

The Look

BRAND GUIDELINES

**At Mojio, we look a certain way and we're proud of it.
This guide outlines the look that makes Mojio, Mojio.**

These guidelines are designed to help you use our brand and assets, including our logo, content and trademarks without having to negotiate legal agreements for each use. To make any use of our marks in a way that is not covered by these guidelines, please contact us at marketing@moj.io and include a visual mockup of intended use.

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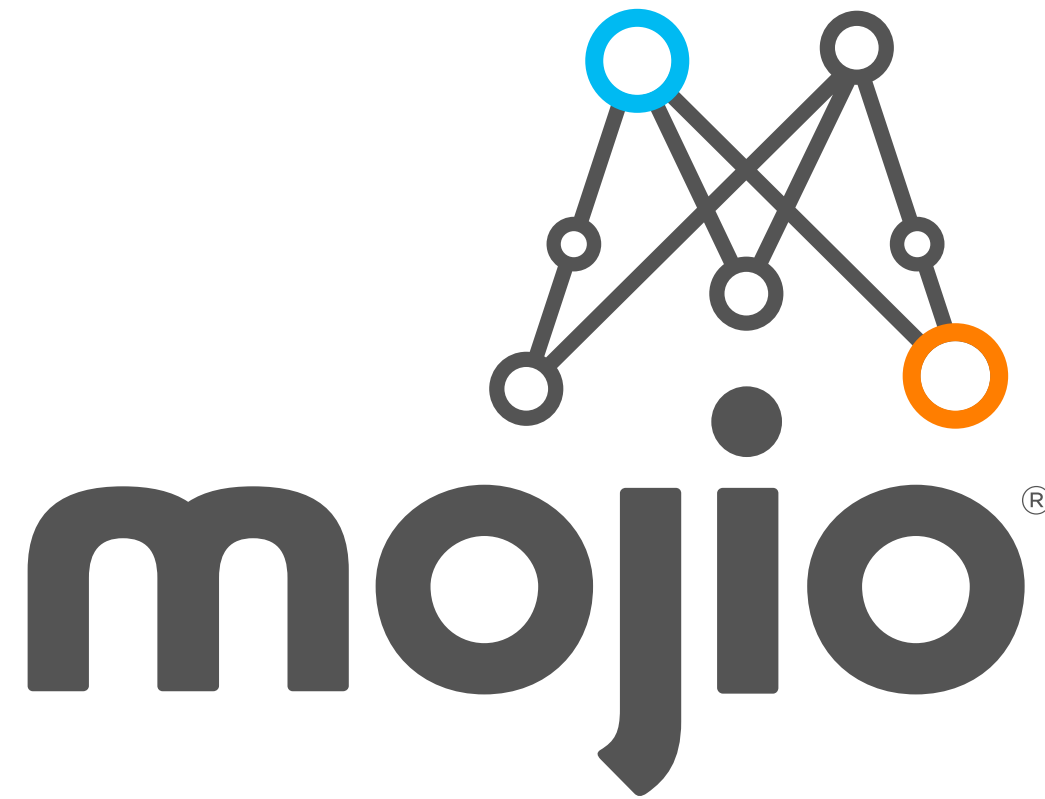
This is the Mojio logo.
We hope you like it as much as we do.

Applications

The Mojio logo is the core brand mark of Mojio and is our default visual tool. This is the visual representation of who we are, what we do and where we are headed.

Design

The Mojio logo is a combination of the patented Mojio 'M' and a custom wordmark. The use of connected circles and bold type result in a refined, modern look with lasting potential.



This is how we look.
Sometimes we like to change our outfit.

History

The Mojio logo is now in its third iteration. This visual evolution has occurred organically as we have grown and matured in the connected car space.

Color

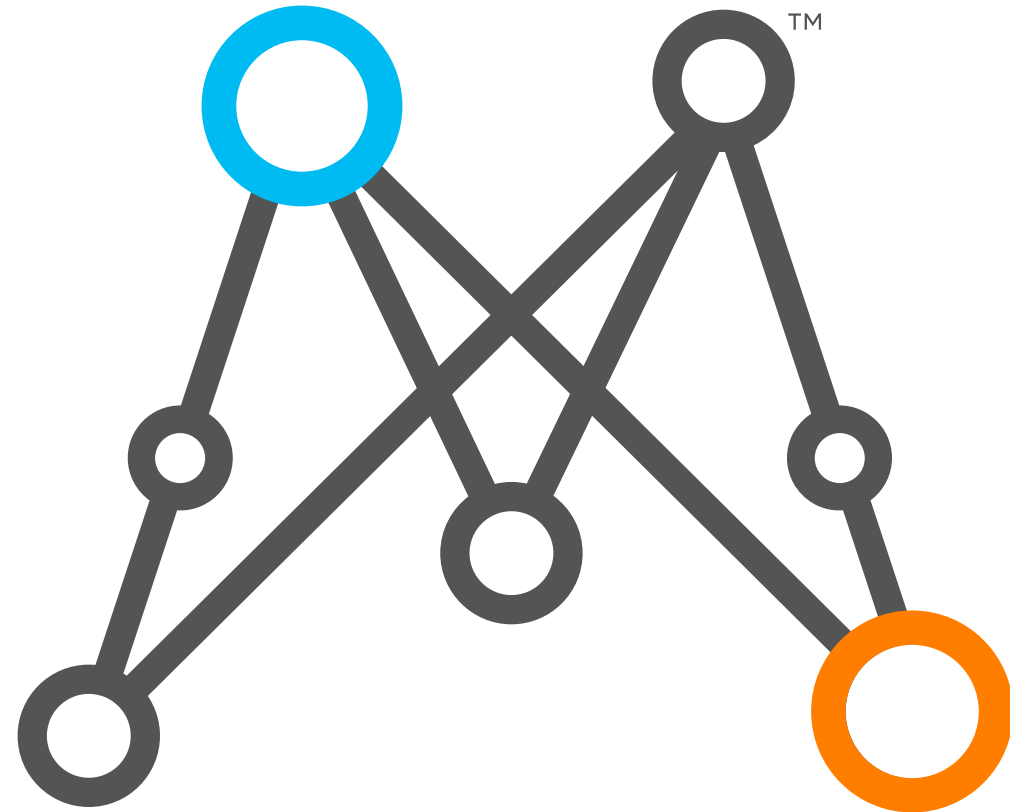
The Mojio Logo feels very much at home in white, but also looks great in Asphalt, Signal, Pacific and Neutral. These colors enable a flexible palette for the logo to live on.



Say hello to the Mojio 'M'. We put the 'M' in vroom.

Rationale

The Mojio 'M' is at the very core of our look. It's a patented design that represents the data and the connections made possible by Mojio's open connected car platform.



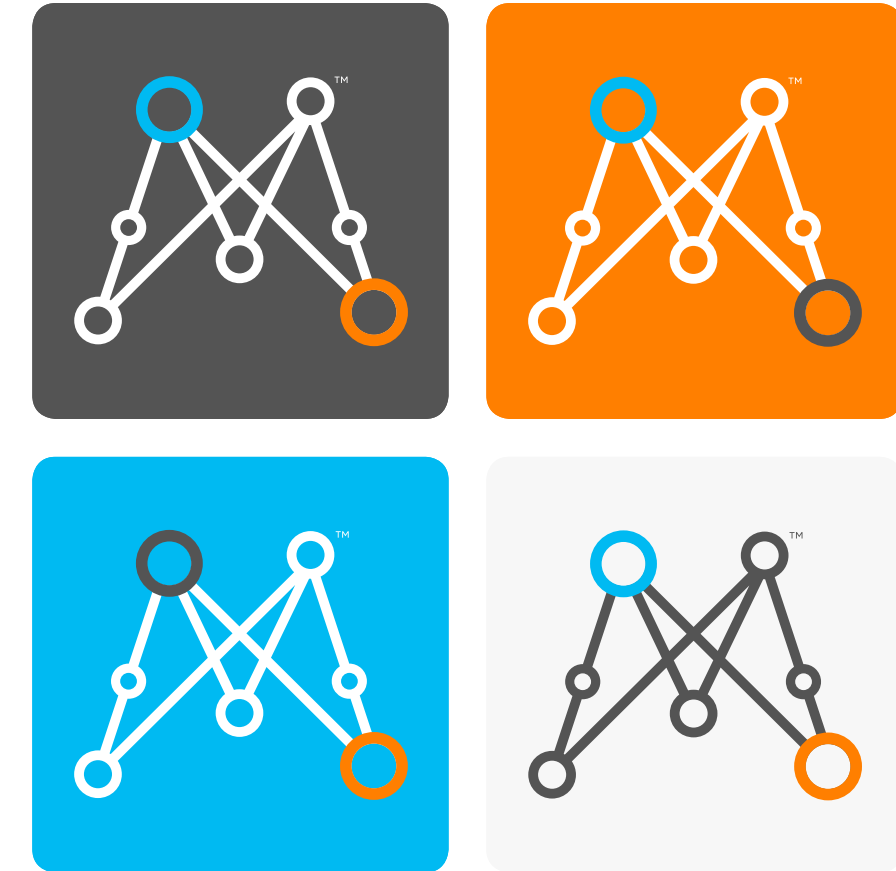
The 'M' has style for miles. Where will you take it?

Color

In addition to variable background colors, the subtle swapping of colors on the circles makes a variety of design scenarios possible.

Usage

The Mojio 'M' is a standalone mark. It can be used as an app tile or as a versatile design element for unique executions like branded clothing and sales collateral.



**These are the colors of Mojo,
inspired by all things automotive.**

<h2>Asphalt</h2>	<h2>Signal</h2>	<h2>Pacific</h2>	<h2>Steel</h2>	<h2>Neutral</h2>
HEX #545454 RGB 84/84/84 CMYK 65/55/55/30 PMS 425	HEX #ff7f00 RGB 255/127/0 CMYK 0/60/100/0 PMS 021	HEX #00BAF2 RGB 0/186/242 CMYK 67/5/0/0 PMS 306	HEX #b4b4b4 RGB 180/180/180 CMYK 30/24/24/0 PMS Cool Gray 8	HEX #f7f7f7 RGB 247/247/247 CMYK 3/2/2/0 PMS Cool Gray 1

**Tires, tach, torque. Words matter.
This is how our voice looks.**

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789



Your car, only smarter™

The Mojio platform is a turnkey solution for the rapid deployment of secure, stable, and scalable aftermarket connected car services to enterprise customers, including mobile operators, automotive OEMs, car dealers, service centers, auto insurers and fleets.

Mojio unlocks secret automotive data to help drivers save money and keep an eye on what matters most.

+20%K MULTIPLY

+10%K MULTIPLY

80% TINT

40%TINT

+20%K MULTIPLY

+10%K MULTIPLY

80% TINT

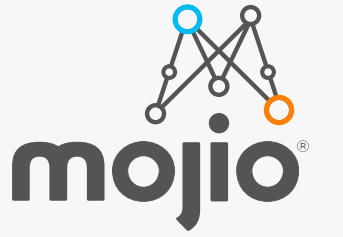
40%TINT



Discover your car's secrets. Treating your car the right way starts with knowing more about it.



Friendly Open Authentic Driven



Give your car a voice

[H1 100%

If your car could talk, what would it say?

[H2 50%

SECONDARY HEADINGS CAPS GOTHAM BOOK

[H3 40%

We believe that cars should communicate with drivers in a friendly and meaningful way so you get the information you need when it matters most.

+20%K MULTIPLY

+10%K MULTIPLY

80% TINT

40%TINT

REGULAR PARAGRAPHS
GOTHAM LIGHT

We believe that cars should communicate with drivers in a friendly and meaningful way so you get the information you need when it matters most.

REVERSED PARAGRAPHS
GOTHAM BOOK

We believe that cars should communicate with drivers in a friendly and meaningful way so you get the information you need when it matters most.

REVERSED PARAGRAPHS
GOTHAM BOOK

We believe that cars should communicate with drivers in a friendly and meaningful way so you get the information you need when it matters most.

**If there's one constant with hardware, it's change.
We don't mind, we're hardware agnostic.**

Hardware agnostic

All devices are not made equal, and different use cases demand different requirements. By remaining hardware agnostic, Mojio enables an ever-changing suite of telematics hardware as technologies evolve.

Certified for Mojio

Devices that carry the Made for Mojio mark have been thoroughly tested and fully integrated with the Mojio platform. These devices meet strict standards for quality and vehicle compatibility.



**The best connected car app is the one you like the most.
Go ahead, choose your weapon.**

Apps & services

We're nurturing a growing ecosystem of partners and developers that utilize Mojio's open platform to create valuable connected car solutions.

Approved experiences

Apps that carry the Powered by Mojio mark harness the capabilities of our open platform to generate awesome user experiences.



Size matters, and a little bit of space goes a long way. Follow these rules and we'll always be friends.

The exclusion zone

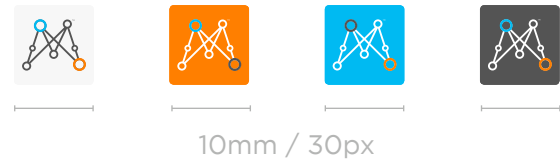
This zone is based on the proportional dimensions of the circular 'o' character in the Mojio logo.

A clear space of at least one 'o' circle must be maintained on all four sides.

No other elements may encroach on this space. Period.

Maximize the minimum

Bigger is usually better, but there are cases when smaller sizes makes sense. Regardless of the application, the Mojio logo should never be presented at a size smaller than the approved minimum.



We're not high maintenance. We just like to look good. When in doubt, stick with the status quo.

Rules to live by

- 1 Never re-scale the elements or change the proportions of the logo
- 2 On full color photographs, it's OK to use the negative logo
- 3 Don't rotate the logo; we get motion sickness
- 4 Never use the logo without the Mojio 'M'
- 5 Always give the logo the minimum space to breathe
- 6 Never add embellishments like drop shadows
- 7 Don't use the negative logo on backgrounds that are too light
- 8 Never place the logo on the wrong colors
- 9 Don't change the colors on the circles



Using the Mojio brand and trademarks

The Mojio marks include, but are not limited to, the Mojio name, logo, the Mojio “M”, the made for Mojio mark, the powered by Mojio mark and any word, phrase, image, or other designation that identifies the source or origin of any of Mojio’s products.

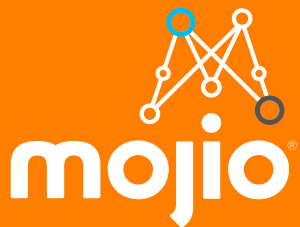
This document is the definitive guide for the Mojio team and any third parties working with the Mojio brand and trademarks. We don’t ask for much, just a little bit of TLC when it comes to our look. Do not modify or alter the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Mojio, or in a way that confuses Mojio with another brand.

By using the Mojio marks you agree to follow this policy as well as our Terms of Service and all Mojio rules and policies. Mojio reserves the right to cancel, modify, or change the permission in this policy at any time at its sole discretion.

When in doubt, give us a shout:

✉ marketing@moj.io

🖱 www.moj.io



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