mosaic

Brand
Guidelines

Identity Manual

All of Mosaic brand features are proprietary.

If you opt to use any trademarks, logos, designs, and/or other brand features, you acknowledge your acceptance of the terms in the brand guidelines.

An Overview

This document communicates Brand Identity of Mosaic.

Clearly articulating the missions, values for the designs of all subsequent brand artifacts.

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Mosaic   Brand Guidelines

Logo

The
Mosaic Logo

The main logo consists of an icon and a wordmark.
Our wordmark is minimal and genius. It stands for reliability.
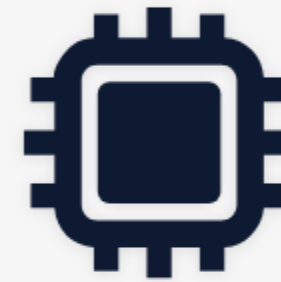
Meaning

The logo is well-crafted and constructed proportionately. The icon has an individual meaning behind it.

We used the idea keeping the functionality of application in mind. This symbolizes the chip in mind with letter M of brand name with Mosaic Style presentation.

We used red as to symbolize fervor, reliability and electric chip resemblance.

The Electric Chip

The Chip symbolizes the main functionality of the application, that is the electric circuit and chip design.
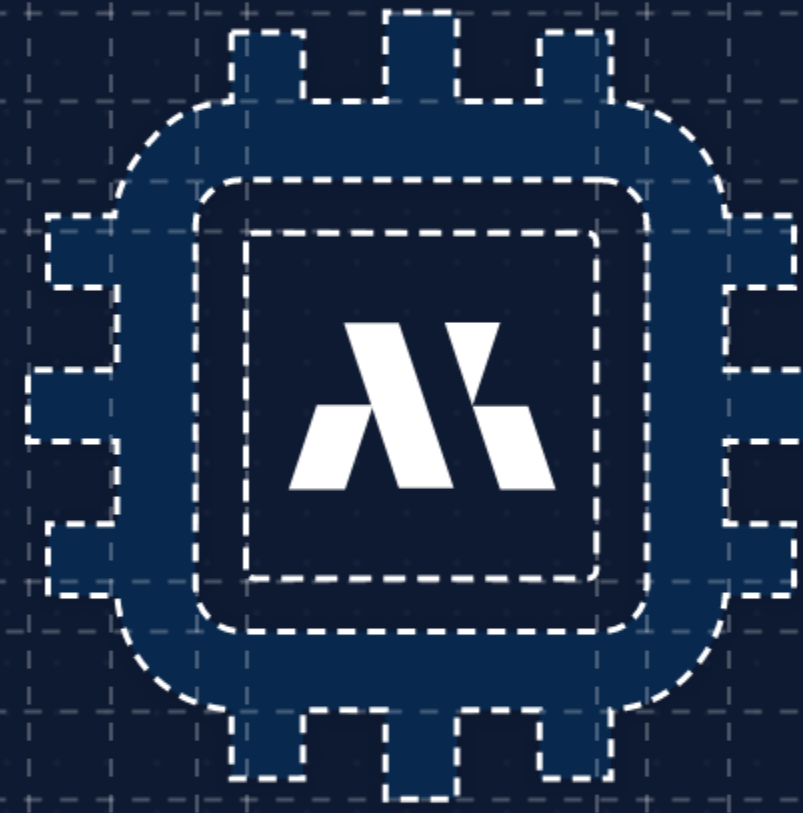
The "M" from name Mosaic

The M letter is the symbol of the brand name Mosaic. And the style and art of letter M symbolizes the meaning of Mosaic which means, "a picture or pattern produced by arranging together small pieces of stone, tile, glass"
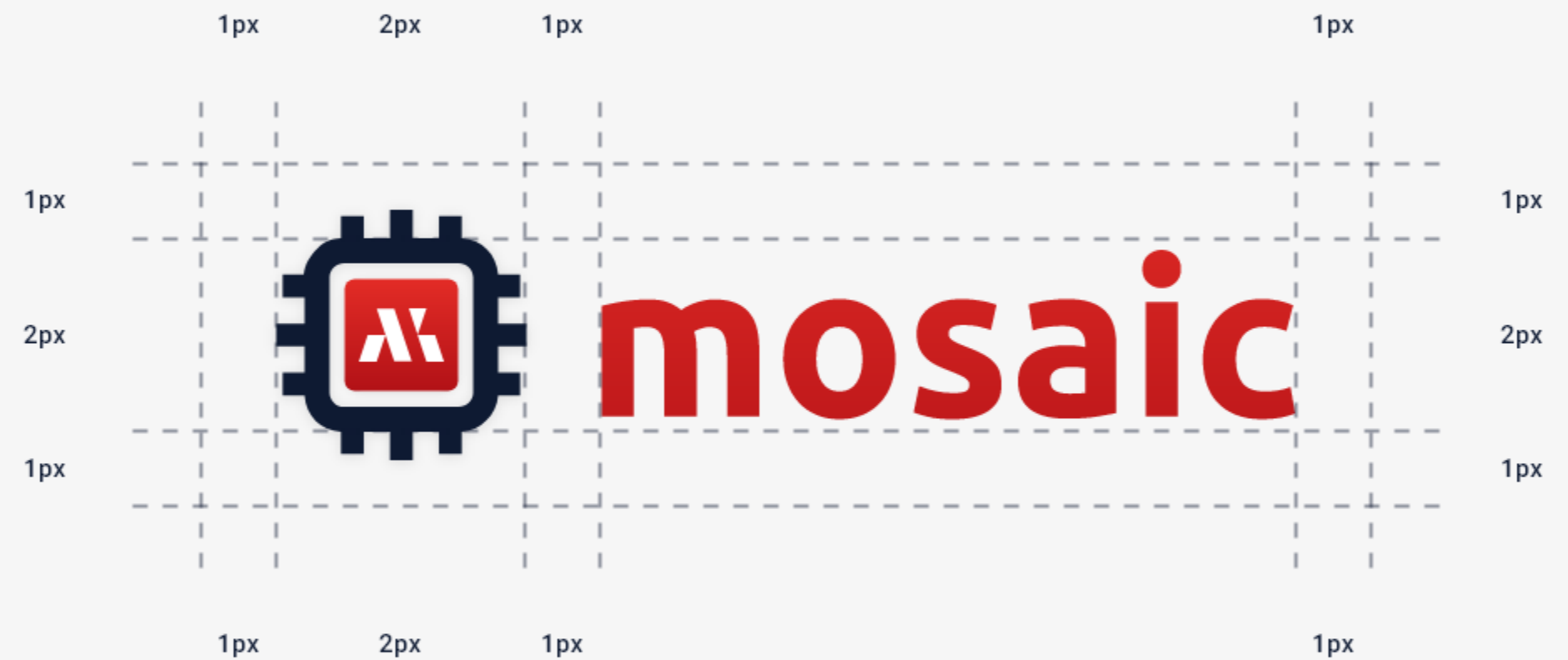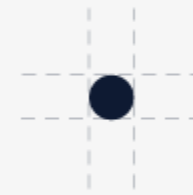
Construction

Proportion

The small on top right side of the logo should considered as the reference for measurement

The circle is measured **1x**

Exclusive Zone

4x amount of space should be exclusive zone.
It is prohibited to use any sort of artworks, typography or any other graphical artifacts between this 4x exclusive zone.

Minimum size

35px is the minimum height size of Mosaic's Logo.

35px Minimum Size

**Reversed
And
Single Color**

Typography

Typeface

Our main typeface is poppins for both presentation and google slides.

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # $ % ^ & * ( ) { } [ ] < > ? : " ' | \

A B C 1 2
A B C 1 2
A B C 1 2
A B C 1 2
A B C 1 2
A B C 1 2
A B C 1 2

Weights & Styles

Maintain the font pairing, tracking, leading and paragraph headlines.

Pairing

H1   **Poppins SemiBold**

H2   Poppins Regular

Headlines Font :
Poppins Bold

Tracking : -10

Sub Font :
Poppins SemiBold

Tracking : 0

Sub Font :
Poppins Regular

Tracking : 0

Color

Colors

#CB1F1F

#0E1A32

#FFFFFF

App for Easy
Circuit Design