

The logo for MOCANA, featuring the word in a white, sans-serif font. The letter 'O' is a circle with a small green dot above it. The letter 'i' is lowercase and has a small green dot above it. The letter 'A' is uppercase and has a small green dot below it. A registered trademark symbol (®) is located to the right of the 'A'.

MOCANA®

Style Guide

JUNE 06, 2014

WELCOME

Branding Guidelines are an essential tool for doing business in today's world. To do its job, our logo/logotypes and visual system must be appropriate, distinctive, and memorable. Any time you find yourself asking why it's so important to use the logo in exactly the prescribed way, or why you need to stick with the approved colors, remember that a well-maintained and consistently used graphics standards system makes us look more professional, more dependable, more substantial, and makes us who we are—and no one else.

The Mocana brand is more than a name. It's a set of values, attributes, and visuals that reflects the spirit of our company. Using it consistently will reinforce our position as the leader in mobile data security.

BRAND VOICE

Marketing communications are the appropriate place to express the spirit and personality of the Mocana Brand. Be visionary, inspirational, and passionate, but stay practical. Informational communication should always focus on simplicity. Making complex information easy to understand is critical to fulfilling our promise of an excellent user experience. Be informative and thorough, but stay concise. Use understandable language that avoids jargon and gets to the point.

OUR TONE OF VOICE IS:

The Mocana brand is more than a name. It's a set of values, attributes, and visuals that reflects the spirit of our company. Using it consistently will reinforce our position as the leader in mobile data security.

THE LOGO

MÖCANA®



MÖCANA®

Trade Mark

The registration service mark/symbol ® is attached to the Mocana logo. It is positioned to the right of the “A” and aligns to the baseline.

The Mocana Logo

The Mocana Logo is a fundamental component of our brand. It has been designed to represent the energy and ideals of our company, make us highly recognizable, and differentiate us in a competitive marketplace. When used with care, our logo and accompanying elements becomes a powerful tool for building and maintaining equity in the Mocana brand.

Clear Space

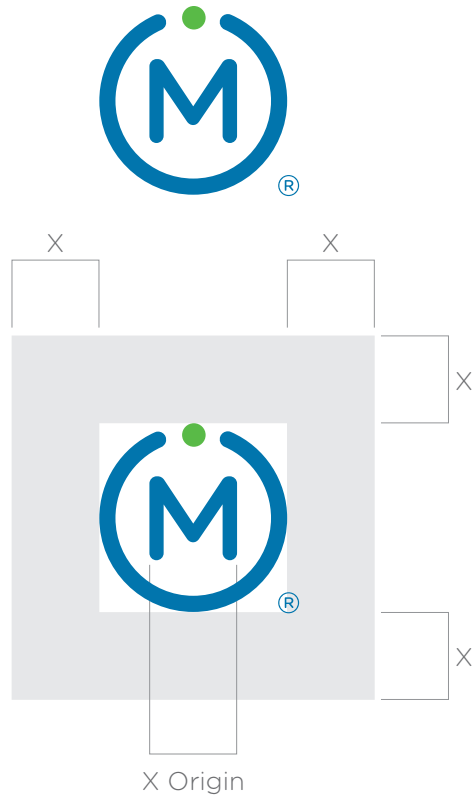
Maintaining clear space around the logo will ensure that it remains clear of other design elements, enhancing its presence. The clear space, also shown as “X”, is equal to the height of the negative space in the “O” in our logo. The height of negative space within the “O” will increase or decrease proportionally with the size of the logo and logotypes.

.125" □ MÖCANA®

Minumum Size

When using the logo in small applications, the height of the logo should never measure less than .125 inch (1/8”).

THE M ICON



Trade Mark

The registration service mark/symbol ® is attached to the Mocana icon. It is positioned to the right of the icon and aligns to the baseline.

M Icon

The Mocana Logo has an alternate version for applications lacking the necessary horizontal space.

This version is a combination of the “M” and the “O” from the primary logo. This version should be used sparingly, only after having exposed the audience to the full primary version. It is meant to supplement, not replace. Use good design judgment when selecting a logo format.

Clear Space

The clear space around the Mocana M Icon is set up the same way as the clear space for the primary logo, as shown at left. For the Icon the X origin is defined by the width of the “M.”



Minimum Size

When using the icon in small applications, the height of the icon should never measure less than .25 inch (1/4”).

LOGO COLOR VARIANTS

Only the approved logotypes should be used and users should use the appropriate digital files.

Pantone

The Primary logos are constructed of two colors: Mocana Blue - Pantone 7690c and Mocana Green - Pantone 802c. This color option is to be used in applications where absolute color matching is required and or as a limited color option. A white or light colored background is preferred for this variation, however it can be used over other colors as long as they are light enough for the logo to be distinguished.



CMYK

The Primary logos can be constructed of Cyan, Magenta, Yellow and Black Inks. This is used when printing four color in offset or digital printing. This color option is to be used in most applications. A white or light colored background is preferred for this variation, however it can be used over other colors as long as they are light enough for the logo to be distinguished.



Limited One Color

The 7690c version must only be used for one color print jobs, when there are no options to print in full color. It is only for very specific cases and requires special permission to be used.



LOGO COLOR VARIANTS, CONT'D.

Grayscale

This logo can only be used for grayscale print pieces. The grayscale logo should never be placed on a background that would inhibit legibility.



One Color Black

The black color logo is for use in black and white publications, or against light or bright colored backgrounds where the primary version is unreadable. The black version should only be used when there are no options to print in color. It is only for very specific cases and requires special permission to be used.



Limited one color

The 7690c version must only be used for one color print jobs, when there are no options to print in full color. It is only for very specific cases and requires special permission to be used.



On Color Reversed

The use of the positive version of the logo is always preferred. However, when it is necessary to place it over a dark background, the reverse version should be used to ensure ample contrast. It is only for very specific cases and requires special permission to be used.



LOGO MISUSES

Nothing Else

Our Logos and Logotypes are custom designed artwork and no other combinations are permitted. Use only approved logos in your communications materials. Do not create your own variants. To avoid any misuse of our logo and logotypes, please download and use the approved versions.

As an employee or vendor of Mocana it is up to you to help present a clear and consistent brand. If you see any of these misuses please contact marketing@mocana.com.



⊘ **DO NOT** add a drop shadow to the logo.



⊘ **DO NOT** rotate the logo



⊘ **DO NOT** stretch the logo



⊘ **DO NOT** alter the colors of the logo



⊘ **DO NOT** transpose the colors of the logo



⊘ **DO NOT** try to recreate the logo

Rules to Live By!

- ✓ **ONLY** use approved logo and logotypes and color variations
- ✓ **ALWAYS** follow clear space guidelines
- ✓ **ALWAYS** follow minimum and maximum size guidelines
- ⊘ **DO NOT** add, move, remove, replace, or reposition elements of the logo or logotypes
- ⊘ **DO NOT** change any colors in the logo or logotypes
- ⊘ **DO NOT** stretch or distort the logo or logotypes in any way
- ⊘ **DO NOT** use a different font in the logo or logotypes
- ⊘ **DO NOT** rotate the logo or logotypes
- ⊘ **DO NOT** apply a logo or logotype color variation to a background with insufficient contrast
- ⊘ **DO NOT** create your own variants of the logos or logotypes

PRIMARY TYPE FACES AND WEIGHTS

Primary Typefaces and Weights

Gotham Rounded Book is Mocana's primary typeface for headlines. The Gotham Rounded family is a contemporary, sans-serif font family with soft edges and corners. Gotham Rounded's modern appearance compliments the subtleties of the Mocana logo. The Gotham Rounded family offers a variety of weights and styles, these additional styles are not to be used for headlines and are reserved to enhance content and for body copy.

Recommended Type Styles

HEADLINES

Typeface: Gotham Rounded Book
Color: Mocana Blue, or reversed out of a color field or photo
Kerning: Optical
Tracking: 0
Case: Initial/Title Caps

BODY COPY

Typeface: Gotham Rounded Light
Size: 9 - 11pt
Leading: At least 3pts larger than type size
Kerning: Optical
Color: 70% Black on white background or reversed on color background

QUOTE

Typeface: Gotham Rounded Book Italic
Kerning: Optical
Tracking: -5-10

CALL TO ACTION/LINK

Typeface: Gotham Rounded Medium
Kerning: Optical
Tracking: 0-10
Color: Mocana Blue or reversed
Case: All Caps

FOOTER/COPYRIGHT

Typeface: Gotham Rounded Light
Size: 7pt
Leading: 10pt
Kerning: Optical

Sample Usage

Below is a sample of how the common typefaces can be used

Headline

Subhead

TORTOR CRASRISUS

Body copy consectetur est at lobortis. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. Nullam id dolor id nibh ultricies vehicula ut id elit.

TORTOR CRASRISUS

Etiam Malesuada
Ligula Cras Dolor

Ligula Lorem Nullam

“Quote Ligula lorem nullam”

LEARN MORE

PRIMARY TYPE FACES AND WEIGHTS

GOTHAM ROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GOTHAM ROUNDED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ALTERNATE TYPE FACES

Web and Internal Use Only

The Gotham Rounded font family is available as a embedable web font. This is the preferred way to use the Gotham Rounded font on the web. Our alternate typefaces are Proxima Nova and Arial and they are strictly for internal and web use when Gotham Rounded is not able to be embedded or used as an image. Proxima Nova references the clean look of our primary typeface and should be used in conjunction with Arial within Microsoft Office applications such as Word, PowerPoint, Excel, etc. Use Arial for body copy in letters, memos and faxes.

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA LIGHT

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

PROXIMA NOVA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

PROXIMA NOVA BOLD

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

COLORS

Print Colors

CMYK

Use CMYK builds for 4 color printing. To ensure correct color reproduction of the blue and green in our logos, please try to use the PMS colors for whenever possible.

PMS

Primarily for logo color matching and two color printing. PMS Colors are the color standard with the majority of printers around the world.

IMPORTANT

Never match to the color samples provided in this document. Always refer to the Pantone® Matching System (PMS) color swatch books when specifying ink color.

Web/Screen Colors

RGB/HEX

Used for web and screen applications, including PowerPoint presentations. RGB/ HEX colors will not reproduce the correct colors if printed, therefore they are not to be used for printed materials. Your screen may convert the colors differently depending on specific settings and calibration. HEX values are standard on the Web.



MOCANA BLUE

PMS: 7690c

CMYK: 87, 30, 0, 21

RGB: 0, 118, 169

HEX: 0076a9



MOCANA GREEN

PMS: 802c

CMYK: 67, 0, 100, 0

RGB: 0, 255, 51

HEX: 00ff33



DARK BLUE

PMS: 302c

CMYK: 100, 77, 39, 29

RGB: 11, 60, 94

HEX: 0b3c5e



LIGHT BLUE

PMS: 639c

CMYK: 80, 29, 6, 0

RGB: 1, 145, 98

HEX: 0191c6



100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%
Black