

mun<sup>do</sup>

# Brand Guidelines

# Concept

The logo concept is rooted in the meaning of the name "Mundo" (Earth), visualised through a celestial metaphor. This concept is integrated into the final letter of the wordmark, where the negative space forms a planet and its surrounding orbit with a satellite.

This layout visually anchors the brand name to its origin while reflecting the complexity of a data-driven ecosystem. The relationship between the central body and the satellite symbolizes the core mission: Mundo AI acts as a central system, with data orbiting and feeding into a larger, organized universe. It is a visual representation of connectivity, scale, and the precise balance between a foundation and the information that surrounds it.



mundo

# Logo Hierarchy

In most cases, use only the primary logo – the customized wordmark with the integrated symbol.

In cases where space constraints or technical specifications do not allow for the primary logo, use the icon – the standalone symbol with the integrated planet motif within the letter O.



Primary Logo



Icon

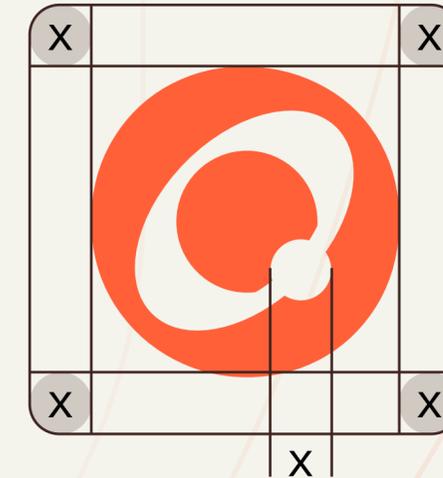
# Safe Zones

The safe zone provides a buffer around the logo, ensuring it remains clear and legible across various mediums.

By using wordmark elements and static spacing as a measure, we maintain a consistent visual environment that prevents clutter and reinforces our brand identity.

For the Primary Logo: The letter "O" serves as the unit of measurement. Spacing is calculated based on the main body of the text (lowercase x-height, excluding the descender of the letter "d").

For the Icon: The satellite planet is used as the base module for measurement.



# Scale

To maintain visual impact and legibility, the logo must be scaled proportionally across all applications.

Proper scaling ensures that the intricate details of the integrated symbol remain clear, whether on a large-scale surface or a small digital interface.

The maximum size is unlimited, provided the proportions remain locked.

To ensure the legibility of the integrated planet motif, the primary wordmark should not be reproduced smaller than 80 px in height. For applications below this size, use the standalone icon.

The word 'mundo' is rendered in a bold, orange, lowercase serif font. The letter 'o' is replaced by a stylized planet icon with a white ring and a white dot in the center. The logo is centered horizontally and occupies the upper half of the left side of the page.

Max size - unlimited

The word 'mundo' is rendered in the same orange, lowercase serif font as the large version, but at a smaller scale. The planet icon is also scaled down. The logo is centered horizontally and occupies the upper half of the right side of the page.

Min size - 340x80 px

# Restrictions

The logo must remain consistent and intact: no shadows, highlights, or outlines; no distortion, rotation, or flipping.

To preserve brand integrity, always use the word mark with the icon, scale as a unit, and maintain specified colors and fonts.

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~~mund@~~

~~mund@~~

~~@ mundo~~

~~mund@~~

~~mund@~~

# Color Palette

The brand's color palette creates a sense of space, lightness, warmth, and trust.

Alabaster and Orange serve as the foundation for a calm, spacious, yet expressive visual language. This combination creates a soft but noticeable contrast that is comfortable to read.

In most cases, Alabaster should be used as the background color – this ensures that specific feeling of cleanliness and lightness while providing maximum readability for text and other elements. It can also be used for copy and secondary elements on other backgrounds. Orange is the accent color for highlighting keywords, icons, buttons, and CTAs, generally focusing attention on specific design elements. However, in certain cases, it can be used as a background to provide variety and versatility to design materials while remaining within the brand identity. We use Licorice instead of pure black – primarily for text on an Alabaster background. Brown is included in the palette as a secondary, complementary color to Orange and Alabaster. It can be used as a background, as well as for outlines and dividers in combination with Alabaster and Orange.

## Alabaster

HEX: F5F5ED

RGB: 245, 245, 237

CMYK: 0.0%, 0.0%, 3.3%, 3.9%

## Orange

HEX: FF6038

RGB: 255, 96, 56

CMYK: 0.0%, 62.4%, 78.0%, 0.0%

## Brown

HEX: 3F2420

RGB: 63, 36, 32

CMYK: 0.0%, 42.9%, 49.2%, 75.3%

## Licorice

HEX: 1E1211

RGB: 30, 18, 17

CMYK: 0.0%, 40.0%, 43.3%, 88.2%

# Color Usage

To ensure the logo remains legible in all circumstances, it is crucial to manage contrast correctly.

On light backgrounds, use the dark version of the logo; on dark backgrounds, use the light version. In the case of complex backgrounds (such as photography), use a backing plate or a monochrome version of the logo that contrasts with the colors of the image to improve readability.



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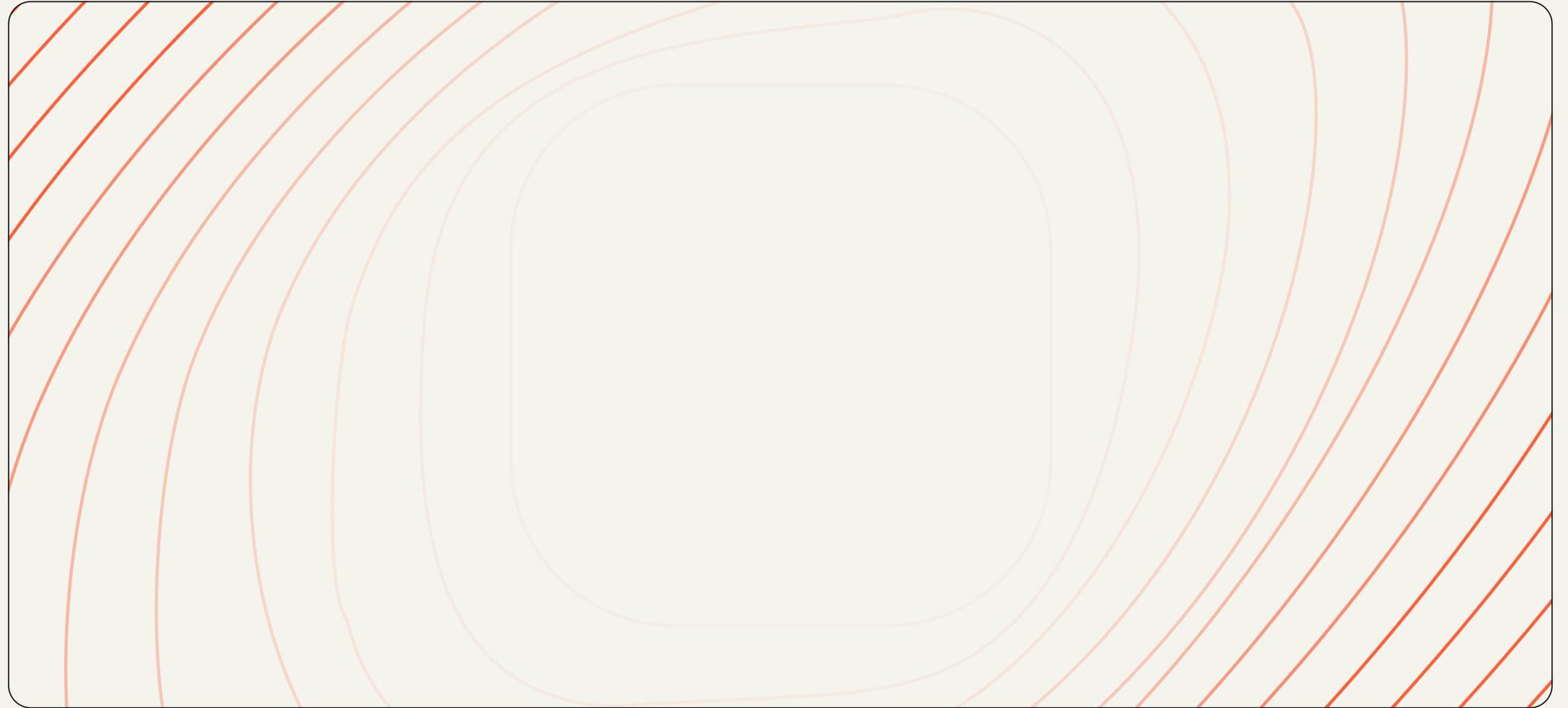
# Pattern

To strengthen brand recognition and extend the planetary theme introduced in the logo, we use an orbital pattern. It serves as a subtle decorative element to create visual depth and balance the composition. The pattern must remain delicate and should not distract from the primary information.

When all elements are centrally aligned, the pattern can be positioned similarly. However, for left-to-right layouts, it is recommended to show only a portion of the pattern—leaving visible the part that best fits the overall composition and interacts harmoniously with the placement of other elements.

Ensure that when intersecting with other elements, the pattern does not interfere with the readability of the text or key elements and does not contradict general laws of composition.

Recommended use includes solid color blocks in the background or monochrome execution overlaid on photographs.



# Color Combinations

To ensure maximum visibility of all elements and maintain a clear visual hierarchy, use high-contrast color combinations for primary elements and subtle nuances for secondary ones, as shown in the examples.

## Alabaster Background:

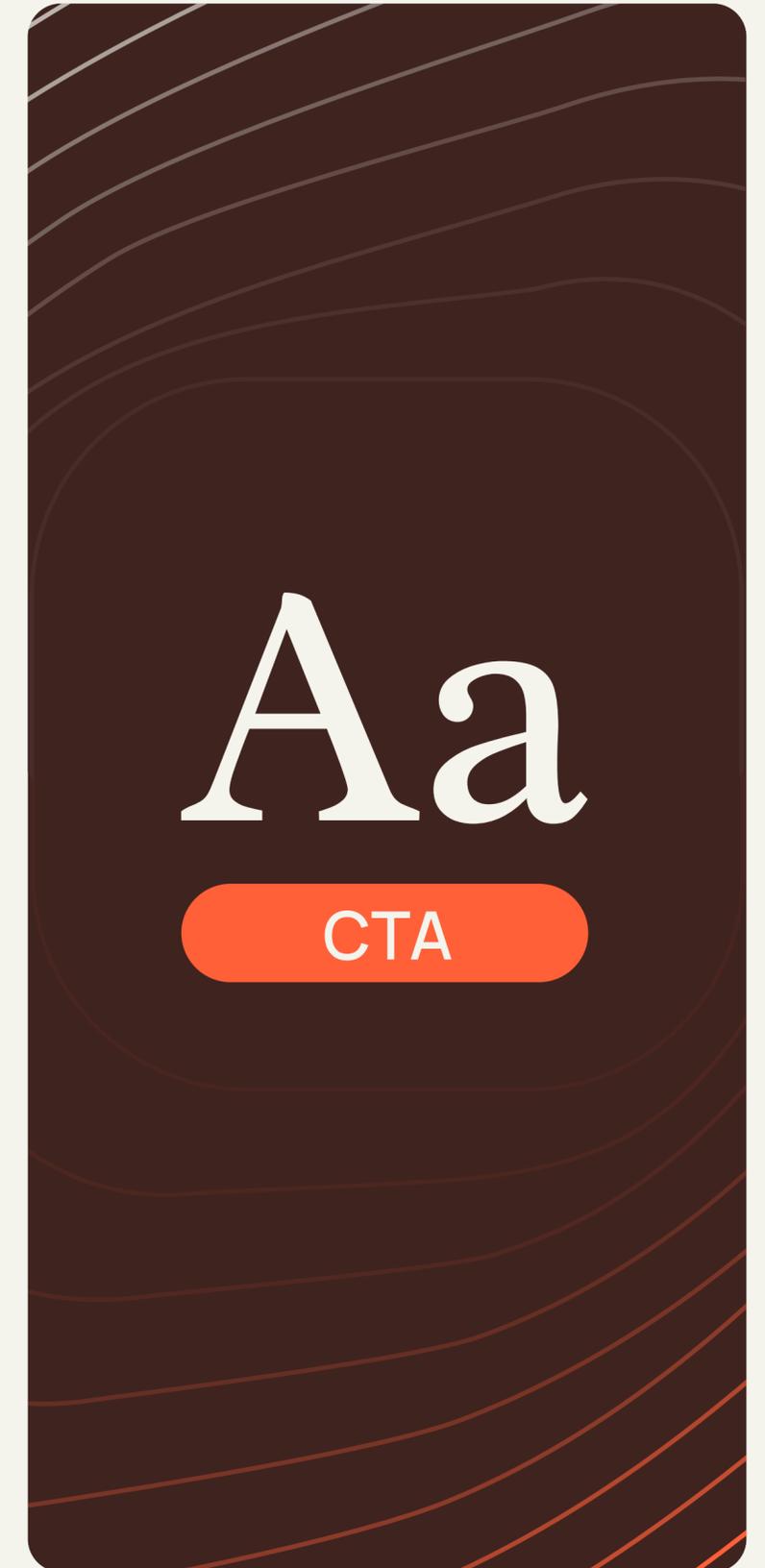
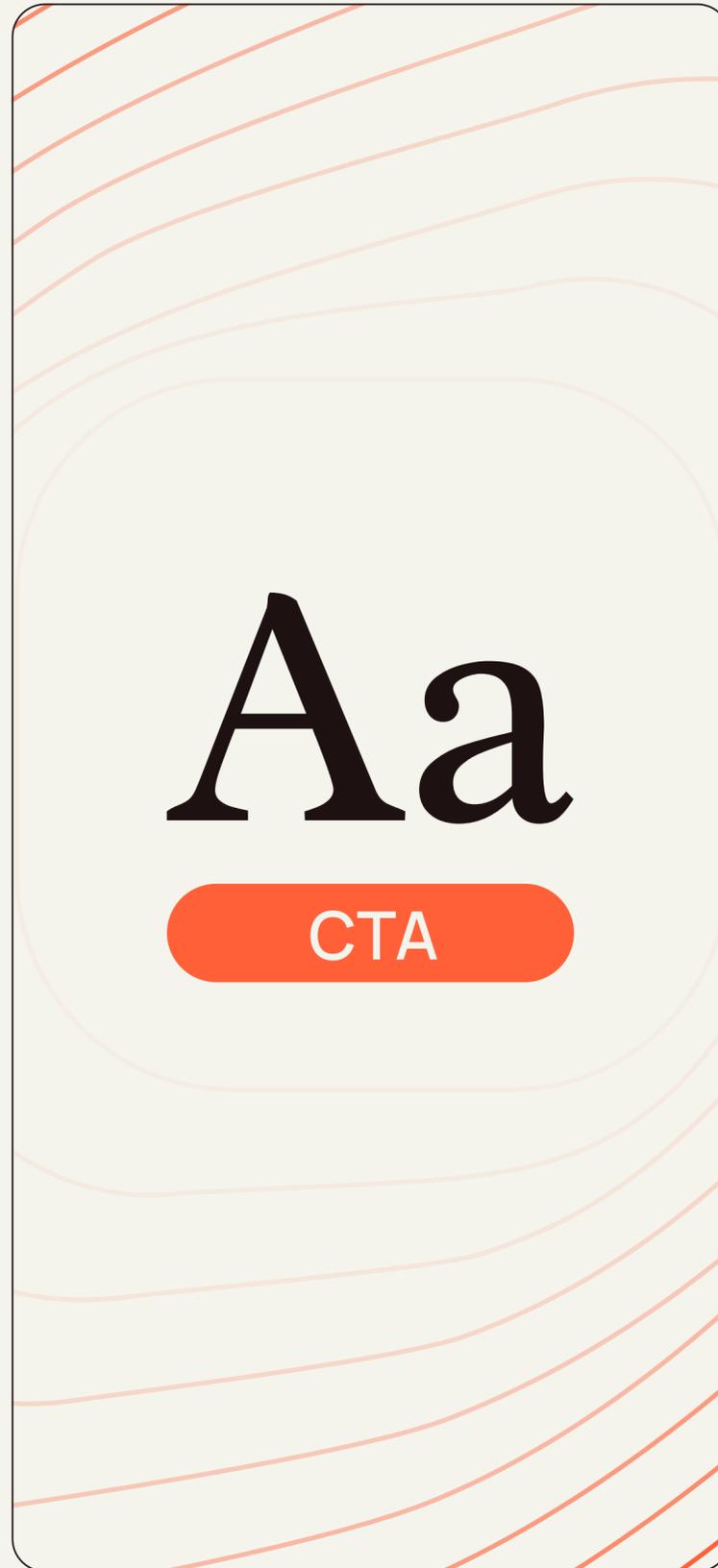
- Logo: Orange
- Text: Licorice
- Pattern: Orange
- Accents & Buttons: Orange buttons with Alabaster text; Orange accents.

## Orange Background:

- Logo: Alabaster
- Text: Alabaster
- Pattern: Brown
- Accents & Buttons: Brown buttons with Alabaster text; Brown accents.

## Brown Background:

- Logo: Orange
- Text: Alabaster
- Pattern: Alabaster
- Accents & Buttons: Orange buttons with Alabaster text; Orange accents.



# Typography

Typography is a key element of our visual identity. It builds recognition, sets the tone of communication, and upholds the brand's aesthetic. Our system clearly defines font functions:

Radley Regular is used for headlines with 100% line spacing. Key words may also be highlighted with an accent color.

For subheaders and secondary headlines, use Manrope Semibold.

Manrope Regular is intended for large blocks of text that require high readability with 136% line spacing.

# Radley Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
I 2 3 4 5 6 7 8 9 0

Headres

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# Manrope Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Subheadres

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# Manrope Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Body Text

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9:41



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Calendar



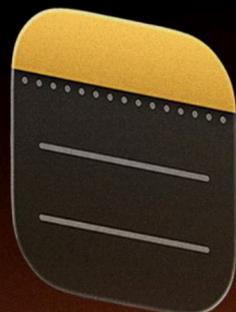
Photos



Camera



Mail



Notes



Reminders



Clock





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