

MONDOTM
BRAND TAGLINE

BRAND BOOK

TABLE OF CONTENT

1. LOGO DESIGN

- 1.1 Concept**
- 1.2 Clear Space**
- 1.3 Things To Avoid**
- 1.4 Logo Placement**
- 1.5 Horizontal**

2. TYPOGRAPHY

- 2.1 Title font**
- 2.2 Subtitle Font**
- 2.3 Arabic Font**

3. CORPORATE COLORS

- 3.1 Primary colors**
- 3.2 Secondary colors**

4. APPLICATIONS

- 4.1 Packaging**
- 4.2 Uniform**
- 4.3 Menuboard**

01 | LOGO
DESIGN

The logo for Ilmondo features a stylized monogram of the letters 'I', 'L', and 'M' on the left. The 'I' is a vertical line with a small star at the top and a decorative flourish at the bottom. The 'L' and 'M' are intertwined with the 'I'. To the right of the monogram, the word 'MONDO' is written in a large, bold, serif font. A small 'TM' trademark symbol is located at the top right of the word 'MONDO'.

I.I CONCEPT

The logo concept for Ilmondo embodies modern elegance and sophistication, capturing the essence of a high-class and fancy brand. It reflects the brand's commitment to luxury and exclusivity, while remaining timeless and memorable in its design.

ILMONDO BRAND-MARK FIGURES OF STRENGTH ARE:

The word "Ilmondo" is elegantly presented in a custom-designed in word-mark type, evoking a sense of timeless sophistication and refinement. Each letter is meticulously crafted with subtle curves and clean lines, exuding luxury and class. A monogram featuring the intertwined initials "I", "L" and "M" is intricately designed, incorporating elements of symmetry and balance. The monogram is created with a blend of classic and contemporary typography, symbolizing the brand's fusion of tradition and modernity.



I.2 CLEAR SPACE

For visibility, impact and overall brand integrity, it is important to retain a designated clear space around the ILMONDO logo.

The minimum clear area around the logo is shown below. This area is designated as being equal to half the height of the logo.

Clear space above the logo should begin at the top of the logo and should never be intersected or overlap with any other graphic object or edge.

ILMONDO logo should never be enclosed in a shape such as a square or circle. Maintain this clear space in all uses to give the logo proper breathing room and visual strength.

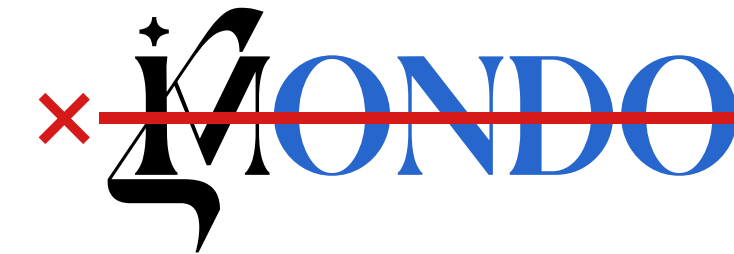
1.3 THINGS TO AVOID



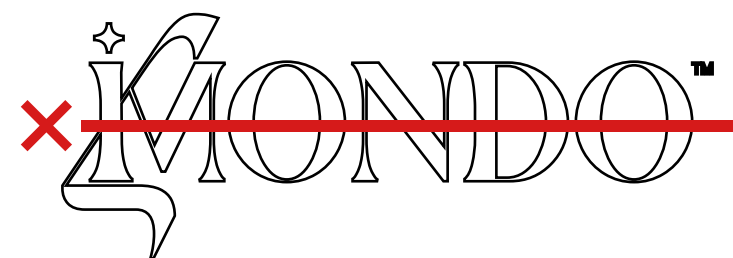
Never stretch the logo



Never change the background color



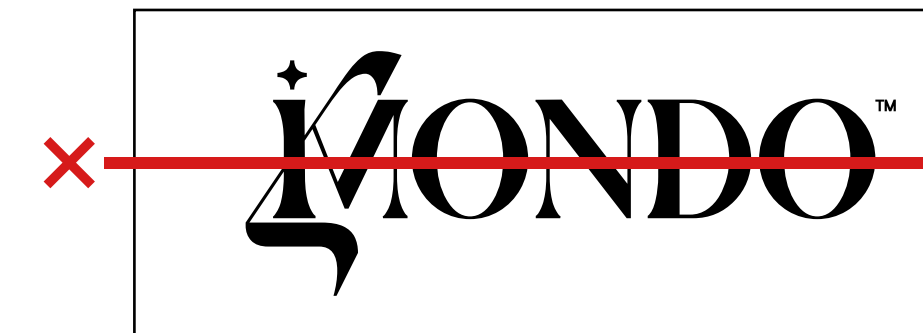
Never change the text's colors



Never convert the logo to a stroke



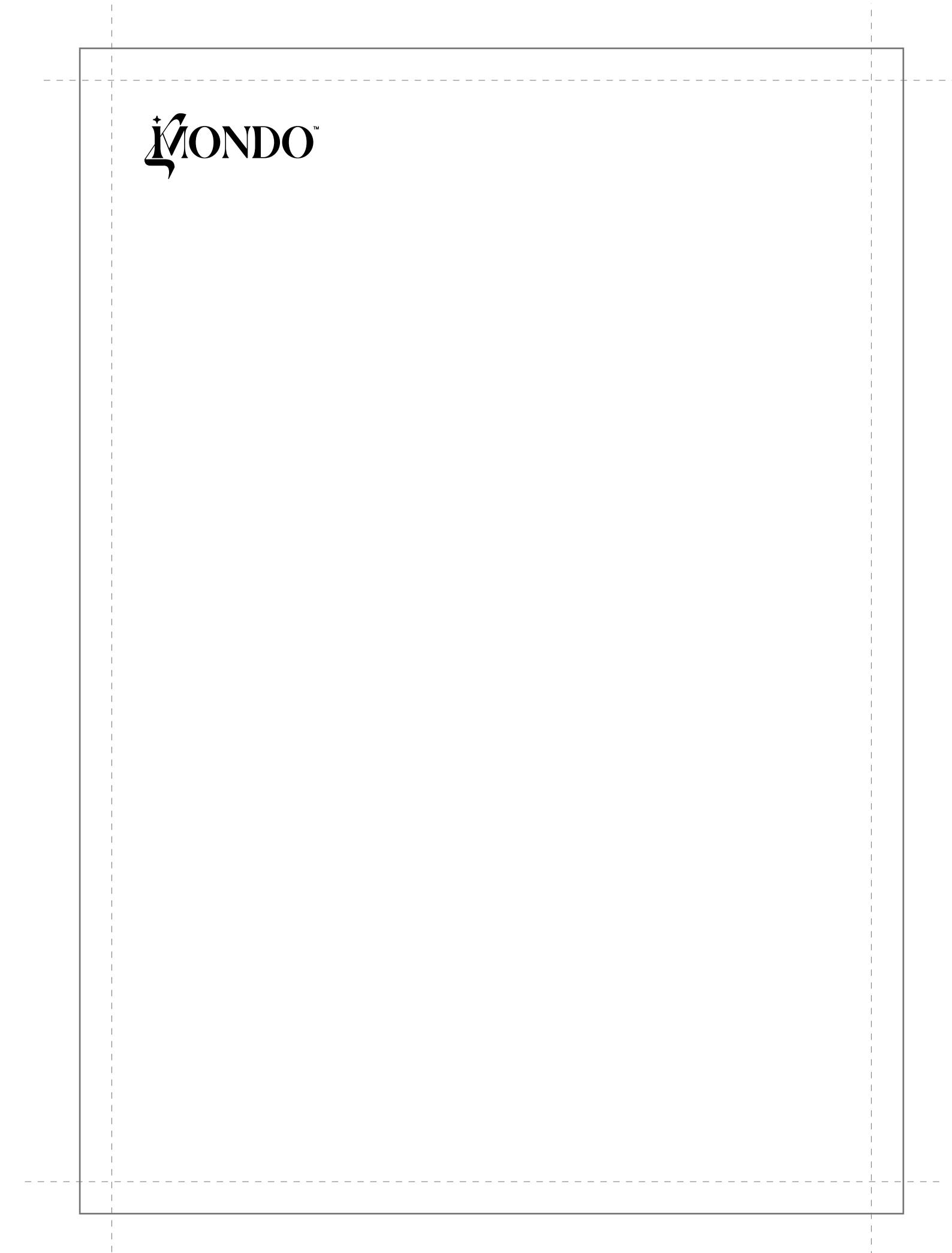
Never rotate the logo



Never convert the background to a stroke

1.4 LOGO PLACEMENT

The logo will always be placed on the top left of the page on any official document.



1.5 VERTICAL LOGO

For visibility, impact and overall brand integrity, it is important to retain a designated clear space around the ILMONDO logo.

The minimum clear area around the logo is shown below.
This area is designated as being equal to half the height of the logo.

Clear space above the logo should begin at the top of the logo and should never be intersected or overlap with any other graphic object or edge.

ILMONDO logo should never be enclosed in a shape such as a square or circle.
Maintain this clear space in all uses to give the logo proper breathing room and visual strength.



I.3 THINGS TO AVOID



Never stretch the logo



Never change the background color



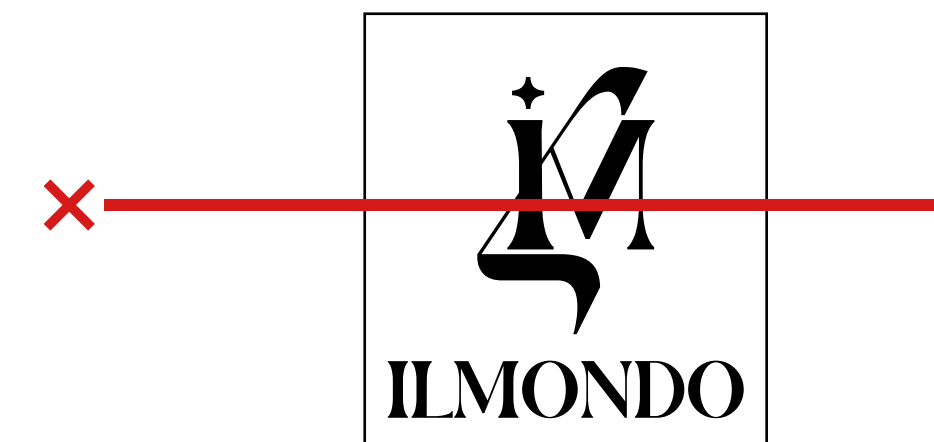
Never change the text's colors



Never convert the logo to a stroke



Never rotate the logo



Never convert the background to a stroke

1.4 LOGO PLACEMENT

The logo will always be placed on the top left of the page on any official document.



02 TYPO
GRAPHY

2.1 TITLE FONT

Xander Swordfish font is a striking typeface characterized by its sharp, angular letter forms and bold presence. Designed to command attention, it exudes confidence and individuality, making it an excellent choice for projects that require a strong visual impact. The font's unique personality lends itself well to conveying a sense of adventure and excitement, making it particularly suitable for branding, headlines, and expressive typographic compositions. Despite its bold appearance, Xander Swordfish maintains readability, ensuring versatility across various design applications. With its dynamic design and bold strokes, Xander Swordfish font adds an element of daring and energy to any project, making it a standout choice for designers seeking to make a memorable statement.

XANDERSWORDFISH

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

NUMBER

0 1 2 3 4 5 6 7 8 9

Roc Grotesk

Light

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Medium

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Bold

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Heavy

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

Number

0 1 2 3 4 5 6 7 8 9

2.2 SUBTITLE FONT

Roc Grotesk font offers a contemporary take on classic grotesque typefaces, boasting clean lines and geometric precision. Its neutral appearance and balanced proportions make it adaptable for diverse design projects, from branding to editorial layouts. With a focus on readability and a timeless aesthetic, Roc Grotesk strikes the perfect balance between tradition and modernity, making it a versatile choice for designers seeking clarity and sophistication in their typography.

2.3 THE ARABIC FONT :

The Year of the Camel" Arabic font blends tradition with modernity, featuring graceful curves and intricate details reminiscent of Arabian calligraphy. With its timeless elegance, this font adds an authentic touch to any project, capturing the essence of the Arabian Peninsula's rich cultural heritage in every stroke

The Year of The Camel

Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي

Medium

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي

Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي

Extra Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م ن ه و ي

Number

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

03 BRAND
COLOR

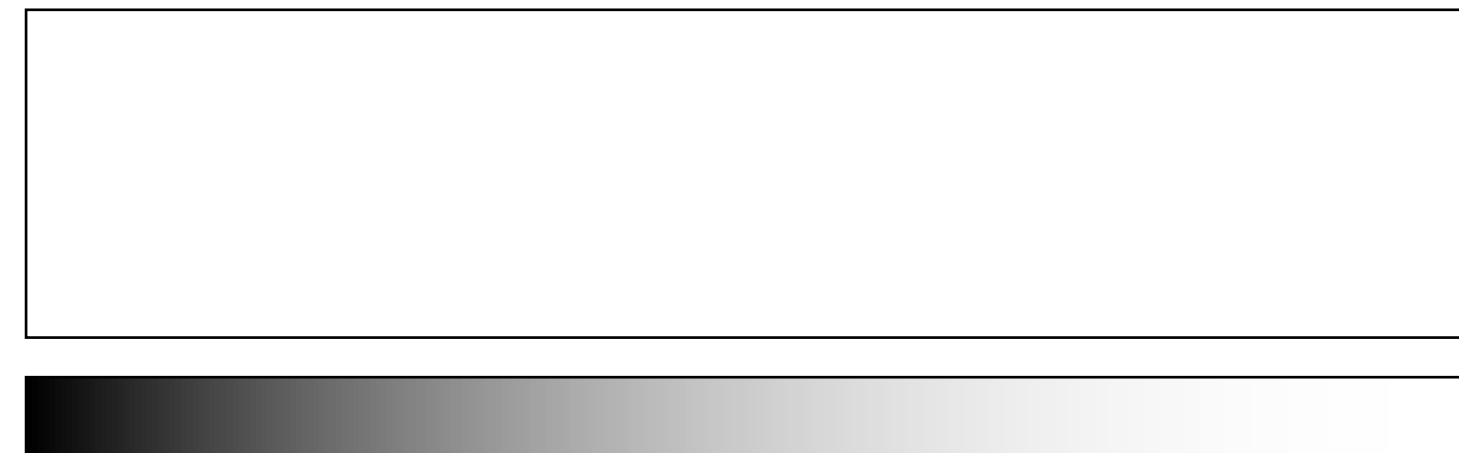
3.1 PRIMARY COLOR

These colors have become a recognizable identifier for our company.

They are to be used as dominant colors for all visual presentations of the company.



BLACK | RGB: 0/0/0
CMYK: 75/68/67/90



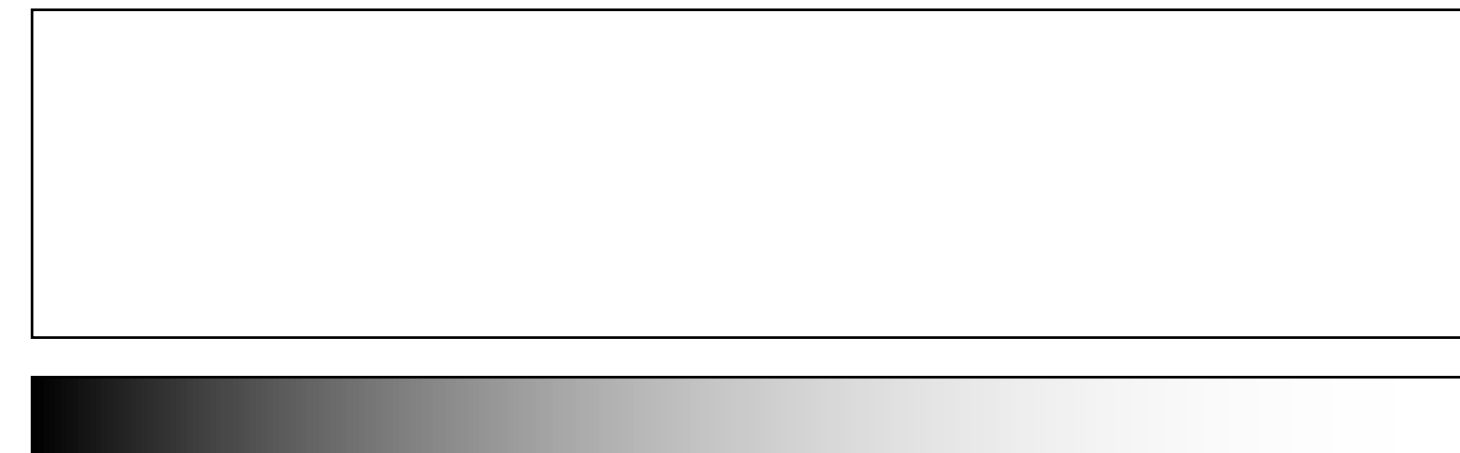
BLACK | RGB: 255/255/255
CMYK: 0/0/0/0

3.2 SECONDARY COLOR

Our secondary brand colors complement our primary palette, adding depth and versatility to our visual identity. These colors, carefully selected to harmonize with our core hues, serve to enhance our brand's vibrancy across various applications. While our primary colors anchor our identity, our secondary palette expands our creative possibilities, offering flexibility and richness in our visual communication. Whether used as accents or in combination with our primary colors, these secondary hues maintain the coherence and integrity of our brand, reinforcing our distinctive identity in every design touchpoint.



BLACK | RGB: 0/0/0
CMYK: 75/68/67/90



BLACK | RGB: 255/255/255
CMYK: 0/0/0/0

04 APPLICATIONS

BOX PACKAGING



WRAPPING PAPER



POUCH



TAG PRICE



LABEL



GREETING CARD



LABEL T-SHIRT



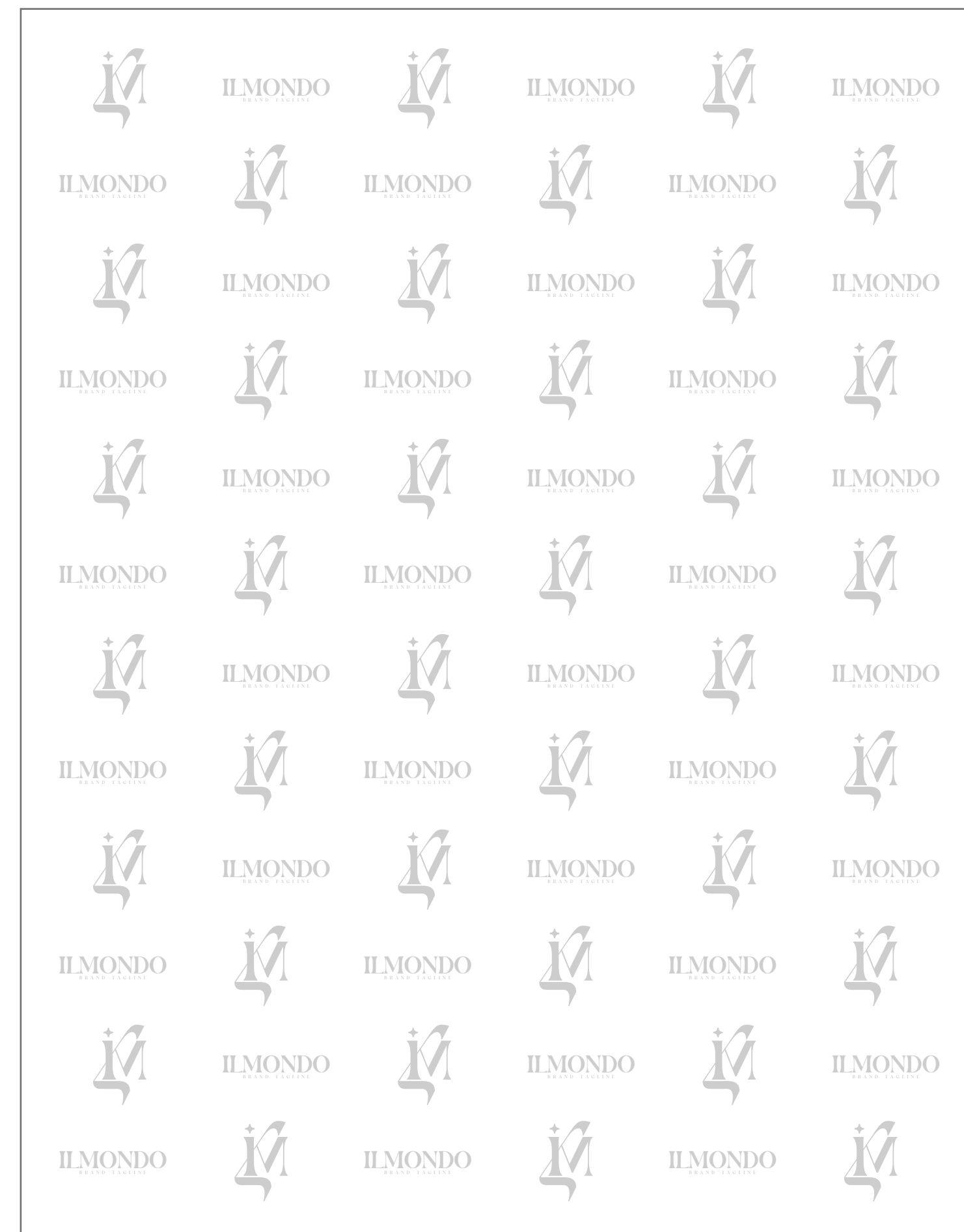
SIGNATURE



iMondo

05 ILLUSTRATION

PATTERN



SIGNATURE

iMondo

TM



THANK YOU!