

mojaloop
foundation

mojaloop

Brand Guidelines

April 2020

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Logos

The branding is modern, approachable, fresh and uplifting — a reflection of the software and its open-source mission.



The Mojaloop Foundation logo should be used in reference to the entity itself.



The Mojaloop logo should be used in reference to the project.

The Mojaloop Foundation Logo

The Mojaloop Foundation logo should be used in reference to the entity itself.



The Mojaloop Project Logo

The Mojaloop logo should be used in reference to the project.

There are three approved versions:

- **Color** – This is the standard version of the logo for use in digital and full- color print applications.
- **Black** – For use in limited-color printed applications and on light-colored backgrounds.
- **White** – For use in limited-color printed applications, dark-color backgrounds, and photo backgrounds.

color

The word "mojaloop" is written in a lowercase, rounded, blue sans-serif font.

black

The word "mojaloop" is written in a lowercase, rounded, black sans-serif font.

white

The word "mojaloop" is written in a lowercase, rounded, white sans-serif font, centered within a solid blue rectangular background.

Logo

Clear Space

Maintain clear space on all sides of the logo to maximize the visual impact. The minimum clear space is equal to the width and height of the "m," ignoring ascenders and descenders.

Minimum Size

In print, the logo should never appear smaller than 20 mm (0.75 in) wide. On screen, it must appear at least 50 px wide.



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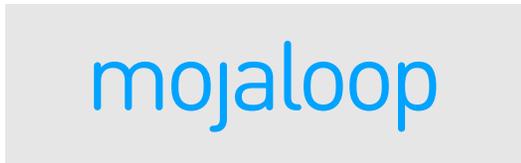
Minimum Size:

On-screen = 50 px

Print = 20 mm / 0.75 in.

Logo

Proper Use Cases



The color version of the logo may be used with backgrounds that are up to 10% black.



The white version of the logo should be used with backgrounds that are darker than 30% black.



Use only the black version of the logo on light colored backgrounds. Maintain a minimum contrast ratio of 5:1.



Use only the white version of the logo on dark colored backgrounds. Maintain a minimum contrast ratio of 5:1.



Overlaying the logo on photography is permitted. Use only the white version, and maintain a minimum contrast ratio of 5:1.

Logo

Improper Use Cases



Do not stretch or compress the logo.



Do not add effects like shadows, gradients, or dimensions to the logo.



Do not change the colors of the logo.



Do not place the logo on busy textures or patterns.



Do not change the logotype font.

Type

Display

Varela Round is a friendly, modern sans-serif, chosen for its legibility, versatility, and aesthetic similarity to the logo type.

Download Varela Round from Google Fonts.
<https://fonts.google.com/specimen/Varela+Round>

Varela Round

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

LEADING

18 pt or smaller @ 120% >
18 pt @ 110%

KERNING/TRACKING

Metric kerning, tracking @ -10

Body

Open Sans is a clean, modern, Humanist sans-serif chosen for its legibility across multiple applications at various sizes.

Download Open Sans from Google Fonts.
<https://fonts.google.com/specimen/Open+Sans>

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

APPROVED WEIGHTS

Smaller than 10 pt:

Open Sans Regular

Open Sans Italic

Open Sans Bold

Open Sans Bold

10 pt and larger:

Open Sans Light

Open Sans Light Italic

Open Sans Semibold

Open Sans Semibold Italic

LEADING

12 pt or smaller @ 140% >
12 pt @ 120%

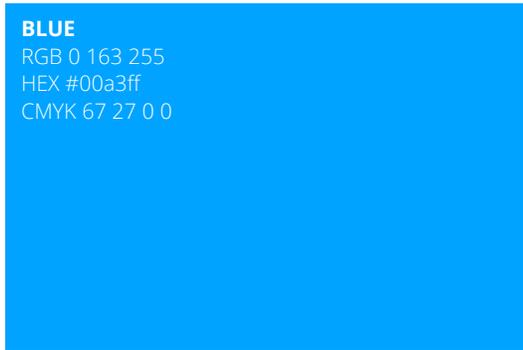
KERNING/TRACKING

Metric kerning, tracking @ 0

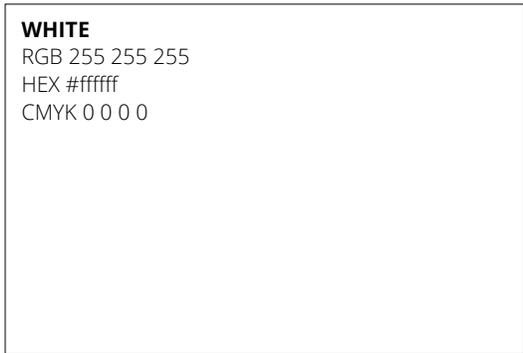
Color

Primary Colors

BLUE
RGB 0 163 255
HEX #00a3ff
CMYK 67 27 0 0



WHITE
RGB 255 255 255
HEX #ffffff
CMYK 0 0 0 0



The core Mojaloop colors are Blue and White.

The colors in our palette have precise on-screen (RGB, HEX) and print (CMYK) values.

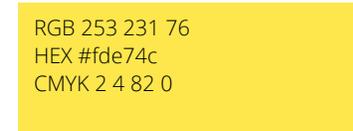
To ensure consistent application, use these color formulas and do not sample from digital files or screen captures.

Secondary Colors

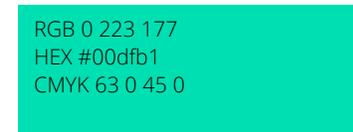
RGB 252 68 15
HEX #fc440f
CMYK 0 87 100 0



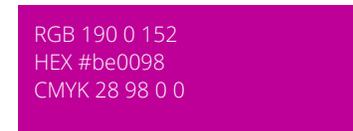
RGB 253 231 76
HEX #fde74c
CMYK 2 4 82 0



RGB 0 223 177
HEX #00dfb1
CMYK 63 0 45 0



RGB 190 0 152
HEX #be0098
CMYK 28 98 0 0



RGB 0 16 190
HEX #0010be
CMYK 100 90 0 2

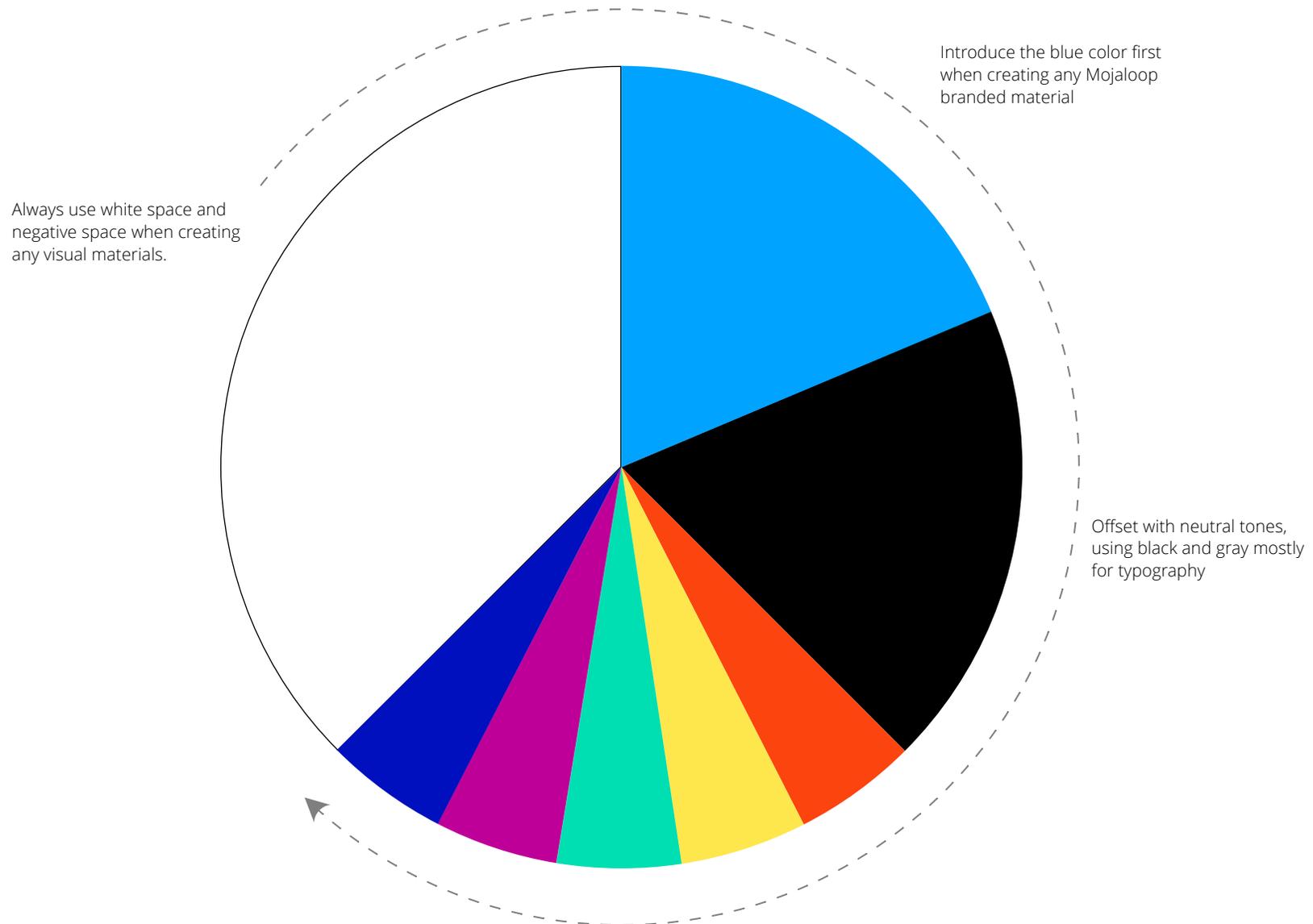


These colors are provided to create a versatile and flexible design system. They should be used sparingly, but can be used to create visual interest and differentiate information.

Color

Proportion

This is a color proportion wheel. When creating any visual materials for Mojaloop, please use this as a guide when working with brand colors in a communication. Use the colors in the clockwise direction, introducing the blue first when creating Mojaloop branded assets.

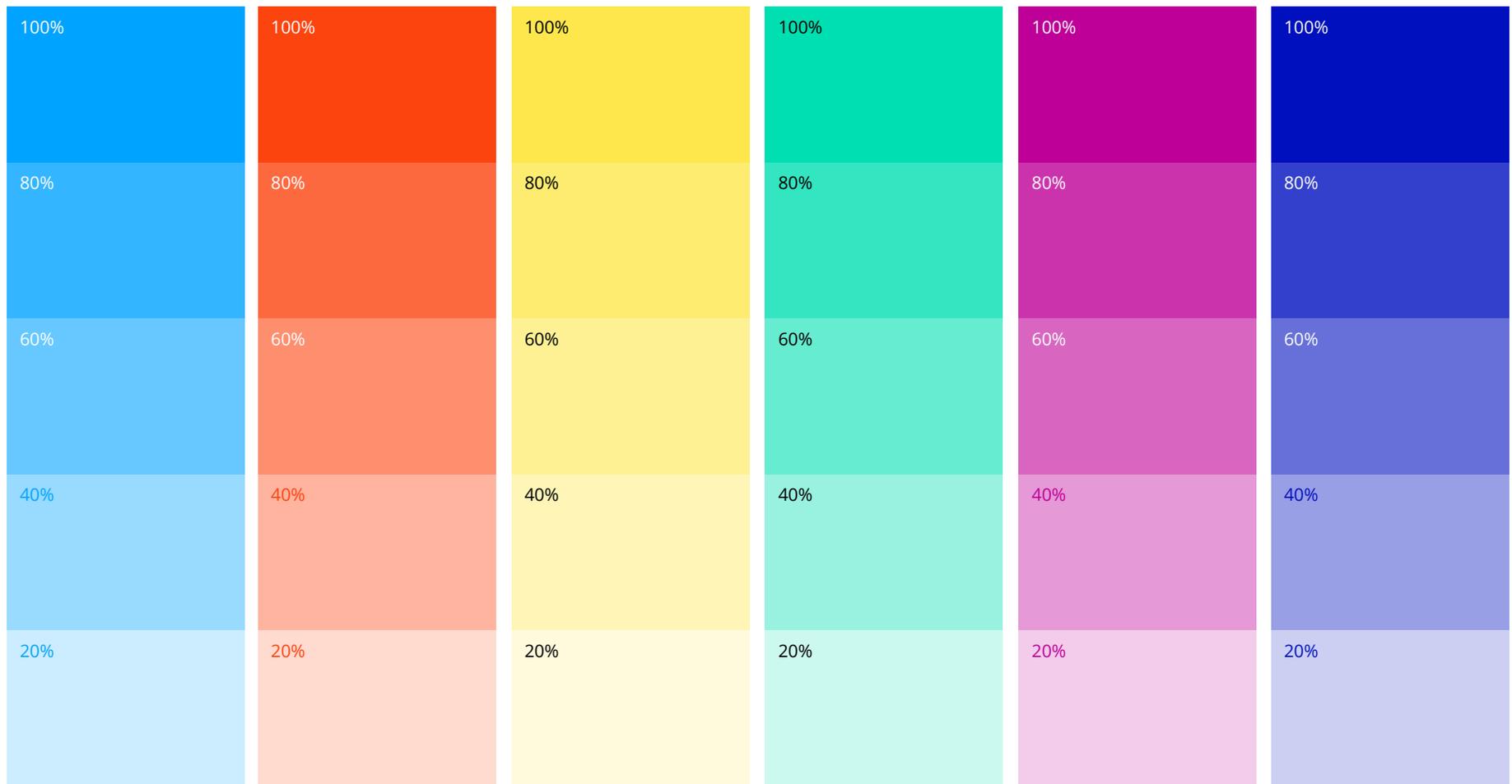


Use the secondary colors to highlight and create variation on charts, illustrations, and presentations

Color

Tints and shades of primary and secondary colors

Tints and shades are a great way to add highlights and shadows to illustrations. They can also be used for charts and graphs with complex data sets that may require more colors than the primary and secondary color palettes contain.



Photography

Content

Photography humanizes the mission. It should be authentic—no hired models, stock photography, or artificial staging. Focus on the real people around the world who benefit from Mojaloop.

Best Practices

- Subjects should appear empowered and hopeful. Achieve this by shooting them slightly lower than eye level to give them a position of power within the frame.
- Use warm light, rich color, and significant lighting contrast to create a hopeful, positive mood.
- Avoid static compositions. Use the rule of thirds to create balanced, energetic images that tell interesting stories.
- Avoid cluttered compositions with no clear focal point. We want to emphasize individuals over large anonymous groups—these are people, not data points.
- Some abstraction—e.g. a hand holding a phone—is OK if properly contextualized.



Photography

Bad Examples



This shot lacks a clear focal point, and the person is difficult to find.



Do not use stock photos or photos that look overly staged. Do not use photos whose subjects don't represent Mojaloop, its audience, or its users.



Do not use black & white photography.

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