

# THE MOMCO

*brand guidelines*

## *introduction*

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Our rally cry is to raise moms to new heights, arm in arm, side-by-side. The MomCo. (formerly MOPS International) seeks to tap into purposeful living and authentic connection. We're passionate supporters of the idea that the journey of motherhood isn't one to take alone. This exhausting, beautiful adventure is meant to help women uncover who they truly are and to invite others to do the same. Because motherhood *is* an adventure, and we're here for the journey in discovering the unique, original woman that they are. We embrace the imperfections and the unexpected, knowing that it propels us forward to greater joy and purpose.

The MomCo brand guidelines exist to ensure visual and brand consistency across various print and web materials. Guidelines within these pages cover usage of such assets as the logo, voice, colors and typography. Please adhere to these guidelines to create a brand image and identity that is consistent across all mediums.

# IT ALL STARTED HERE



*From MOPS to MomCo* Around 40 years into our ministry of caring for and developing mothers around the world, we started to discover challenges with our name. The word MOPS immediately sets a vision of cleaning supplies. And, over the years, the context of the phrase “mother of preschool” shifted from referring to any kids not yet in elementary school to an entire category of schools. As we expanded globally, and into more languages, the name MOPS was generally non-translatable, but when it was, at best it was “mother of pugs” or at worst slang for breast. In 2017, we began a journey of research, focus groups, branding experts and fellow non-profits to see if our name was becoming a barrier to our founding mission. We recognized that if we wanted to welcome all moms in, we needed a name that didn’t give the impression of exclusion and confusion. As we began the journey, we had three goals for the new name:

1. We needed a name that was not routinely misleading.
2. That said all moms are welcome here.
3. That would invite a future generation of moms into a community where they can meet Jesus.

After more than a few trademark failures and a lot of prayer, we found a name that met the above criteria in a way that only God himself could have offered; MomCo. We know our mission is as necessary today as it was at that first meeting with 4 women in Thornton, CO. As we look to the next 50 years, we proudly introduce: The Mom Community.

## *Mission Statement:*

The MomCo encourages and equips moms of young children to realize their potential as mothers, women and leaders in relationship with Jesus and in partnership with the local church.

# TABLE OF CONTENTS.

## *who we are*

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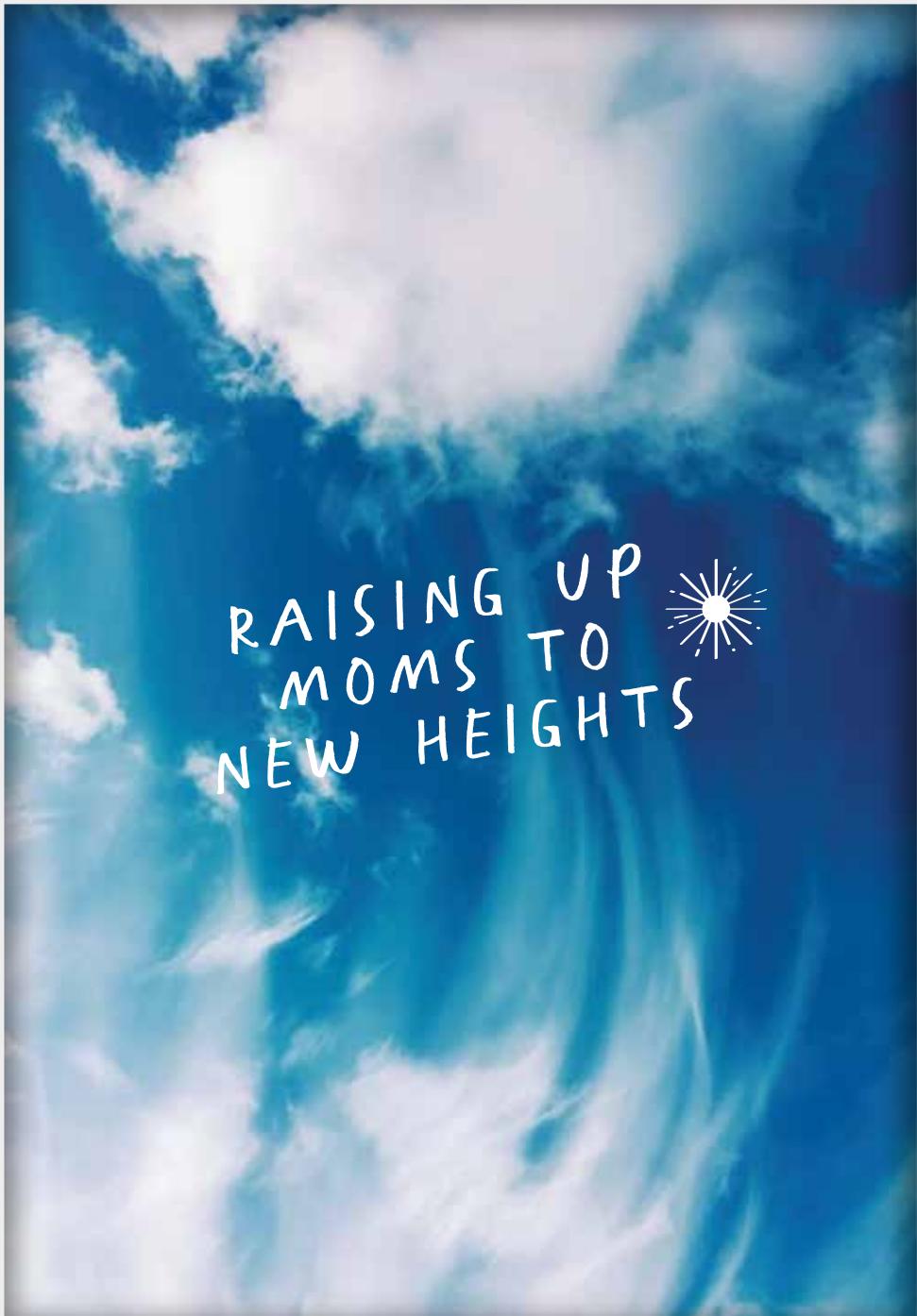
<b>05</b> manifesto	<b>06</b> what we believe
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## *core elements*

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RAISING UP  
MOMS TO  
NEW HEIGHTS

# THIS IS MOTHERHOOD

As a mom community, we:

- Raise our kids & one another.
- Boldly elevate motherhood.
- Embrace the unexpected & imperfect.
- Understand our direction is more important than our speed.
- Celebrate often & loudly.
- Know every mom has a place with us.
- Follow Jesus and invite others to journey with us.

*We are The MomCo.*

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WHO WE ARE.



### **JESUS FOLLOWERS** *John 14:6*

We are compelled by the movement of Jesus Christ and invite others to explore their own faith journey toward him.

### **ADVOCATES** *Proverbs 31:8-9*

We are passionate proponents for the value of motherhood and the influence of women.

### **KINGDOM ENTHUSIASTS** *Matthew 6:23*

We believe in God's redemptive work in the world which encourages us to be playful in spirit, generous at heart and faith-filled in confession.

### **EXPANSIVE** *Revelation 22:17*

Every mom has a place with us. We uphold a boldness of inclusion because we know there is room for a vast collage of women who thirst for Jesus.

### **KNOWN BY WHAT WE ARE FOR**

*Matthew 22:36-40*

We look to Jesus' footsteps for how to walk through the world, which allows us to be radically gracious in expression and association.

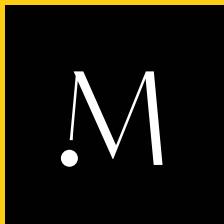
### **SISTERHOOD CULTIVATORS**

*Hebrews 10:25*

We build circles of women who love each other like family, because we believe in the transformative potential of relationships and mentoring.

### **MULTILINGUAL** *1 Corinthians 9:22*

We lead communication of a timeless message to a culture of many voices, dialects and backgrounds.



*embrace the imperfect and unexpected.*

THE MOMCO



THE MOMCO



RAISING UP MOMS  
TO NEW HEIGHTS.



THE MOMCO



*the momco logo set*

Space between the dot and the "M" letterform should not be removed, increased or decreased.

The "M" is encapsulated within a solid square. This letter should not be enlarged, shrunk or shifted.



"M" is contained within a perfect square. This shape should not be changed, nor should the primary mark be used without the square.

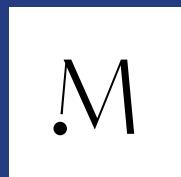
Company name should always be displayed as "THE MOMCO" without separation of "Mom" and "Co".

THE MOMCO

"O" in MOMCO should always remain underlined.

THE MOMCO

THE MOMCO



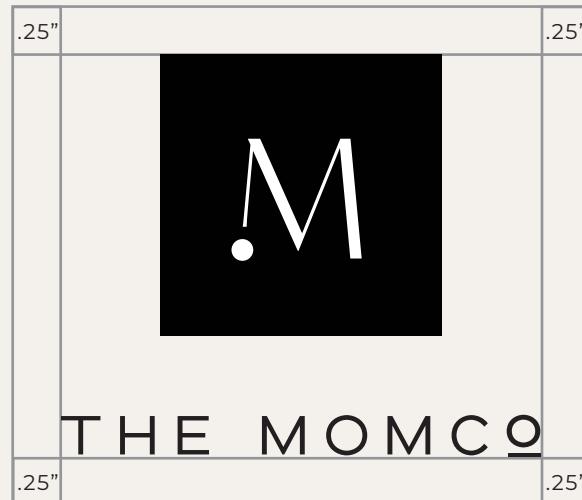
THE MOMCO

#### PRIMARY MARK

This displays the proper use for The MomCo's primary mark. The lockup should not be broken apart and used separately. Secondary logos (see page 9) and applications for their use are provided for alternate use.

## CLEAR SPACE

The minimum spacing requirement is 0.25 inches and should always be used when placing the primary or sub-brand logos into a printed design. In printed materials, the logo should be at least 0.25 inches in height.



## ALTERNATIVE LOGOS AND ICONS

Below are alternative logo options and icons that may be used when primary logo is not the most appropriate option for design. However, primary logo should be used whenever possible. Icon and badges may be used on platforms specific to The MomCo (website, social, branded collateral). For advertising and standalone pieces where the viewer does not immediately associate with our company, the full logo with name (or permitted wordmark) must be used.



THE MOMCO



THE MOMCO



## IMPROPER USE

The logo should never be altered from the permitted primary and secondary logo options shown on pages X and X. This includes scaling, removing, and manipulating elements.



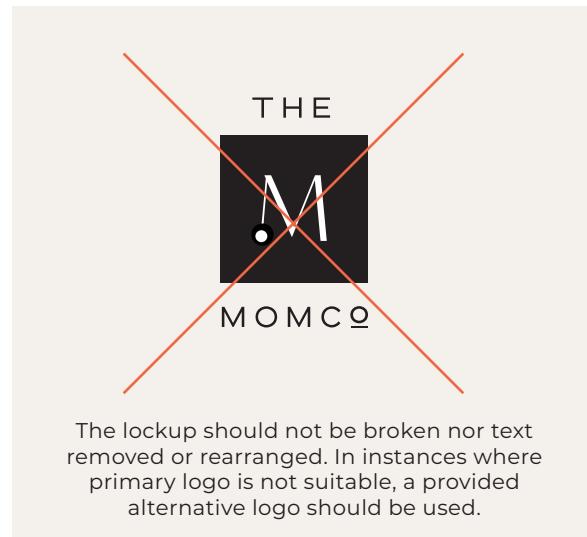
"M" letter should not be enlarged, shrunk or shifted.



"M" is contained within a perfect square. This shape should not be changed, nor should the primary mark be used without the square.



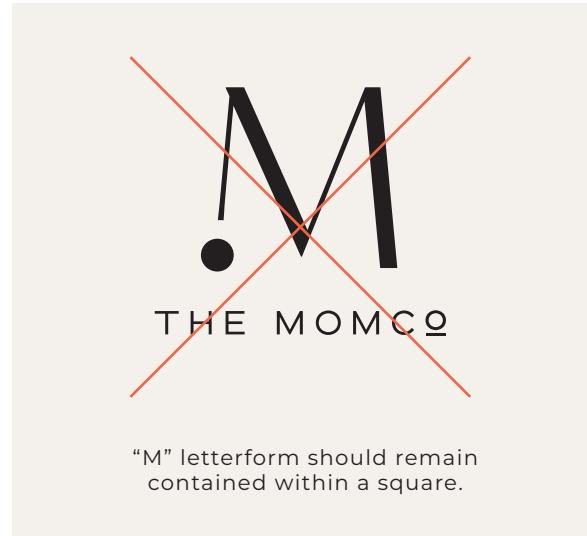
Do not squash logo when scaling.



The lockup should not be broken nor text removed or rearranged. In instances where primary logo is not suitable, a provided alternative logo should be used.



Logo should not be shown in any color outside of The MomCo color palette.



"M" letterform should remain contained within a square.

# TYPOGRAPHY.



The MomCo  
Typography  
Standards

## IVYMODE (ALL CAPS) - HEADLINE

# SAMPLE HEADLINE

*Subheading Text - Ivy Presto*

**BODY - MONTserrat** Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim.

## HEADLINE TYPEFACE (CAPS)

# IVYMODE

AaBbCcDdEeFfGgHhIiJjKk  
LIMmNnOoPpQqRrSsTtUuVv  
WwXxYyZz 0123456789

THINGLIGHT REGULAR MEDIUM **BOLD**  
THIN LIGHT REGULAR MEDIUM **BOLD**

## SUBHEADING TYPEFACE

*Ivy Presto Italic*

AaBbCcDdEeFfGgHhIiJjKkLIMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz 0123456789

THIN LIGHT REGULAR MEDIUM SEMIBOLD **BOLD**

## BODY TYPEFACE

# Montserrat

AaBbCcDdEeFfGgHhIiJjKk  
LIMmNnOoPpQqRrSsTtUuVv  
WwXxYyZz 0123456789

LIGHT REGULAR MEDIUM **BOLD EXTRA BOLD BLACK**  
LIGHT REGULAR MEDIUM **BOLD EXTRA BOLD BLACK**

## ACCENT TYPEFACE

# Quisas Standard

A B C C D D E E F F G G H H I I J J K K L L  
M M N N O O P P Q Q R R S S T T U U V V  
W W X X Y Y Z Z 0 1 2 3 4 5 6 7 8 9

REGULAR

# THE COLORS.



The MomCo  
Brand Color  
Palette

## BRAND COLORS *Explained*

Our brand uses fresh, bold and inviting colors. This palette not only gives a nod to femininity, but is also vibrant and expansive. These colors will always have a presence in our designs; whether in the artwork or

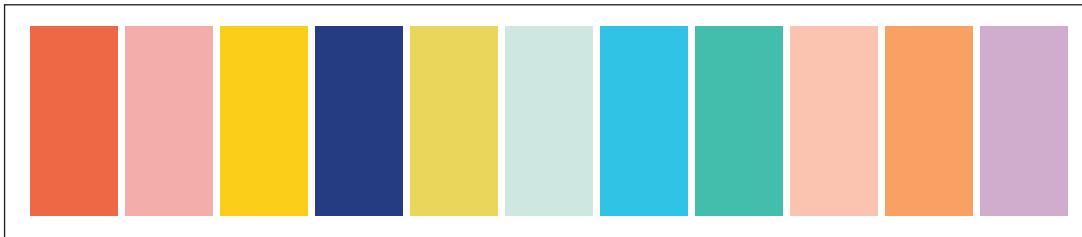
within the logo itself. Though we do allow for expressive colors which is created by and evolves with seasonal trends, all evergreen collateral and function design should use brand colors.

<b>POPPY</b> HEX: F06846 CMYK: 1,74,77,0 RGB: 240,104,70	<b>PURPLE RAIN</b> HEX: 263C82 CMYK: 100,91,17,4 RGB: 38,60,130
<b>SUNSHINE</b> HEX: FBCE1A CMYK: 2,18,97,0 RGB: 251,206,26	<b>PETAL</b> HEX: F3ADAA CMYK: 2,38,23,0 RGB: 243,173,170
<b>SPRING GREEN</b> HEX: E8D65A CMYK: 11,10,78,0 RGB: 232,214,90	<b>SKY BLUE</b> HEX: 30C3E6 CMYK: 65,0,7,0 RGB: 48,195,230
<b>DEWDROP</b> HEX: CFE7E1 CMYK: 18,1,12,0 RGB: 207,231,225	<b>CLOUD</b> HEX: FFFFFF CMYK: 0,0,0,0 RGB: 255,255,255
<b>SEAFOAM</b> HEX: 44BEAC CMYK: 67,0,41,0 RGB: 68,190,172	<b>ASH</b> HEX: 000000 CMYK: 0,0,0,100 RGB: 0,0,0

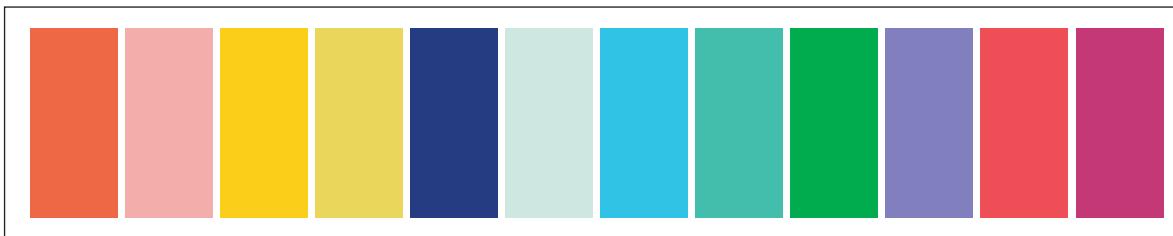
## EXPRESSIVE COLORS

Expressive colors may be used for seasonal collateral or other specified audiences. Brand colors must always be present in some capacity, whether in the artwork or within the logo. However, all evergreen collateral should use brand colors only.

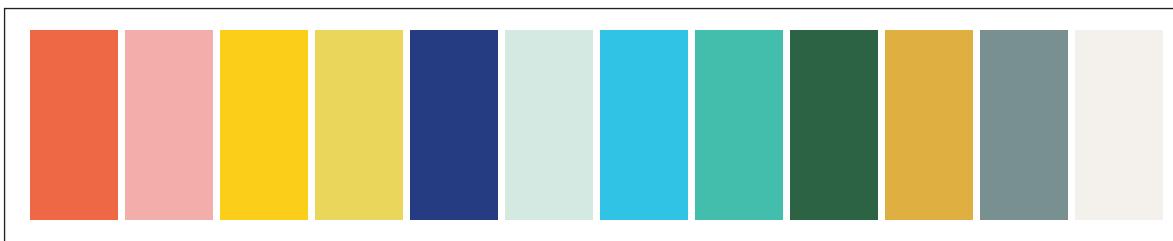
### SPRING



### SUMMER



### FALL/PASTOR + DONOR



## ILLUSTRATION.



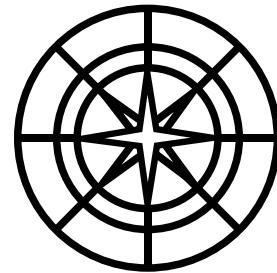
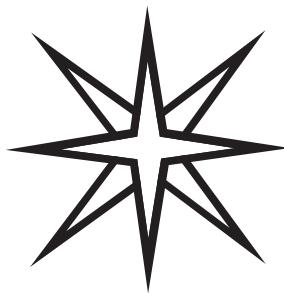
The MomCo  
Illustration &  
Icon Standards

### ILLUSTRATION

Our approach to illustration is to be authentic and embrace the unexpected and imperfect. While evolving with trend, content should point back to our main focus, to appeal to women with relatable imagery. While texture, photo collage, composition and graphic details can be used to give a custom feel. And although moms specifically don't need to be featured in every illustration, our audience should always be considered in the imagery we use.

Illustration can explore a range of expressiveness but ideally should have an element of imperfection and a hand-drawn quality to further show authentic and relatable imagery.

### PATTERNS AND ICONS



RAISING UP  
MOMS TO  
NEW HEIGHTS



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The MomCo  
Photography  
Style & Mood

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## ART DIRECTION.

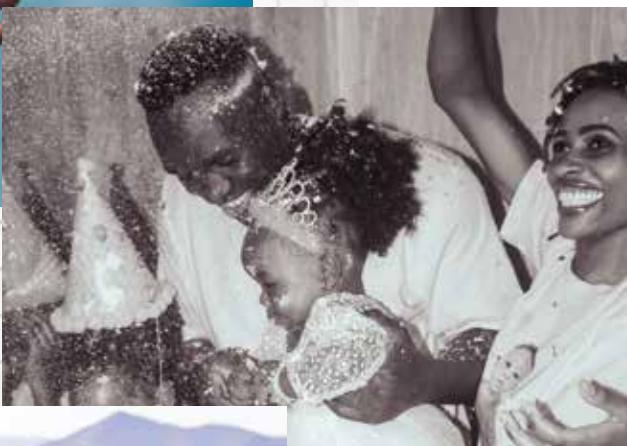
### PHOTOGRAPHY

We aim to showcase honest, authentic life. Though our photo style is ever-evolving to keep inline with trends and innovation, the goal will always remain the same. Our goal is that every photo and video clearly shows real-life mothers. Mothers of different race, size, culture, socio-economic standing, physical abilities - we are inclusive and aim to show women that our audience will connect with and see in themselves.

Stylistically, our photography should be vibrant, full of life and joy.

### MOOD

A modern vibe that's as bold and vibrant as the life we hope to help lead our moms to. Feminine appeal without being overly girly. Our brand is complex, multi-layered and bold. Elements, textures and iconography embrace imperfections and the unexpected, kinda like being a mom in a nutshell, right? We aim for unique, original designs that support our rally cry to raise moms to new heights and empower them through unexpected discovery.





The MomCo  
Voice & Brand  
Archetype

THE MOMCO VOICE.

## VOICE

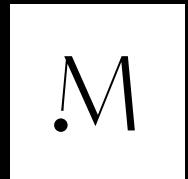
The MomCo voice is evolving to unite the needs of our audience and our brand as they venture through motherhood. Through practical advice, bold exploration, and an honest authentic expression, we'll create more space for brand relevance, connection and joy for every mom in our reach.

Expressive copy is where our personality shines. We use expressive moments to present biblical truth in a fresh, relevant, interesting way. We share passionate stories of our moms and our impact. Our copy can make you smile — always taking into account where our audience is interacting with us — and making every word count.

Functional voice (sales, advertisements, sponsored content). This should be clear and informative, with the aim to inspire. While not flowery in language, the voice should be inviting, engaging, and echo who we are in all our communication.

## BRAND ARCHETYPE *The Explorer*

As we set out to define our brand archetype, we landed on "the explorer". The brand archetype is like the personality of the brand. The Explorer is authentic, curious and wants to forge a unique path. They strive to help others feel free. They are pioneering. Their brand promise is freedom, and their motto is "where we're going, we don't need roads". The strategy is the road less traveled.



THE MOMCO

*contact information*

2370 S. Trenton Way · Denver, CO 80231 · 303.733.5353

@THEMOMCO\_ | INFO@THEMOM.CO | THEMOM.CO