



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.



Table of Contents

• Logo	01 - 08
• Typography	01 - 13
• Color	01 - 13



Logo

The Mosaic Logo

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



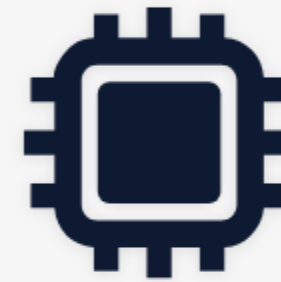
mosaic

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

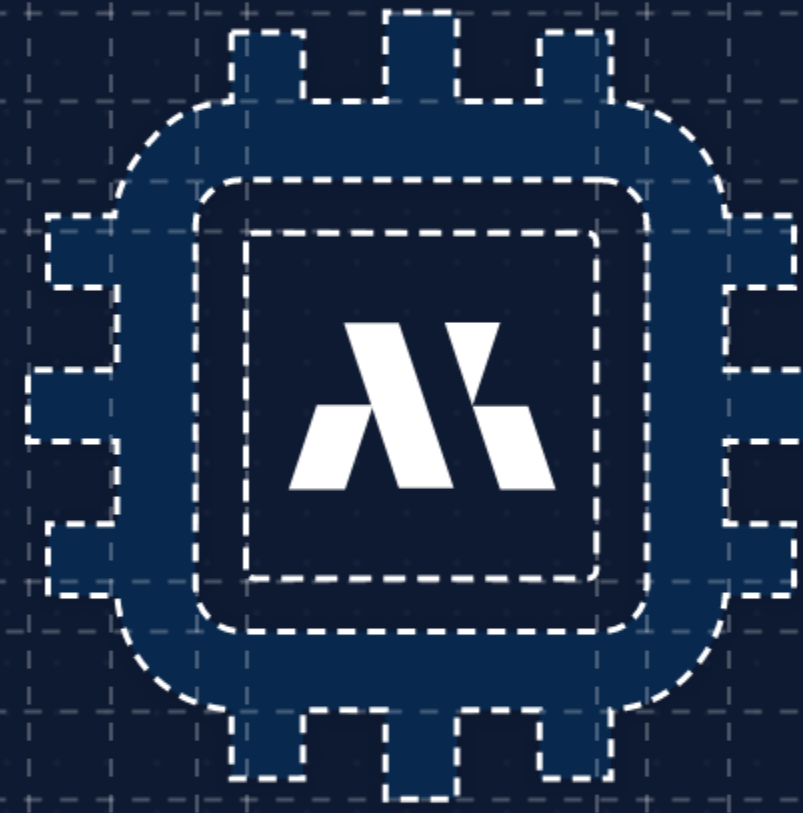
The Chip symbolizes the main functionality of the application, that is the electric circuit and chip design.



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"

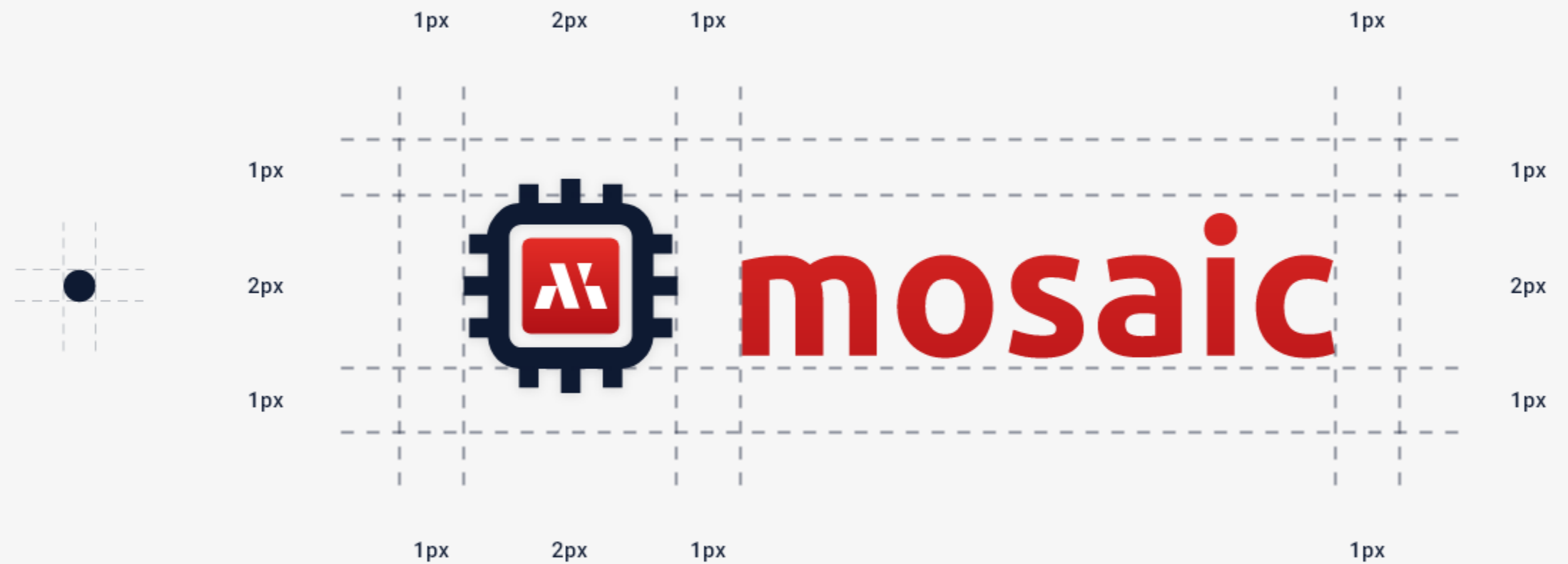
Construction



Proportion

The small on top right side of the logo should be 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 Ll 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

