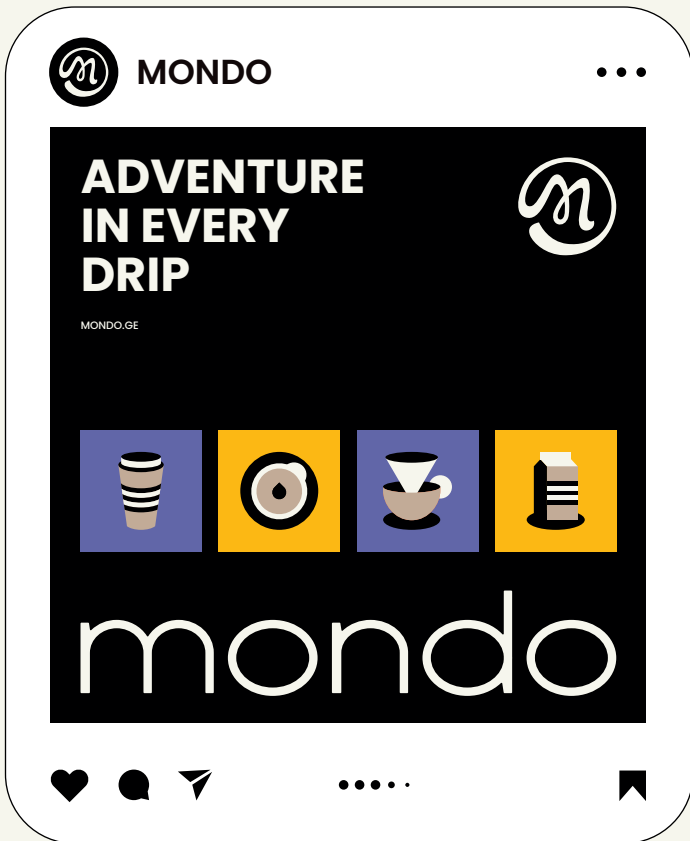
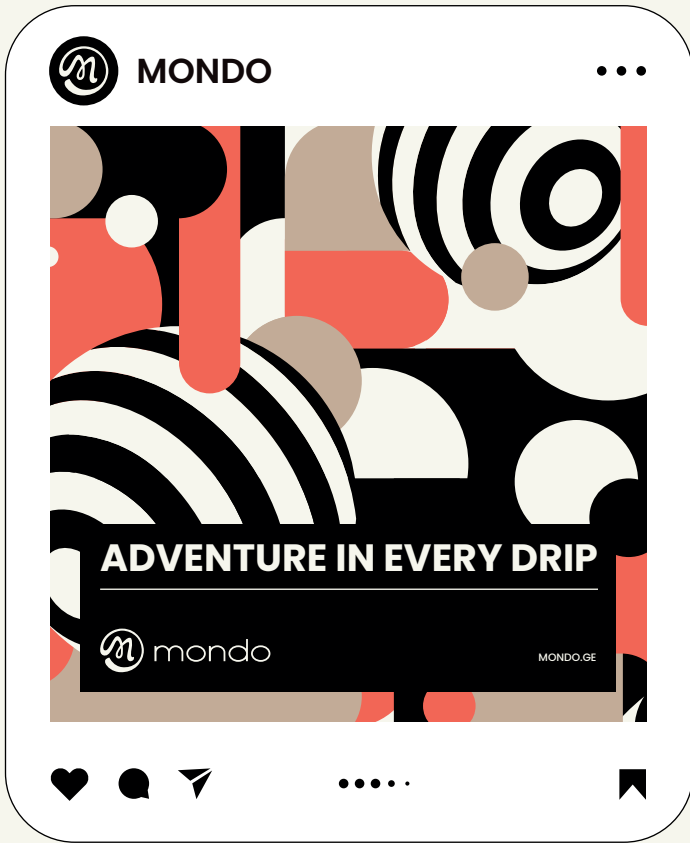
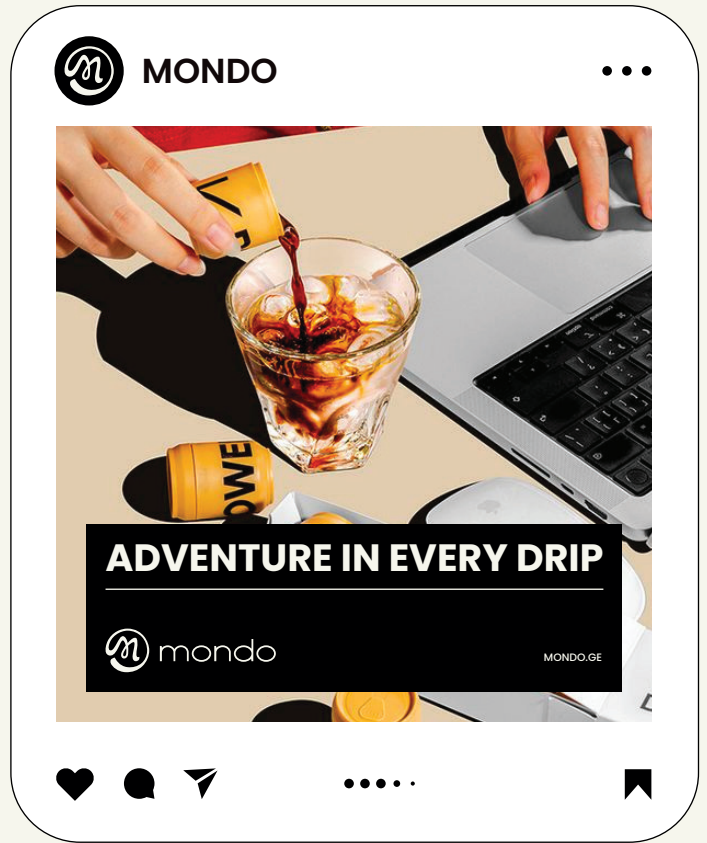
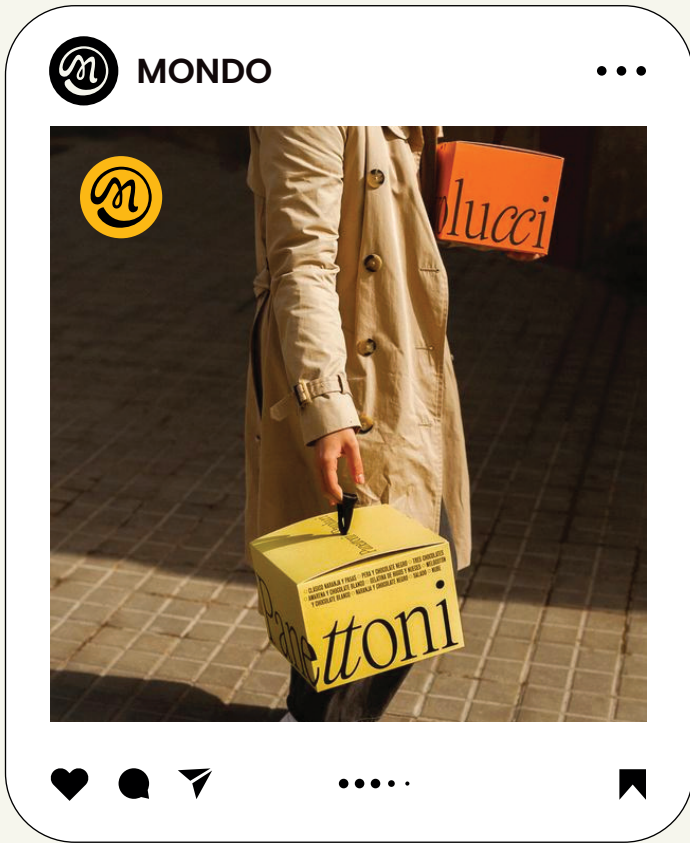


PHOTO-BASED POSTS

Size: 2000x2000px
Margin: 100x100px



STORIES

Size: 1920x1080px

Margin: 100x100px



STORIES

Size: 1920x1080px

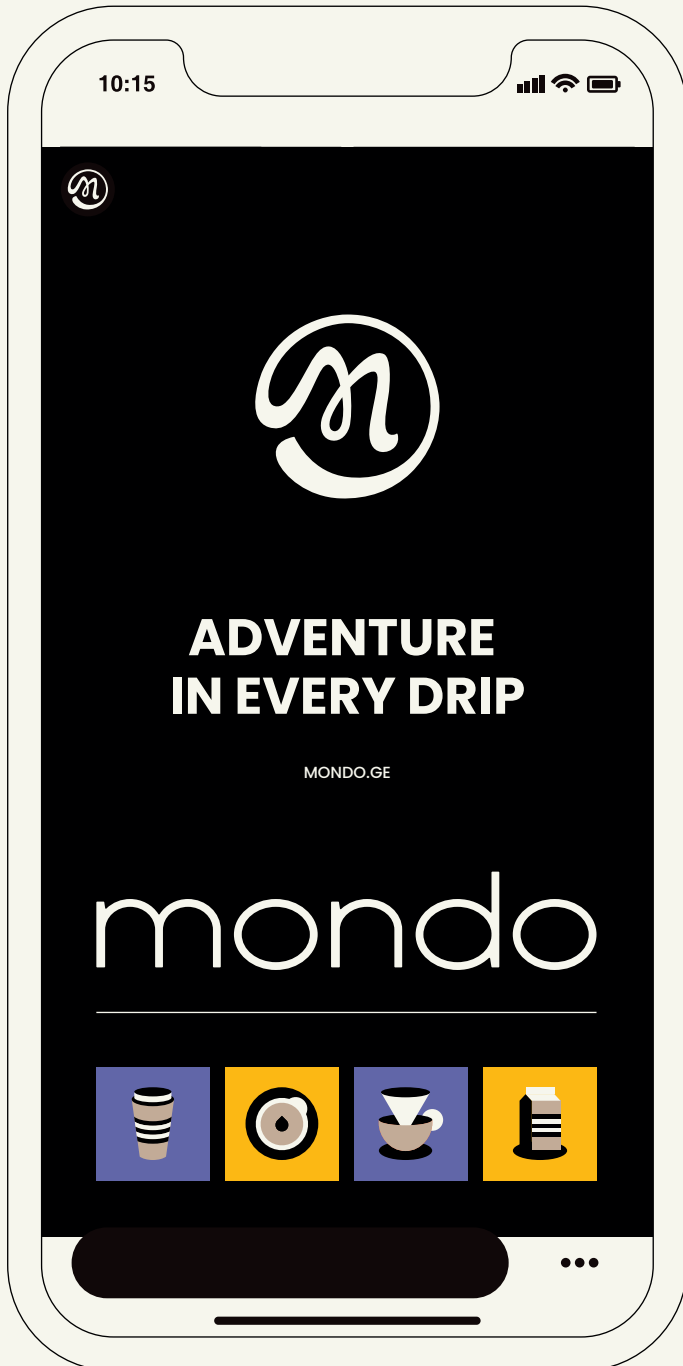
Margin: 100x100px



STORIES

Size: 1920x1080px

Margin: 100x100px



STORIES

Size: 1920x1080px

Margin: 100x100px



PRESENTATION LAYOUT

Size: 1920x1080px

Margin: 57px

HEADLINE:

Type: Poppins

Weight: ExtraBold

Kerning: Optical

Size: 120pt

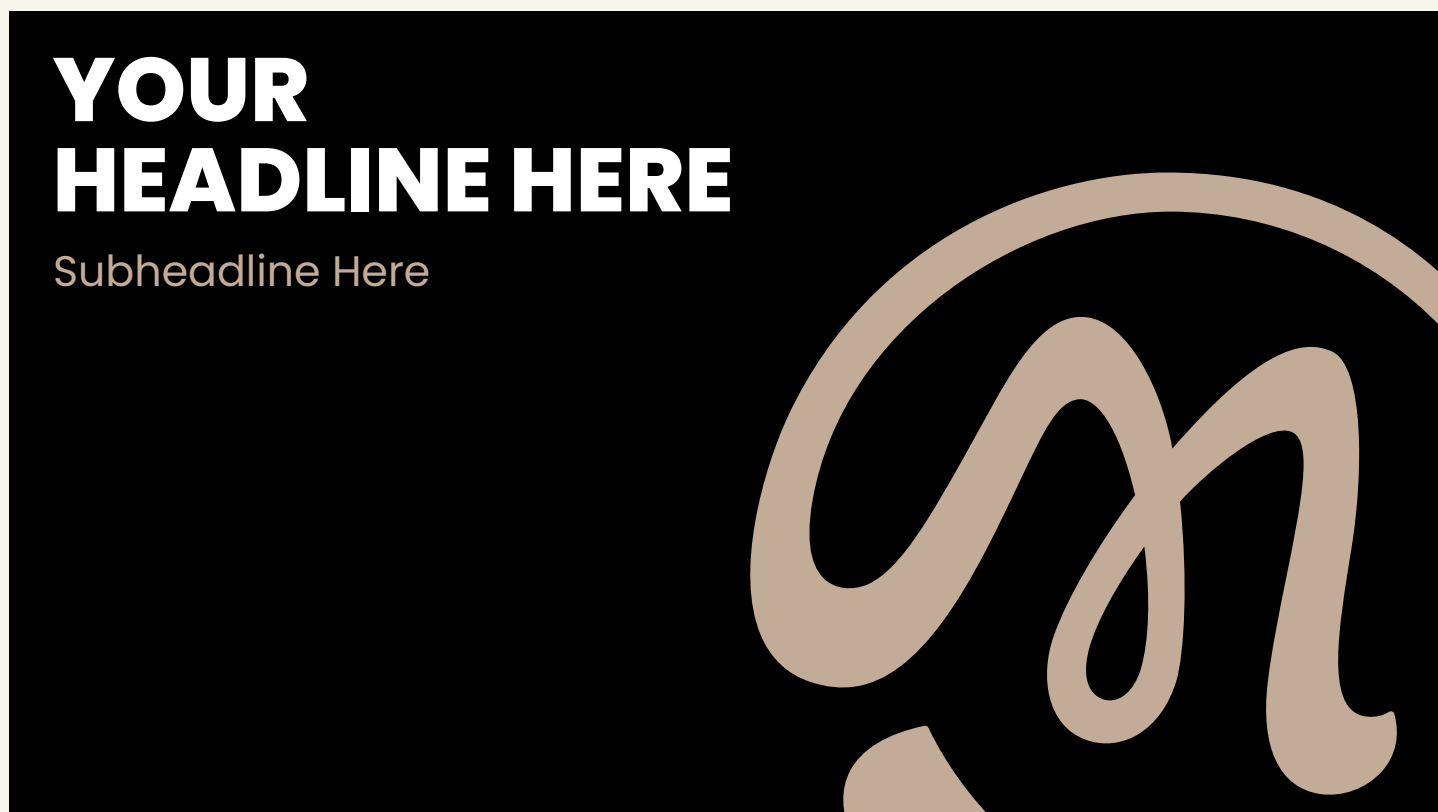
SUBHEADLINE:

Type: Poppins

Weight: Regular

Kerning: Optical

Size: 80pt



PRESENTATION LAYOUT

Size: 1920x1080px

Margin: 57px

HEADLINE:

Type: Poppins

Weight: ExtraBold

Kerning: Optical

Size: 85pt

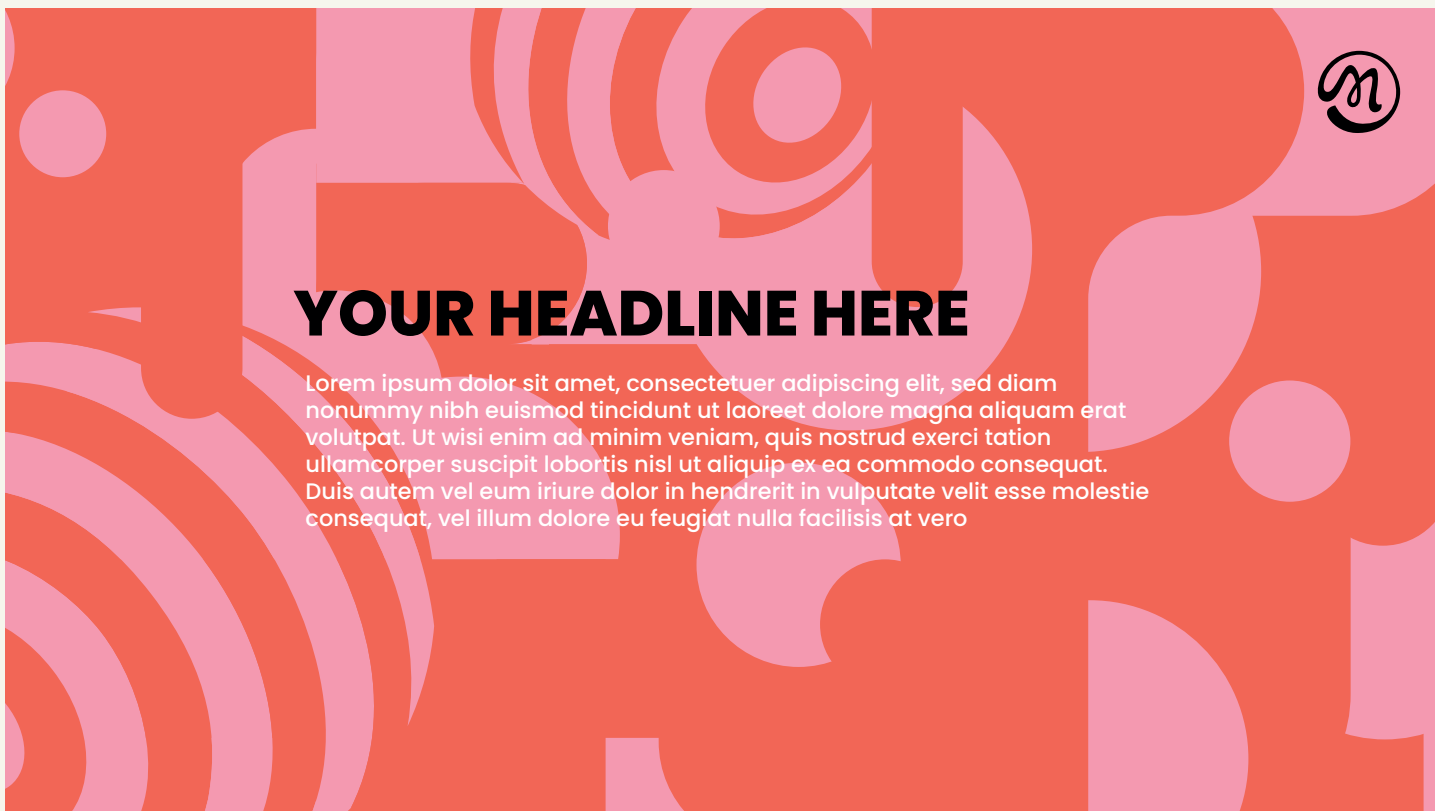
BODYTEXT:

Type: Poppins

Weight: Medium

Kerning: Optical

Size: 30pt



PRESENTATION LAYOUT

Size: 1920x1080px
Margin: 57px

HEADLINE:
Type: Poppins
Weight: ExtraBold
Kerning: Optical
Size: 85pt

BODYTEXT:
Type: Poppins
Weight: Medium
Kerning: Optical
Size: 30pt



PRESENTATION LAYOUT

Size: 1920x1080px

Margin: 57px

HEADLINE:

Type: Poppins

Weight: ExtraBold

Kerning: Optical

Size: 85pt

BODYTEXT:

Type: Poppins

Weight: Medium

Kerning: Optical

Size: 30pt



YOUR HEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis



YOUR HEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

Size: 1920x1080px
Margin: 57px

HEADLINE:
Type: Poppins
Weight: ExtraBold
Kerning: Optical
Size: 175pt



THANK YOU



THANK YOU

EMAIL SIGNATURE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Sincerely,

 mondo	NAME SURNAME POSITION	TEL: +1(310)734-7824 ADDRESS: 9559 S Santa Monica Blvd, Beverly Hills, CA 90210
		



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Sincerely,

 mondo	NAME SURNAME POSITION	TEL: +1(310)734-7824 ADDRESS: 9559 S Santa Monica Blvd, Beverly Hills, CA 90210
---	---------------------------------	---

