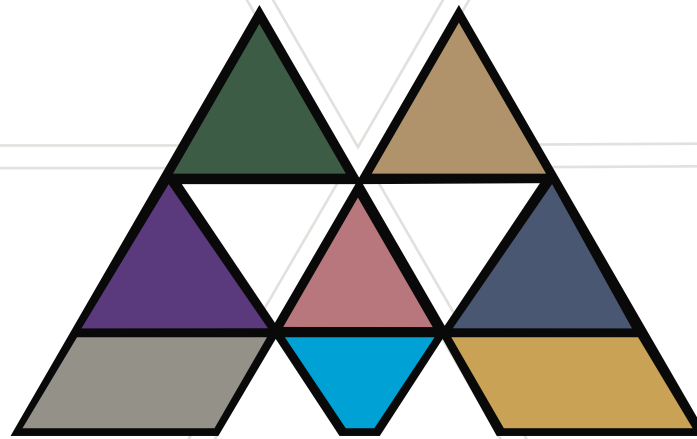


BRAND STYLE GUIDE



molo mhlaba

Please respect all works presented to you by **CREATIVEBOX**. Molo Mhlaba's brand identity is central to its communications plan and through it, we seek to convey an accurate sense of what makes Molo Mhlaba unique. This document provides guidelines and recommendations to implement the Molo Mhlaba's branding. It will help echo the Molo Mhlaba brand across all environments. It contains all the information needed to include the Molo Mhlaba brand, typography, and behaviors. If you have any queries concerning the use of work or resources used in the creation of this work, please talk to **CREATIVEBOX** directly via telephone (+27)011 575 4929 or email: info@creativebox.agency.

Typography

Main: Rounded Elegance

ABCČĆDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdđefghijklmnopqrsštuvwxyzžĂÂÊÔăâêô
1234567890'?'“!”(%)[#]{@}/&\<
-+÷×=>®©\$€£¥¢::;.,*

Lorem ipsum dolor sit amet

Nullam ac varius lacus. Ut aliquet risus eu ligula sodales, nec rutrum mi mattis. Proin vel posuere arcu. In hac habitasse platea dictumst. Donec hendrerit in elit commodo imperdiet. Fusce in pulvinar urna, a tincidunt sapien. Quisque non eleifend lectus, eu rutrum neque. Etiam commodo risus vel felis gravida consequat at sed dolor. In purus ex, pellentesque eu vulputate vitae, ultrices sit amet ex. In dapibus in turpis.

Secondary: Varela Round

Characters

ABCČĆDĐEFGHIJKLMNOPQRSŠTUVWX
YZŽabcčćdđefghijklmnopqrsštuvwxyzž
ĂÂÊÔŮŠăâêôșșאבגדהוזחטיכךלמנםסןעפף
צץקרשךת1234567890'?'“!”(%)[#]{@}/&\<-
+÷×=>®©\$€£¥¢::;.,* ׀

Color Palette



HEX: #010101
RGB: 1 1 1
CMYK: 75 68 67 90



HEX: #b1936c
RGB: 177 147 108
CMYK: 30 39 63 3



HEX: #b8777d
RGB: 184 119 125
CMYK: 27 60 41 2



HEX: #3e5c45
RGB: 62 92 69
CMYK: 74 43 74 34



HEX: #593a7d
RGB: 89 58 125
CMYK: 78 92 19 6



HEX: #495672
RGB: 73 86 114
CMYK: 77 64 36 17



HEX: #00a1d5
RGB: 0 161 213
CMYK: 76 19 3 0

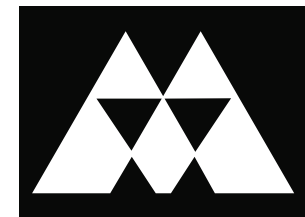
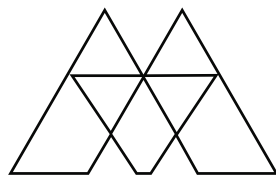
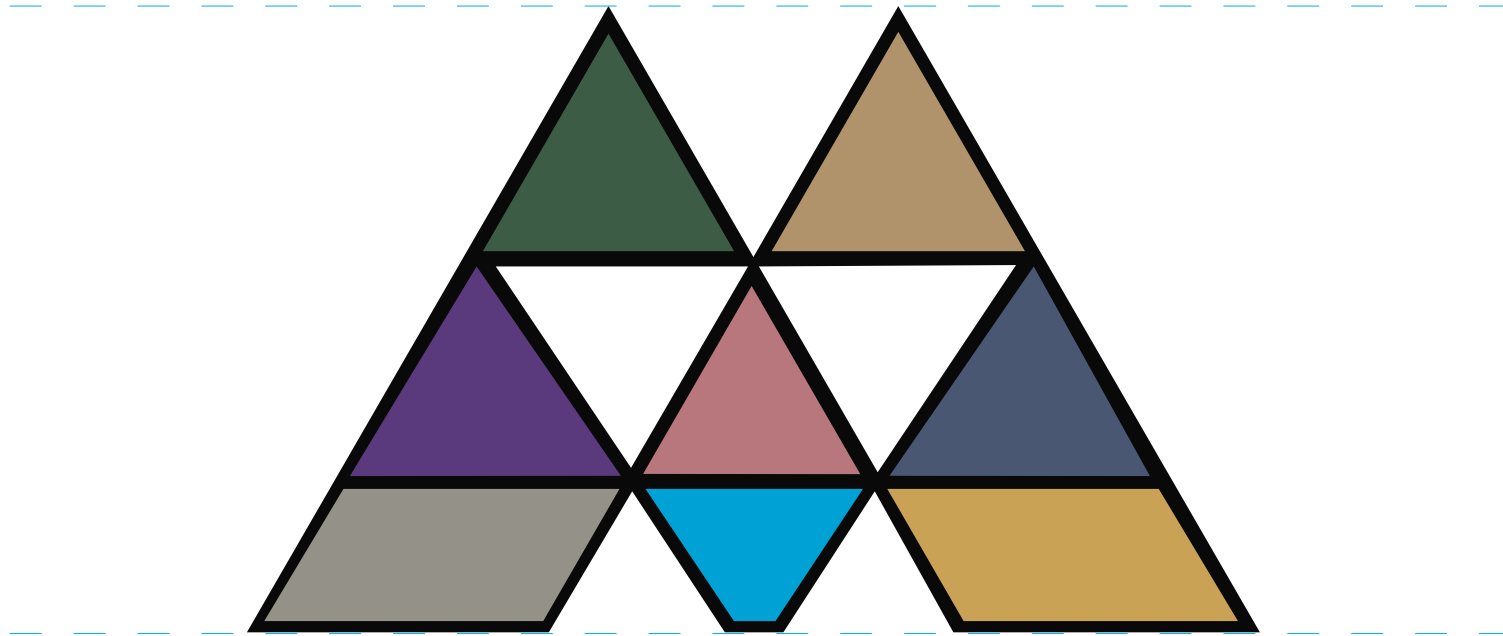


HEX: #caa355
RGB: 202 163 85
CMYK: 21 34 78 1

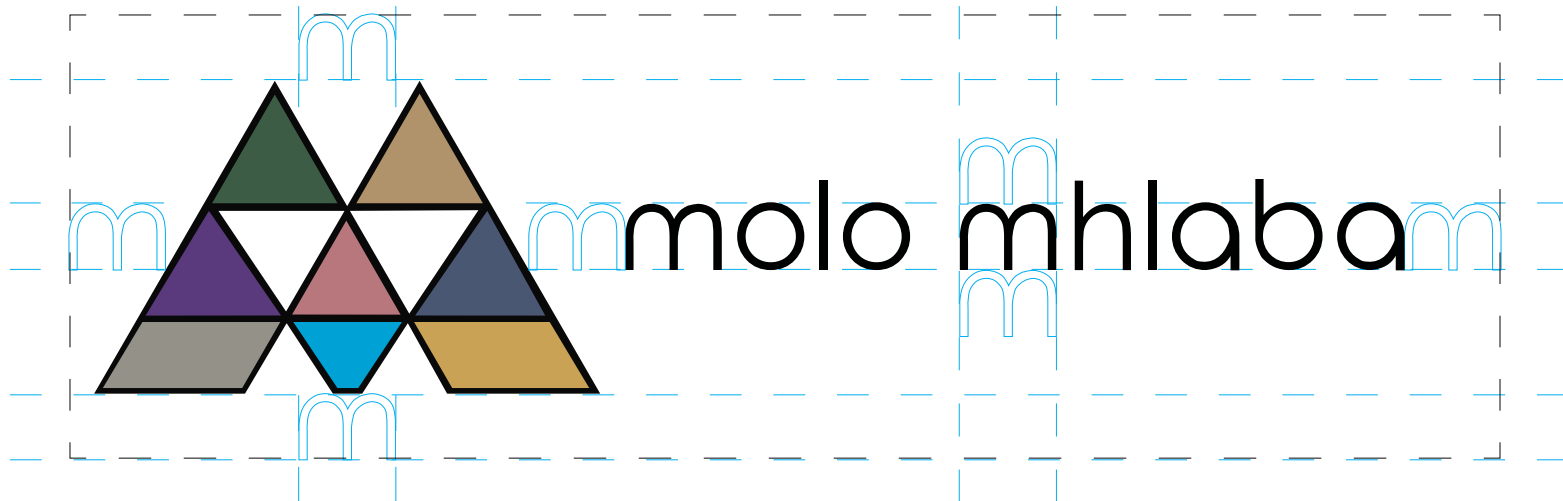


HEX: #949188
RGB: 148 145 136
CMYK: 44 37 44 3

Logo: Symbol

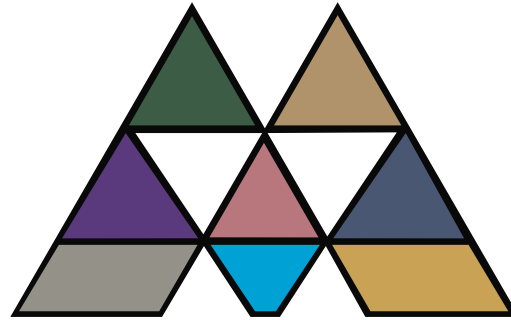


Logo: Spacing



Logo

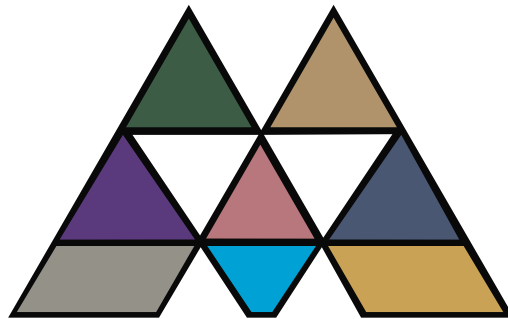
Official - Vertical



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Official - Horizontal



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