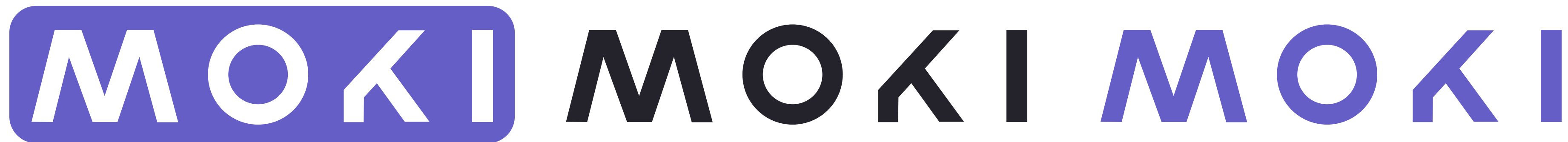
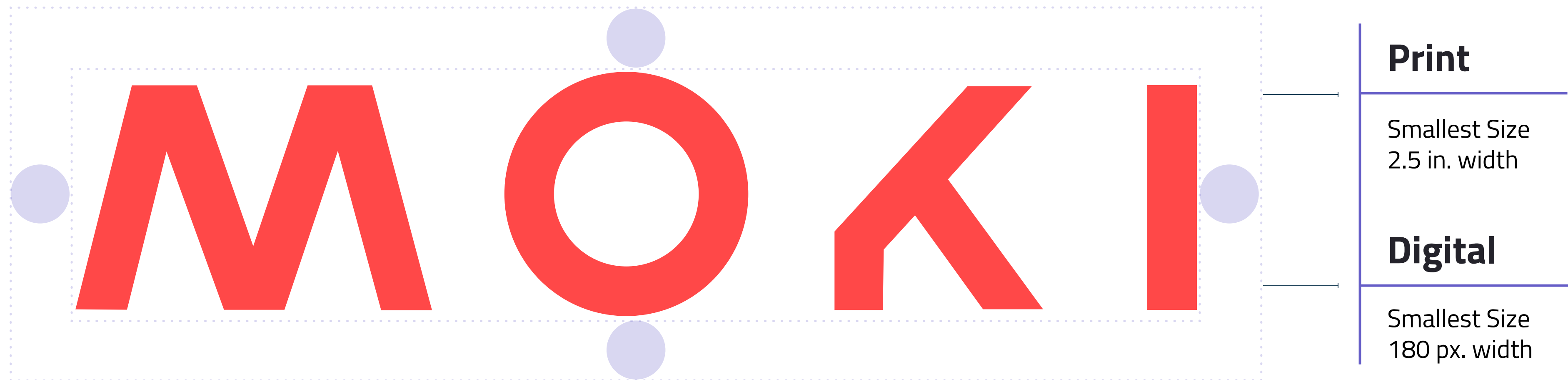


MOKI

BRAND GUIDE

1 LOGO & COLOR



Roughly maintain a circle height amount of space around the logo. Use this standard for all variations of the Moki logo.

Primary

Moki Red
#ff4848
R:255 G:72 B:72
C:0 M:86 Y:70 K:0

Moki Purple
#665ec7
R:102 G:94 B:199
C:69 M:69 Y:0 K:0

Black
#24232b
R:36 G:35 B:43
C:76 M:71 Y:57 K:67

Gray
#e6e7e8
R:230 G:231 B:232
C:8 M:6 Y:6 K:0

Secondary

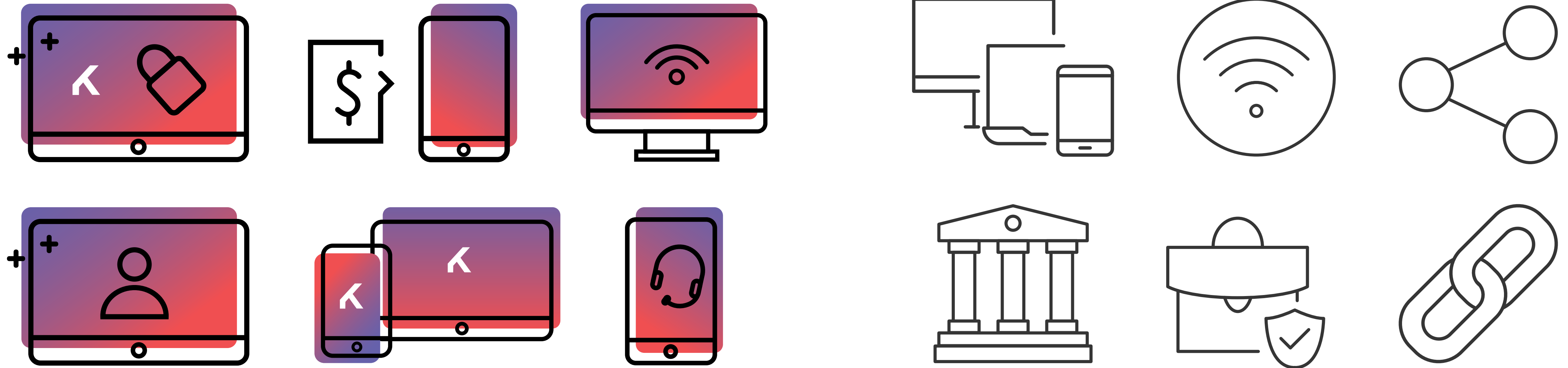
2 TYPE & ICONS

H1 - TITILLIUM BOLD

H2 - Titillium Regular

H3 - Roboto Medium

Body - Roboto Regular



Use Icons for short punchy bits of information. Icons should assist the message but not overpower or complicate the meaning.

Ensure new icons use the same line width and complement the existing icons.

3 GRAPHIC ELEMENTS

Graphic elements are used to add texture and depth to the brand design.

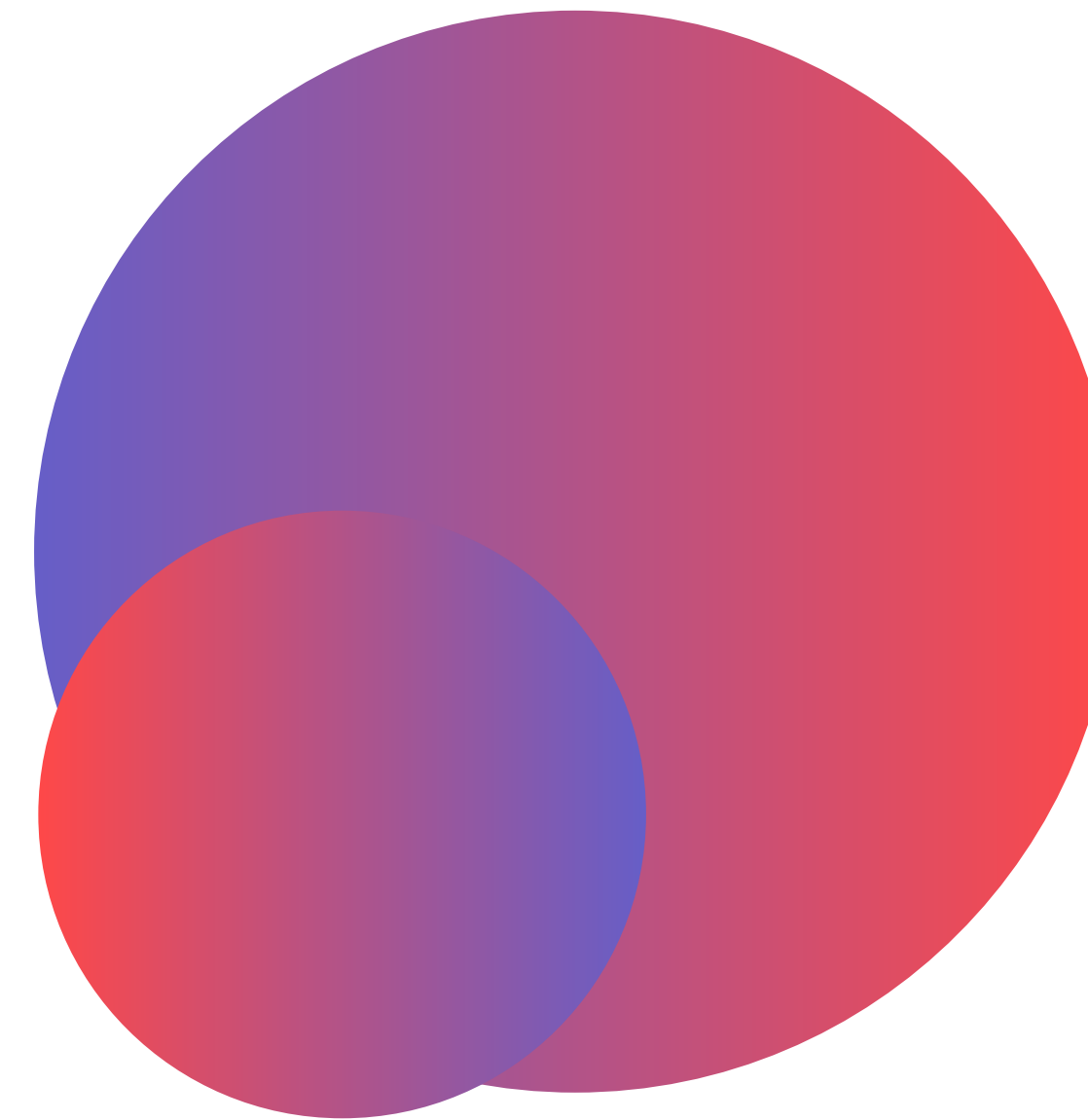
These examples show elements that may be used in design for print and digital collateral.

Moki's visual style pairs its signature gradient with black-and-white photo cutouts, overlaid with vibrant color screens to draw focus to featured devices.

Photo Treatment



Other Elements



Background Option



The visual tone balances simplicity and trustworthiness, while the colorful accents add energy and action. The bright colors draw focus to the main points and imagery, with backgrounds elevating the colorful photos and designs. Clean typography and colorful gradients enhance clarity and professionalism. These elements should guide social content, calls to action, paid ads, collateral, web design, and more.



MOKI

THANK YOU