



Momolicious Brand Guidelines

Brand Strategy

Identity Basics

kin hyrrokkin hyrrokkin hyrrokkin hyrrokkin

Version 1.0 May 2019



in[®]
ANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hy

Introduction to this Manual

This manual is a reference for staff and members who need to understand the philosophy of, necessity for and process of Brand Management. The accompanying Brand Management Tool Kit is a resource for those who need to undertake specific brand management activities.

- **Brand Management**

Presents an Overview of Brand Management and explains its process and importance.

- **Momolicious Brand Architecture and Positioning**

Discusses Brand Architecture and Brand Positioning and presents a model for Brand Architecture.

- **Brand Management Process**

Presents the rationale for and the process of the Momolicious Brand Management Process.



About Momolicious

Momolicious is a container based café, we are serving mouthwatering momos that aren't just delicious, and they're momolicious. Their words, not ours, but really we're apt to believe them. Incorporating this delicious dish all the way from Himalayan region to the streets of Coimbatore, they're out to change your regular old boring dinner routine for the better.

Just what is a momo? Similar to a dumpling but so much more delicious, each tender morsel is stuffed with specially marinated meats and vegetables, steamed to perfection. From there, these momo connoisseurs are topping them with homemade sauces including the spicy pepper sauce, or inside of their signature soup. What's special in these momos? these momos are made from all original recipes dating back generations, using Indian spices, seasonings, and the freshest quality ingredients to make each a quality dinner every time. So why wait? Find momos of what you're looking for by tracking down Momolicious on the street of Peelamedu, Coimbatore. Trust us. Try them. They really are that good, momos so than you'd ever expect. Ok, we'll stop now.

Our momos are soft small steamed pouch of flour that comes in all designs and fillings with a spicy Chutney

Components of the Momolicious Brand

The Momolicious brand consists of the following minimum components. All three components must be present in our communications to ensure adherence to the brand standards.

1. The Signature : Momolicious logomark, Container, Momo's, logotype, Tagline and Logo Color
2. Corporate Fonts : Museo, Helvetica and Minion type families.
3. Corporate Colors : Primary and secondary, and accent colors

The application of these components creates the visual identity for Momolicious communication pieces. The following sections provide detailed specifications for correct use and application of the Momolicious brand components in our communication materials.



Combination of Logo



Container

+



Momo's

+

Momolicious

Logo typeface

+



Element Script

MOMOLICIOUS

Signature

The logomark, logotype, and tagline make up the Momolicious signature.

Logomark

The Momolicious mark is comprised of a design, representing unique typeface logo



Tagline

The Momolicious tagline is presented in a typeface that reflects the vision inherent in the tagline. The font suggests the presentation represents value (Our Service is quick and fast, presentation was nice, clean & Hygiene). The font represents the forward-thinking attitude.

Momolicious Brand Guidelines

Brand Strategy, Identity Basics Ver 1.0 May 2019

Preferred Signature

Whenever possible, Yellow Background version of the Momolicious Logo should be used. However, there may be instances when the Yellow logo is not visually compatible with the overall design or the specific medium used.



Alternate Signature

When the Yellow logo is not visually well suited to the overall design or the specific medium used, the logo may be used in one of two acceptable color variations.

Black



This option is used when the application of the color logo conflicts with the overall color scheme.

Black and White



It should also be used in black-and-white applications.

Reversed Out



This "reversed out" option works well when the background color scheme is 50% black or darker.

Signature Space

The Momolicious signature was designed to define Momo's and Delicious in the value of Food. It is a strong signature that is balanced and dynamic in every element of the logo.

To keep the integrity of the signature and fully establish the strength of the Momolicious logo, a clear space must be kept all around the signature. No other elements, such as text or images, should enter this safety distance established around the logo. This allows the Momolicious logo to remain successful and best communicate the Momolicious image.

The signature should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced electronically or photographically from the electronic files provided by the appropriate Momolicious representative.

The integrity of the signature may also be compromised if reproduced any smaller than the indicated minimum size. If you have questions about signature formats, contact Rajesh at +44 20 8123 1225 or rajesh@hyrrokkin.net prior to publication and distribution of your materials.

Clear Space

The minimum clear space is designated by the diameter of the inner ring in the Momolicious logomark. This space applies all around the signature. The desired clear space area for marketing and advertising materials is the outer ring of the Momolicious logomark.

X Diameter of the inner circle in the Momolicious logomark indicates the minimum signature clear space.

X Diameter of the outer circle in the Momolicious logomark indicates the preferable signature clear space.

Minimal Size

The signature may not be used smaller than 1.25"

* If a size smaller than 1.25" is necessary (on give-aways, for example) the tagline may be dropped to preserve the integrity of the signature



1.25 inches*

Our Brand Colours

Colour is an integral part of brand Identity. Our primary colours are found in the Momolicious Logo and are displayed below.

We have defined our Momolicious colours in various colour spaces located under each colour swatch. Also included is white, the preferred background colour for our logo to reside. The second choice is Momolicious Black.

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

Pantone



Pantone® 4-8C



Pantone® Process Black C



NO COLORS

CMYK



CMYK c0m10y100k0



CMYK c0m0y0k100



CMYK c0m0y0k0

Background Control

When placing the Momolicious on print or screen-based communications, maintain maximum visibility by keeping a sharp contrast between the background and logo. When placing the logo over an image, adjust the position of the image or retouch the area as needed. Here are some examples of both high contrast (correct) and low contrast (incorrect).

At no time, should a white background be used then reverse typeface will be followed. The Momolicious should never be used as a background or wallpaper. Watermarks are only permitted on video applications. All other uses are prohibited.

CORRECT USAGE



Yellow Color Momolicious on Light Background



Reverse Yellow Color Momolicious on Light Background



Black Color Momolicious on Light Background



Reverse Black Color Momolicious on Light Background



Yellow Color Momolicious on Dark Background



Reverse Yellow Color Momolicious on Dark Background



Yellow Color Momolicious on Image Background



Reverse Yellow Color Momolicious on Image Background

INCORRECT USAGE



Do NOT Put Black Color Momolicious on Dark Background



Do NOT Put Black Color Momolicious on Dark Background



Do NOT Put Black Color Momolicious on Dark Background



Do NOT Put Black Color Momolicious on Dark Background



Do NOT Put White Color Momolicious on Light Background



Do NOT Put Black Color Momolicious on Light Background



Do NOT Put White Color Momolicious on Image Background



Do NOT Put Black Color Momolicious on Image Background

hyrrokkin
WE BUILD BIG BRANDS

hyrrokkin
WE BUILD BIG BRANDS

hyrrokkin
WE BUILD BIG BRANDS

hyrrokkin
WE BUILD BIG BRANDS

hyrro
WE BUILD BIG BRANDS

Momolicious Brand Guidelines

Brand Strategy, Identity Basics Ver 1.0 May 2019

Incorrect Usage

The Momolicious logo must never be distorted or misrepresented by elongating, condensing or otherwise taking liberties with its geometry. No decorative element should ever be added to it or allowed to appear behind or in front of it.

Momolicious configurations and usage outside of established specifications and guidelines damage the Momolicious, and over time, can reduce the value of the brand.

Modifications and/or distortions are strictly prohibited and some examples are shown at right

INCORRECT USAGE



Do NOT Outline the Logo



Do NOT rearrange, reconfigure, change the size, and/or placement of an Momolicious Brand element.



Do NOT place the Logo at an angle.



Do NOT Black Color Logo in the Color Background.



Do NOT Elongation the Logo



Do NOT use any colors other than the 3 approved colors: Momolicious Yellow, Black or White.



Do NOT add containment shapes to the Logo



Do NOT Use Different Stroke Colors



Do NOT Add of a Graphic Element



Do NOT make the Momolicious Brand elements different color combinations.



Do NOT add any text to the Logo Brand unless there is a horizontal rule that accommodates the required clear space separating the Momolicious from the text.



Do NOT Use Momolicious Brand Logo Pattern as a Background. Letters can be preferable as a pattern in certain areas.



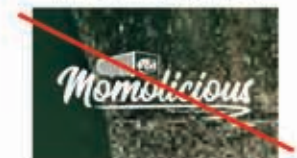
Do NOT Departure from official colors



Do NOT alter, add a drop shadow and/or recreate the Momolicious Brand in any way.



Do NOT use the Logo without Tagline



Do NOT Use Momolicious Letter alone in Image Background



It's all about giving us an ownable brand presence as we communicate both outwardly and to ourselves. Part of that brand presence is the font chosen to display our written words. Momolicious typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

ALTERNATE PRIMARY TYPEFACE

Our primary typeface is OracleScript, a Script typeface that is modern and easy to read. Font should be the dominant face in all print and electronic communications

OracleScript

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890~!@#\$%^&*()_+}{":?><|+~*/.

SECONDARY TYPEFACE

Our secondary typeface is Museo, a sans serif font with a very classical look. It sits well side by side with Museo. Museo also comes in a variety of weights and styles.

Museo

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890 ~!@#\$%^&*()_+}{":?><|+~*/.

Museo 300

Museo 500

Museo 700

Museo 900

The background is a dense, repeating pattern of various food items in a light gray, sketchy style. Items include burgers, fries, pizza, sushi, dumplings, sandwiches, and various fruits and vegetables.

The Good **FOOD** **LANGUAGE**



kin
G BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

hyrrokkin[®]
WE BUILD BIG BRANDS

kin
G BRANDS



hyrrokkin[®]
WE FEEL THE STRINGS

hyrrokkin[®]
WE FEEL THE STRINGS

hyrrokkin[®]
WE FEEL THE STRINGS

hyrrokkin[®]
WE FEEL THE STRINGS

hyrrokkin[®]
WE FEEL THE STRINGS

☎ +91 88832 22278

✉ info@momolicious.in

🌐 www.momolicious.in

📍 Private Parking (Behind Fun Mall)

follow us :     