



MOBIUS

BRAND IDENTITY GUIDELINE

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WELCOME TO MOBIUS

INTRO

Welcome to the Mobius Brand Guidelines. This document is the professional image of the organization. Consistent use of the logo, colours, typography, and graphic elements outlined in this document helps the organization to communicate *consistently and gain brand recognition*.

LOGO & BRANDMARK

MOBIUS DESCRIPTION

The Mobius brand receives its inspiration from the Mobius Strip. This space exhibits interesting properties, it is a one-sided, continual surface with no boundaries. We like to think that it is where mathematics converges with art. We implement this idea into all of our products. *We put immense effort into creating the best products in our field.*



PRIMARY USE

MOBIUS HORIZONTAL ORIENTATION

The horizontal Mobius logo configuration is the preferred version to use. This wordmark allows the full representation of the brand. By coupling the two together, it provides *a modern presentation while clearly representing the brand to its entire capacity.*



MINIMUM HEIGHT - 0.1875"

EXCLUSION ZONE

BUFFER AREA AROUND BRANDMARK

The exclusion zone is the area around the logo that needs to be kept clear of any text or graphic element. This allows the Mobius logo to breathe and be able to be clear *and stand alone to showcase our branding.*

LOGO HEIGHT - 0.75"



EXCLUSION ZONE - 0.325"

BRAND BOX

LOGO REVERSED OUT

The logo treatment in advertising materials, the brand box should be used any time the logo needs to be placed on a blue background. It was created to ensure the *presence of blue across all applications.*



SECONDARY USE

MOBIUS VERTICAL ORIENTATION

The vertical logo possesses the same attributes as the horizontal logo. It fully represents the brand properly while providing its modern attributes, however, the dimensions are modified. In some cases where the logo is scaled down, it can be harder to *recognize than the horizontal logo*.



MOBIUS

MINIMUM HEIGHT - 0.525"

EXCLUSION ZONE

BUFFER AREA AROUND BRANDMARK

The exclusion zone is the area around the logo that needs to be kept clear of any text or graphic element. This allows the Mobius logo to breathe and be able to be clear *and stand alone to showcase our branding.*

LOGO HEIGHT
1.325"



MOBIUS

EXCLUSION ZONE
0.325"

BRAND BOX

LOGO REVERSED OUT

The logo treatment in advertising materials, the brand box should be used any time the logo needs to be placed on a blue background. It was created to ensure the *presence of blue across all applications.*



ICON USE

MOBIUS ICON ORIENTATION

The Mobius icon can be used both externally and internally, but should be used sparingly. *When used externally, it can be overlaid on images and graphics.*



MINIMUM HEIGHT
0.1875"

EXCLUSION ZONE

BUFFER AREA AROUND BRANDMARK

The exclusion zone is the area around the logo that needs to be kept clear of any text or graphic element. This allows the Mobius logo to breathe and be able to be clear *and stand alone to showcase our branding.*

LOGO HEIGHT - 0.75"



EXCLUSION ZONE - 0.325"

BRAND BOX

LOGO REVERSED OUT

For the logo treatment on advertising materials, the brand box should be used any time the logo needs to be placed on a blue background. It was created to ensure the *presence of blue across all applications.*





FONTS & TYPOGRAPHY

BRAND TYPEFACES

Typography is the art of arranging letters and text in a way that makes the copy legible, clear and visually appealing to the reader. Typography involves font style, appearance, *and structure, which aims to elicit certain emotions and convey a specific message.*

PRIMARY FONT:

MONTSERRAT

The primary typeface is to be used for all brand and marketing materials.

Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - !@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - !@#\$%^&*()

Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - !@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 - !@#\$%^&*()

HOW TO

HARVEST CANNABIS ON A COMMERCIAL SCALE

Running Head

2022 - February - 9

Headline

Harvesting cannabis is easy if you're a hobbyist. For commercial cannabis grows, are a whole different ball game.

Credits

TIME YOUR CROP CYCLE

Intro/Kicker

A small-time grower can take their time; they might choose to dry trim some cannabis buds and wet trim others, or they may choose to trim the entire harvest using the same method. And they don't experience the pressure of staffing or the demand of retailers.

Subhead

As a commercial cannabis grower, however, you need a solid plan to get the plants down and packaged for sale as quickly as possible — crop after crop, every time. Each part of your harvest plan needs to operate seamlessly, from the chop to the drying room.

Without a good plan for how to harvest cannabis and hemp, you're causing yourself headaches and uncertainty, and letting money slip out the door.

So let's take some time and go over the benefits of an optimized harvest plan.

End of Story

Body Copy

Byline



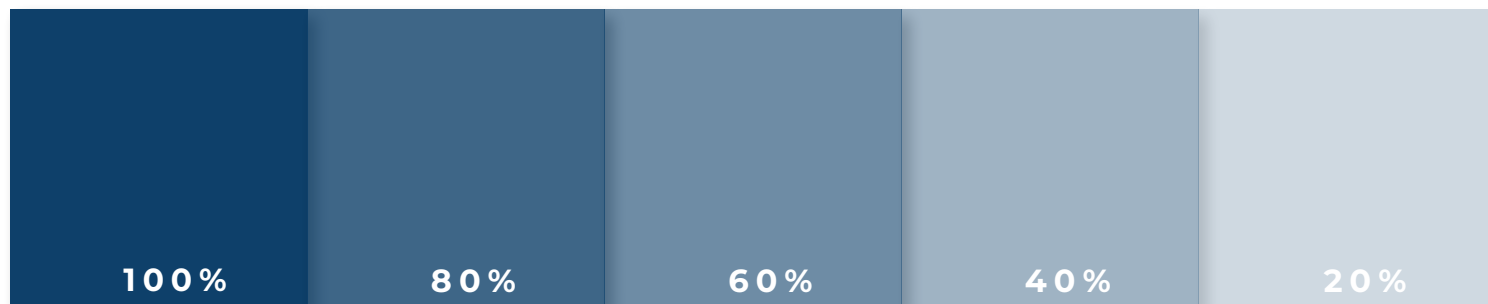
BRAND COLOURS

BRAND TYPEFACES

Colour is very important in branding and marketing because it is where first impressions of customers are made. Also, colour is the secret in establishing a strong identity for a company. Colours are more than just a visual aid because colours convey *emotions, feelings and experiences*.

DARK BLUE

COLOUR PALETTE



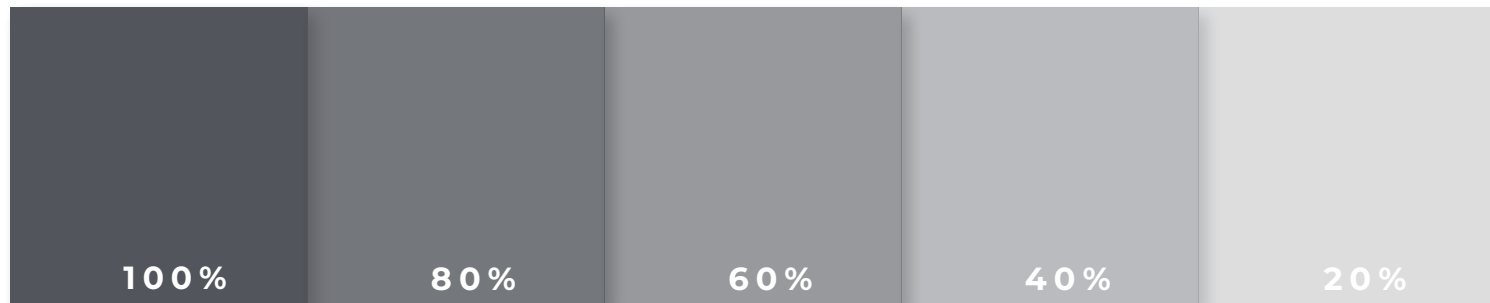
CMYK		100 / 78 / 32 / 21
PANTONE		541C
RGB		0 / 59 / 113
HEX		#003e6b

USE OF PANTONE 541 C - *Primary*

This colour is the primary colour choice of all branding and marketing materials. Mobius prefers the use of Pantone 541 C as much as possible, whether it is typography, filters, logo colouring, etc. Following the initial use of Pantone 541 C, other *colours in the palette can be implemented in order to give brand work a dynamic style in how we promote Mobius.*

DARK GRAY

COLOUR PALETTE



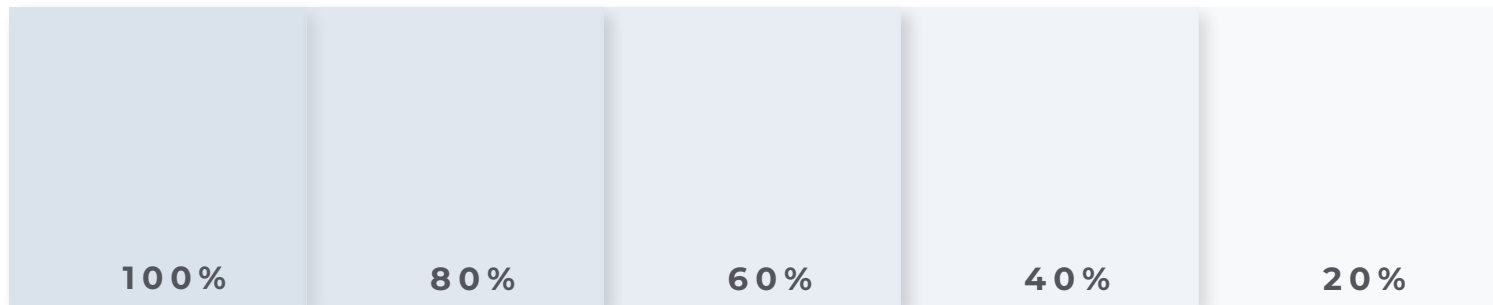
CMYK		70 / 60 / 50 / 30
PANTONE		COOL GRAY 11C
RGB		84 / 86 / 90
HEX		#54565a

USE OF PANTONE COOL GRAY 11 C - *Secondary*

Pantone Cool Gray 11 C is typically used as a substitute for black when possible. It is the secondary colour choice for Mobius branding. It is commonly used in specific situations like body copy, subheaders, kickers, line treatment etc. We do not *use this colour for any type of filter for our imagery; it is a colour that supports our primary brand colour when possible.*

LIGHT GRAY

COLOUR PALETTE



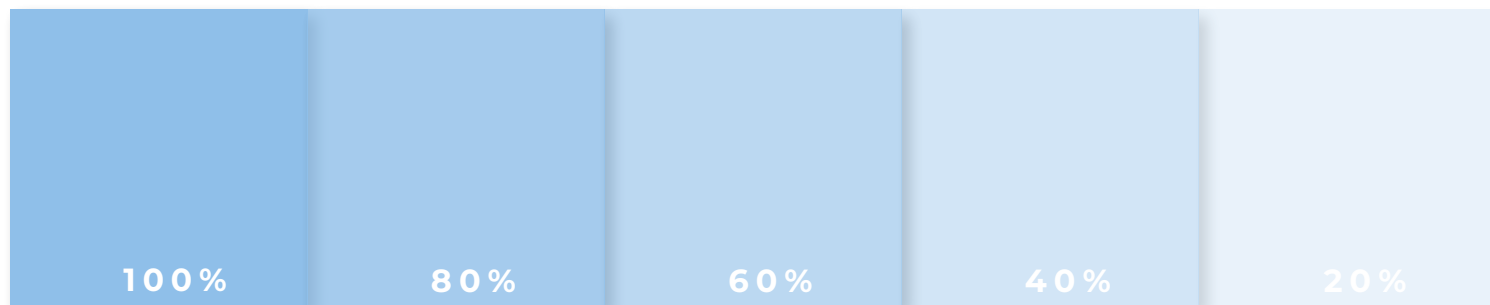
CMYK		12 / 7 / 3 / 0
PANTONE		656C
RGB		220 / 227 / 235
HEX		#dce3eb

USE OF PANTONE 656 C - *Tertiary*

The third colour in the Mobius palette is used as a complimentary selection to bolster, emphasize and direct the reader to important information we wish to pass along.

LIGHT BLUE

COLOUR PALETTE



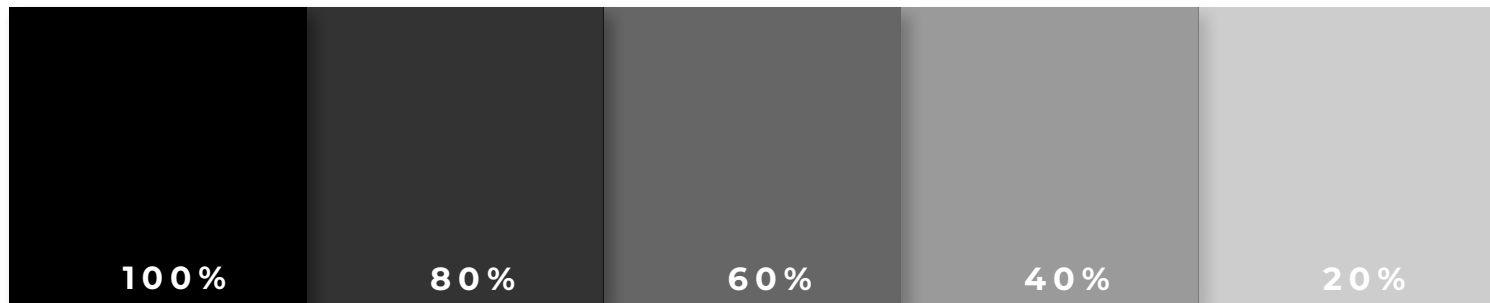
CMYK		40 / 14 / 0 / 0
PANTONE		283C
RGB		146 / 192 / 233
HEX		#92c0e9

USE OF PANTONE 656 C - *Quaternary*

The fourth colour in the Mobius palette is to be applied sparingly. This colour should only be used as a highlight to emphasize change or to indicate the selection of an item. Typically, this colour will be used on buttons that have been *clicked so that the reader has a visual acknowledgment of their selection.*

BLACK

COLOUR PALETTE



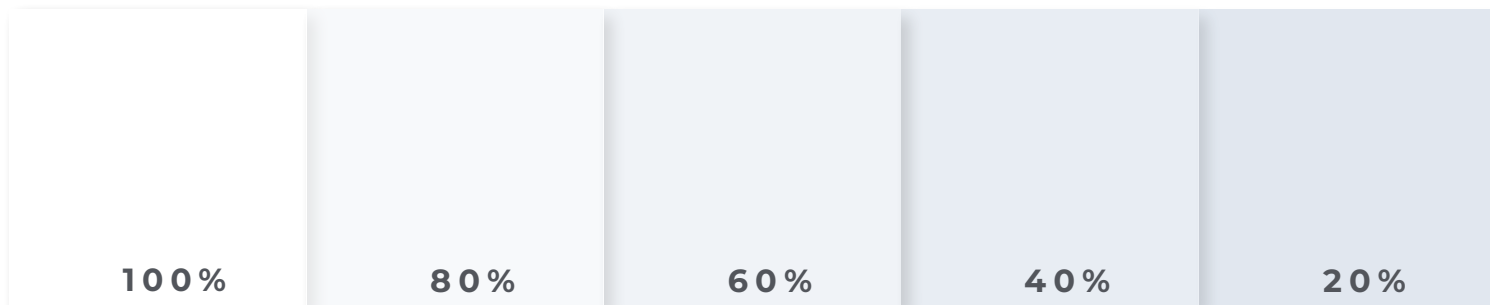
CMYK		0 / 0 / 0 / 100
PANTONE		PROCESS BLACK C
RGB		0 / 0 / 0
HEX		#000000

USE OF PANTONE PROCESS BLACK C

Typically Mobius would use Pantone Cool Gray 11 C in substitute of black. However, when colour is limited to a monochromatic palette, Mobius will allow the use of black.

WHITE

COLOUR PALETTE



White swatches are represented on Pantone 656 C background.

CMYK		0 / 0 / 0 / 0
RGB		255 / 255 / 255
HEX		#ffffff

USE OF WHITE

White is used heavily in the brand artwork for Mobius. We like to use reversed-out artwork on occasion, thus white is *an essential colour in the Mobius palette for all types of design elements.*

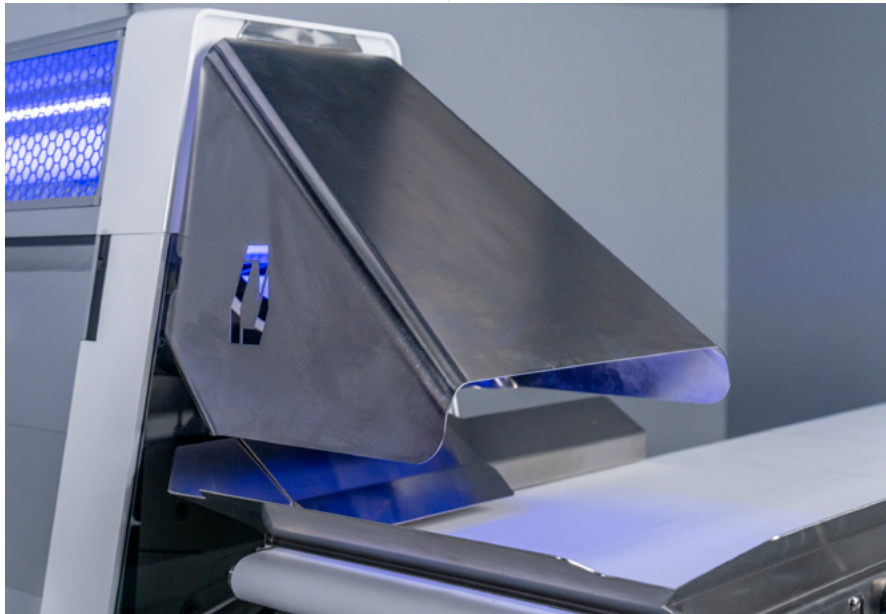


IMAGERY

PHOTOGRAPHIC STYLE

Brand imagery is the aesthetic appearance of your brand's core messaging. The idea is to connect the right messages with your target audience so that they will have *strong feelings when they encounter your brand imagery*.

ORIGINAL

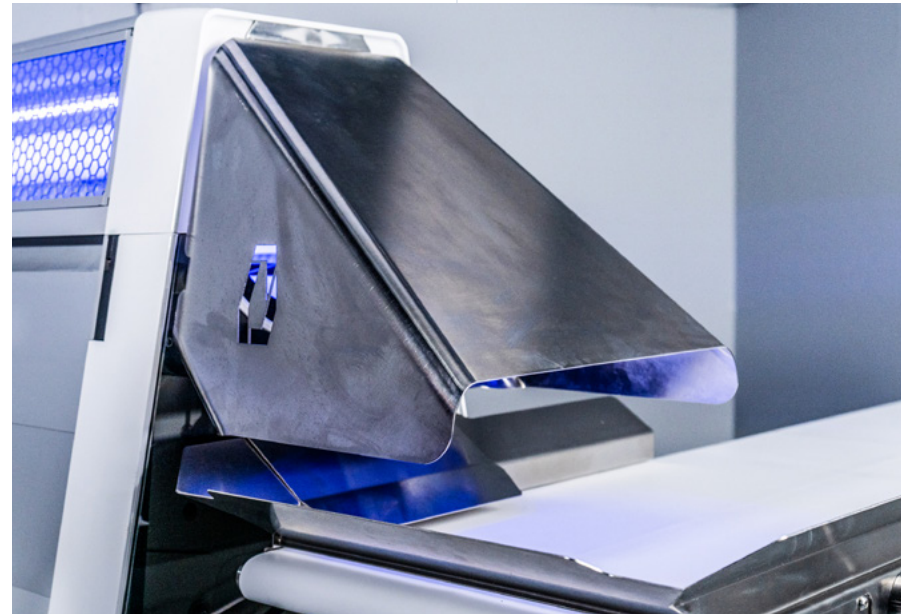


ORIGINAL

[Not Acceptable For Use]

It is absolutely critical that the images that we use are of high-resolution in order to showcase the intricate features of the machines *that we manufacture*.

EDIT



EDIT

[Acceptable For Use]

We like to enhance the contrast, highlights and exposure of imagery to convey a sense of intensity to the reader. We are serious about our products and we want to ensure that our customers feel that *from the imagery we use*.

BLACK & WHITE



BLACK & WHITE

[Not Acceptable For Use]

This step is only necessary if the goal is to wash other non-Mobius colours out of an image. This step does not have to be performed *on all images*.

BLUE FILTER



BLUE FILTER

[Acceptable For Use]

The application of a blue filter over top of Black & White images is an effective way to apply more Mobius brand colouring to any image. If we decide to add more Mobius branding, this establishes *an excellent background base to work from*.



MOTION & VIDEO

BRAND ANIMATION

When adding motion to Mobius elements there are a few key principles to keep in mind...

Where possible, make it colourful. Animation is a great opportunity to show off the vibrant personality of the brand.

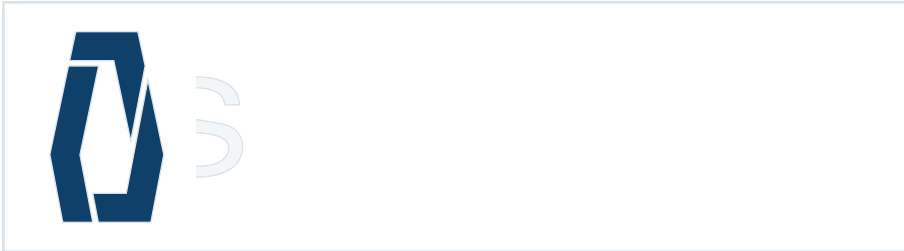
Motion should generally move from left to right and/or bottom to top (ideally both). This keeps applications feeling optimistic, pulling direction from the diagonal in the *Mobius icon*.

Step 1**Step 2****Step 3****Step 4**

ICON ANIMATION - Phase 1

When animating the Mobius logo, it is important to indicate movement in a progressive way. We want to emphasize that Mobius is an innovative, forward-thinking company and the animation should reflect that. The Mobius icon is revealed in a circular motion to mimic the M108S spinning tumbler. In a clockwise motion, we start the animation from the bottom right panel of the logo and finish the animation in the top central panel of the logo. The animation then traverses from left to right by flowing into the *Mobius wordmark, located directly to the right of the Mobius icon.*

Step 1



Step 3



Step 2



Step 4



WORDMARK ANIMATION - Phase 2

As the Mobius icon is completely revealed, the Mobius wordmark starts to be revealed. The wordmark is revealed as a slide entering from a mid-mark located in between the Mobius Icon and the wordmark. As the wordmark slides into frame, it will begin with 0% opacity and it will smoothly transition to 100% as the wordmark slides into *its proper resting spot*.

BRAND ANIMATION

For actionable call outs during videos, Mobius prefers to be able to produce a clear and legible graphic that the user will have no problem comprehending. Mobius likes to drive traffic efficiently. Using the brand box is an effective way to divulge information. Standard practices of brand box exclusion zone can be applied in order *to allow proper negative space to make the information as clear as possible.*



