



# BRAND

# GUIDELINES

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M U T U K A





# BUSINESS

# OVERVIEW

Mutuka is an innovative transportation service revolutionizing urban mobility in Dakar, Senegal, by offering eco-friendly electric small SUVs equipped with solar panels.

Our mission is to provide a sustainable and efficient alternative to traditional ride-sharing, ensuring a lower carbon footprint while enhancing user convenience through a seamless app-based platform.

As we expand, our vision is to lead the way in green transportation across Africa, promoting environmental awareness and community engagement.

Our commitment to sustainability is at the core of our operations, embodying the essence of "mutuka," which means "vehicle" in Lingala, symbolizing our dedication to serving the community with responsible transport solutions.

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# MAIN LOGO

01

It is very important that the logo is always easy to see and read in all usage situations. According to needs and print method, the logo can be displayed in different color variations.





**MUTUKA**



# LOGOMARK

# 02

To be iconic, you first need an icon. Logomarks depict certain concepts or ideals in the same way a stick figure depicts a person. In the right hands, a logomark can be a powerfully influential tool capable of reversing how people view your entire brand identity.

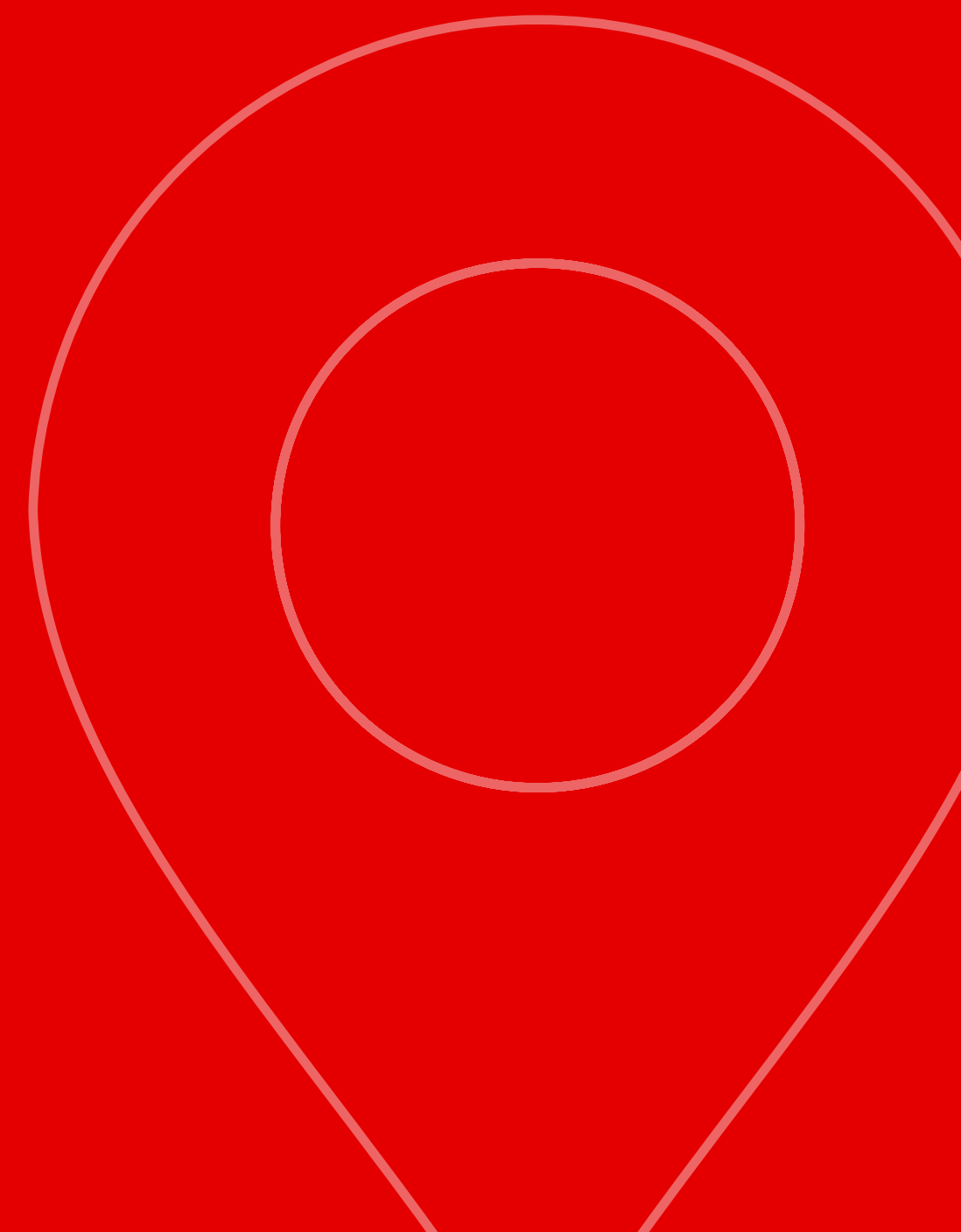




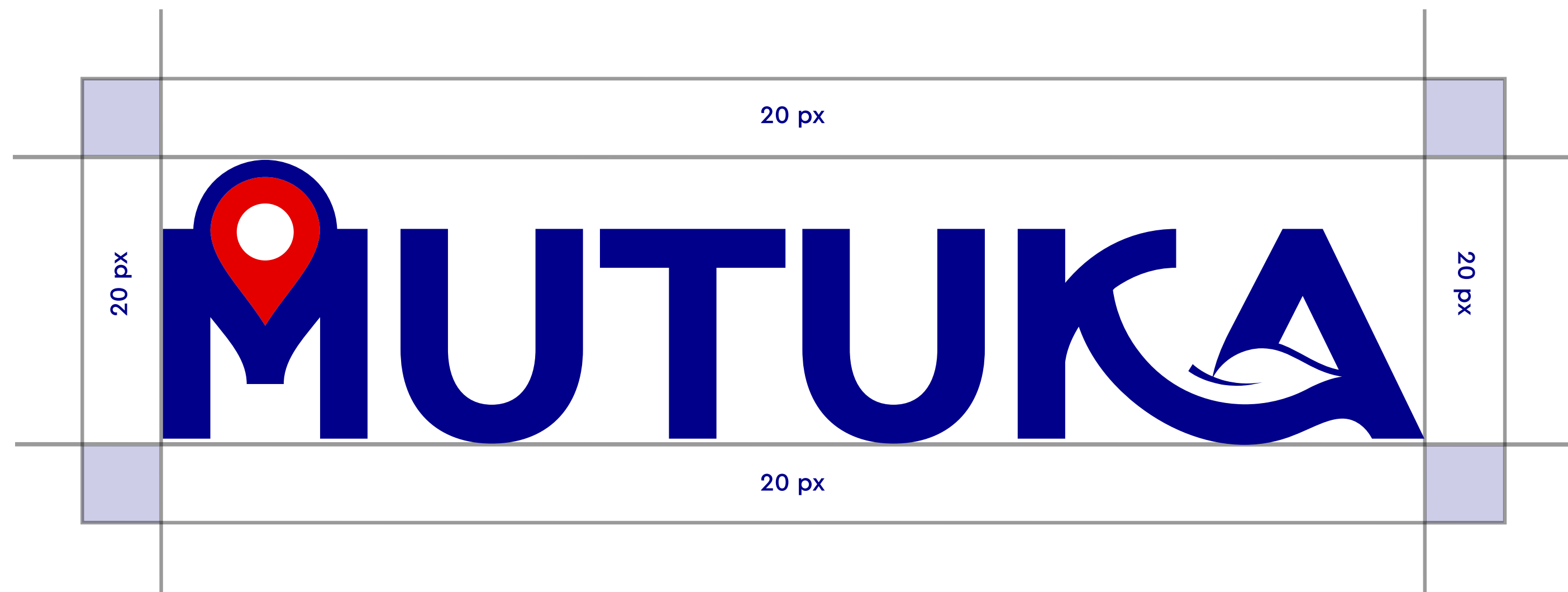
# EXCLUSION ZONE

# 03

Give the exclusive zone. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.



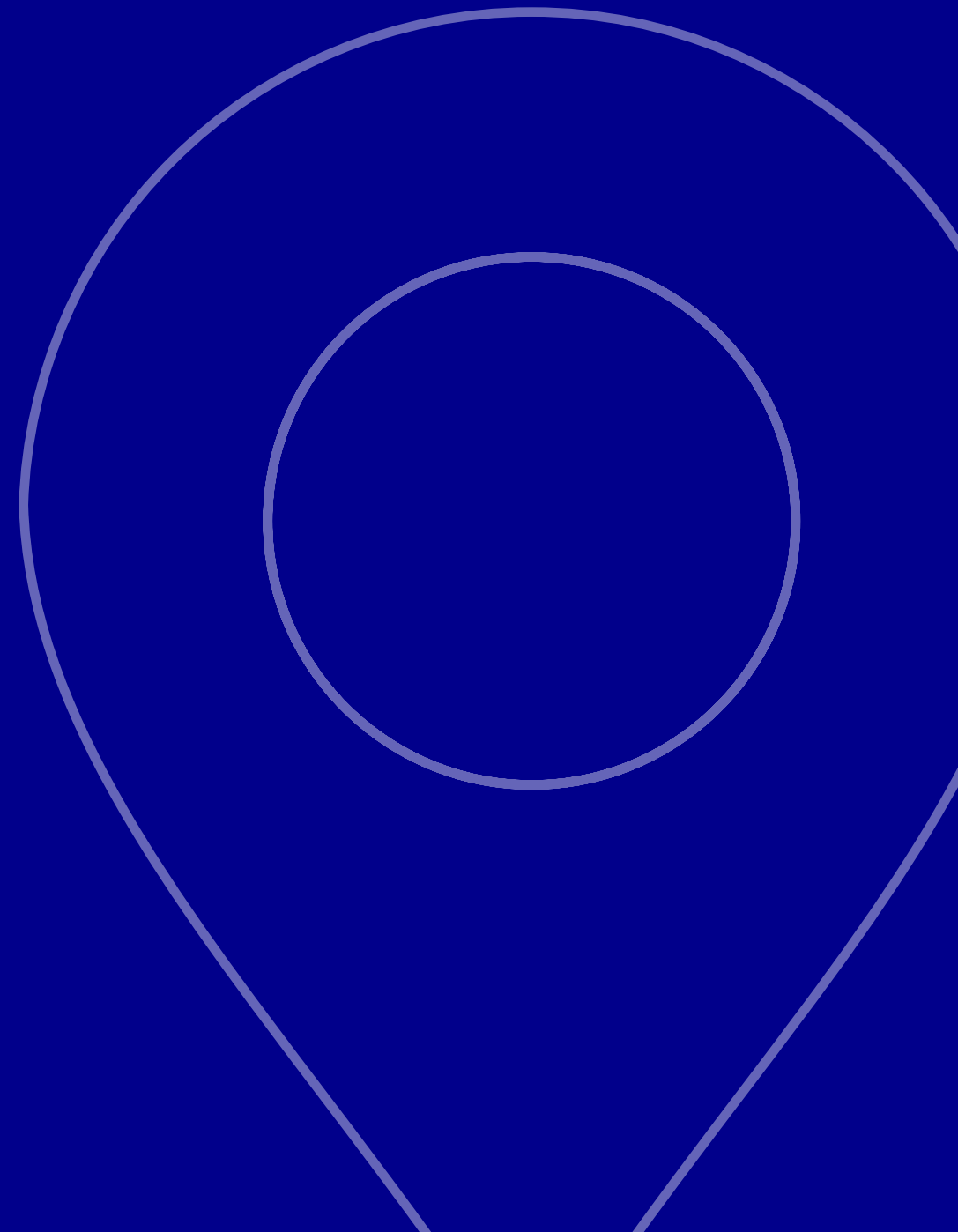




# FAVICON

# 04

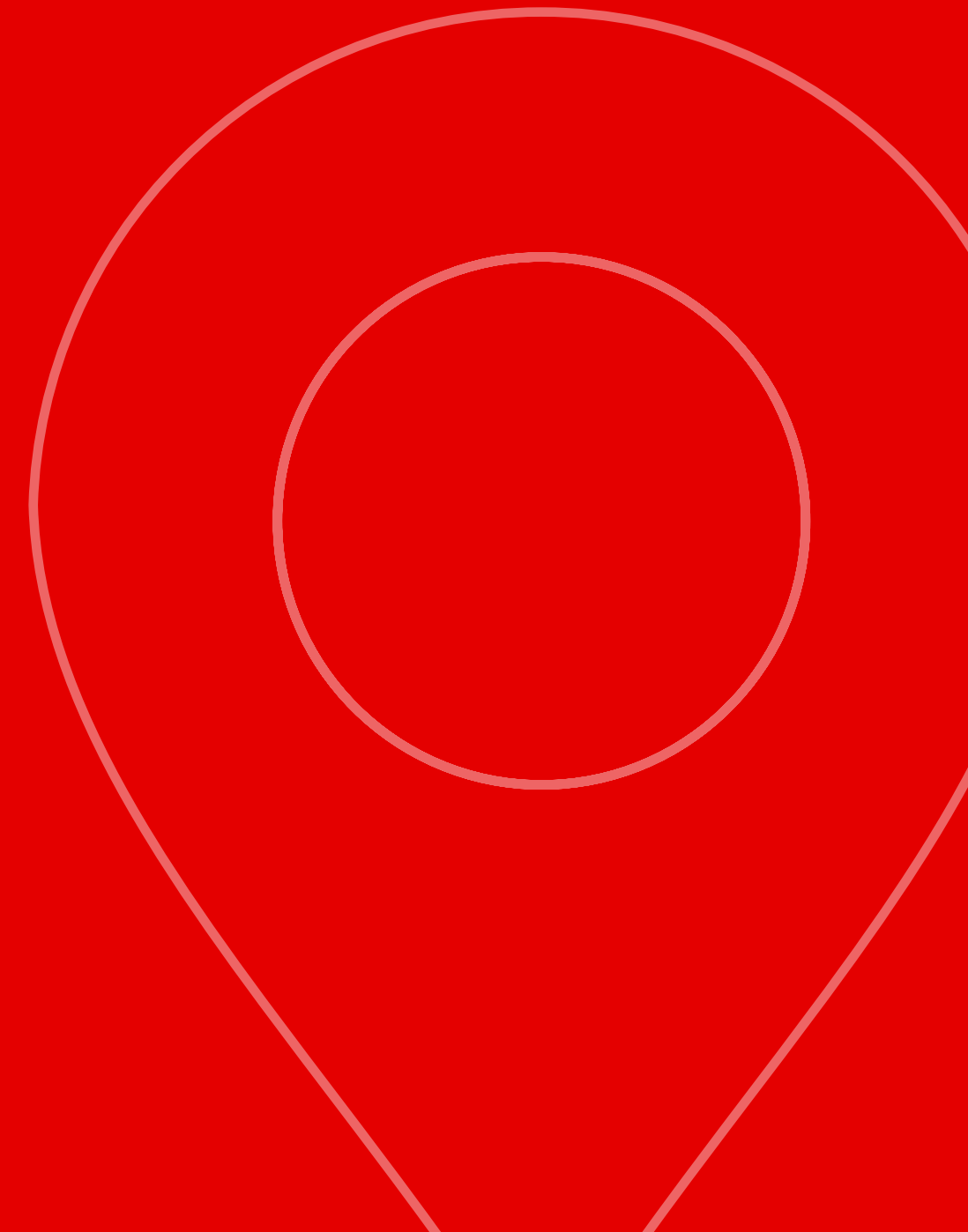
Fav icon is plays a big role in digital brand recognition. Appearing in browser tabs, bookmarks, and search results, it's a constant visual touchpoint.





# 05

The app icon plays crucial role of brand identity on mobile devices. It's the first impression users have on their home screen and in app stores. It serves as the first point of contact for users on their home screens and app stores.



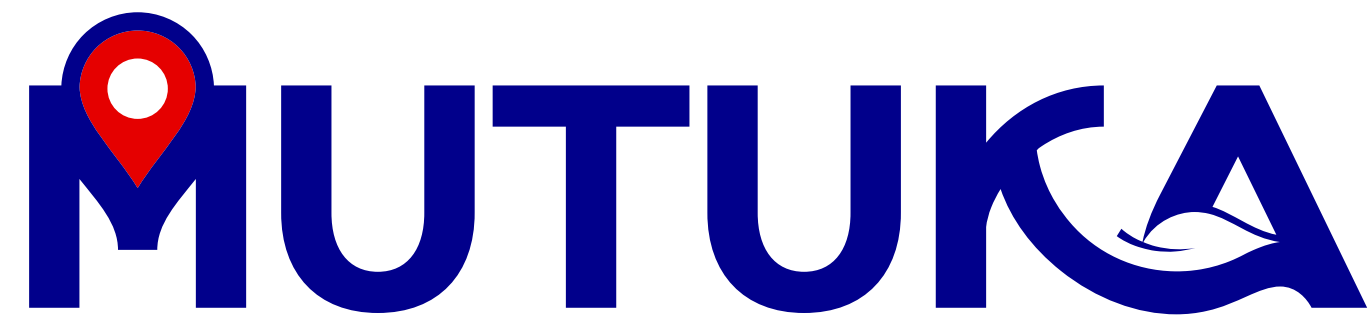


# LOGO SIZES



For the logo to be reproduced as clearly as possible do not use the logo in less than 20 mm for printed media and 60 px for digital interfaces.





70mm | A2



45mm | A3



30mm | A4/A5



20mm | 60px



# COLOR PALETTE

# 07

Color provides a strong visual link to our brand Identity across a wide range of applications. It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one color system to another.







# TYPOGRAPHY

08

Our main font is Wondra this strong and versatile font perfectly reflects the style of our brand. The fonts which have been used for heading are Wondra, General text is Raleway.





AA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789 \* / ! @ # \$ % ^ & \* ( ) \_ + } { | " :**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

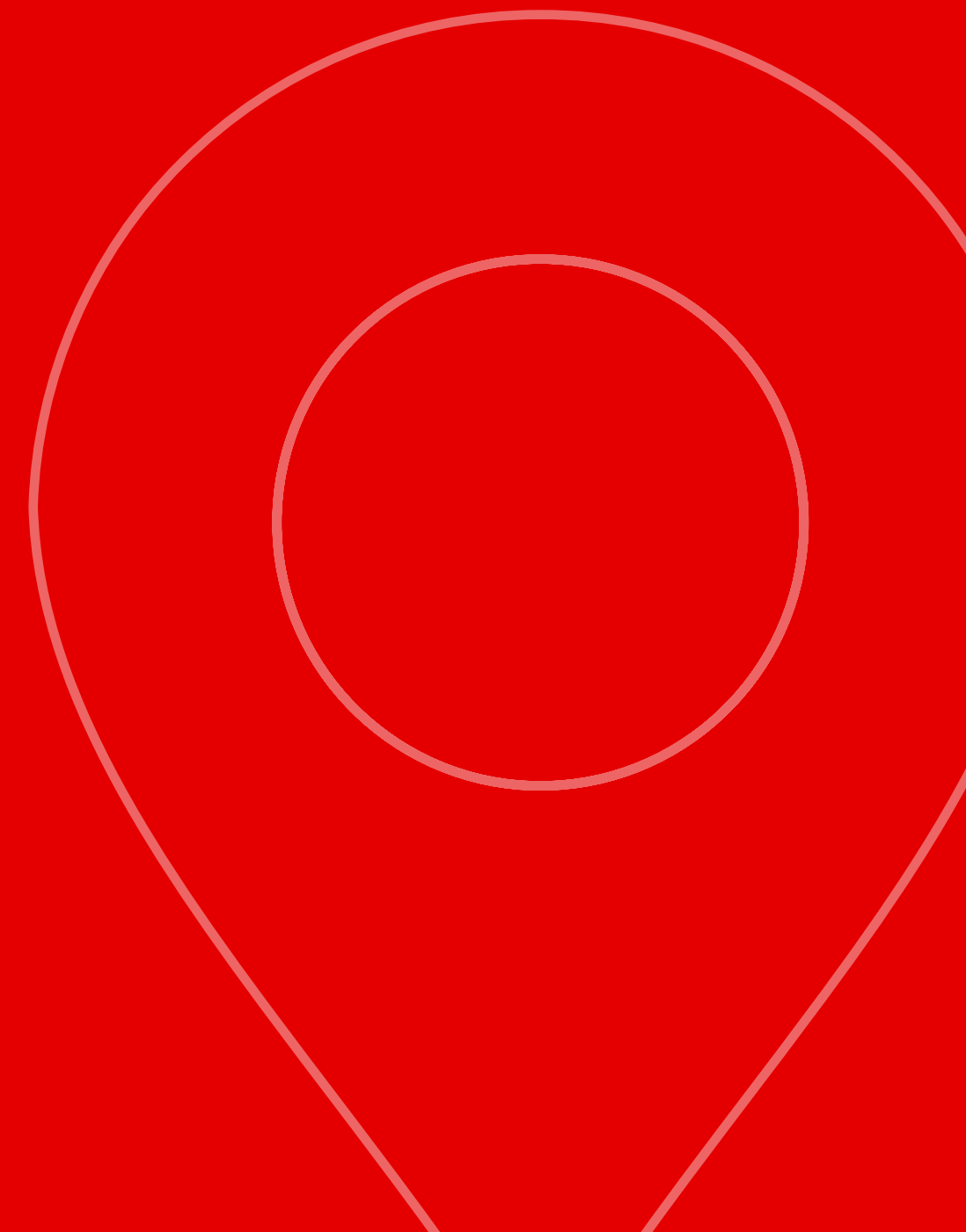
0123456789 \* / ! @ # \$ % ^ & \* ( ) \_ + } { | " :

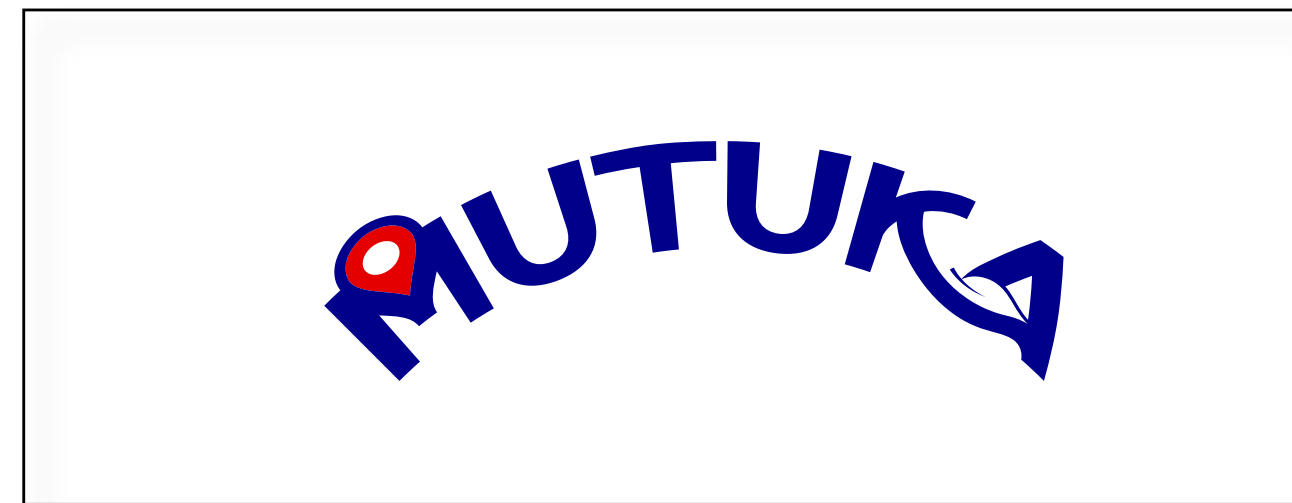


# LOGO DON'T



It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document.

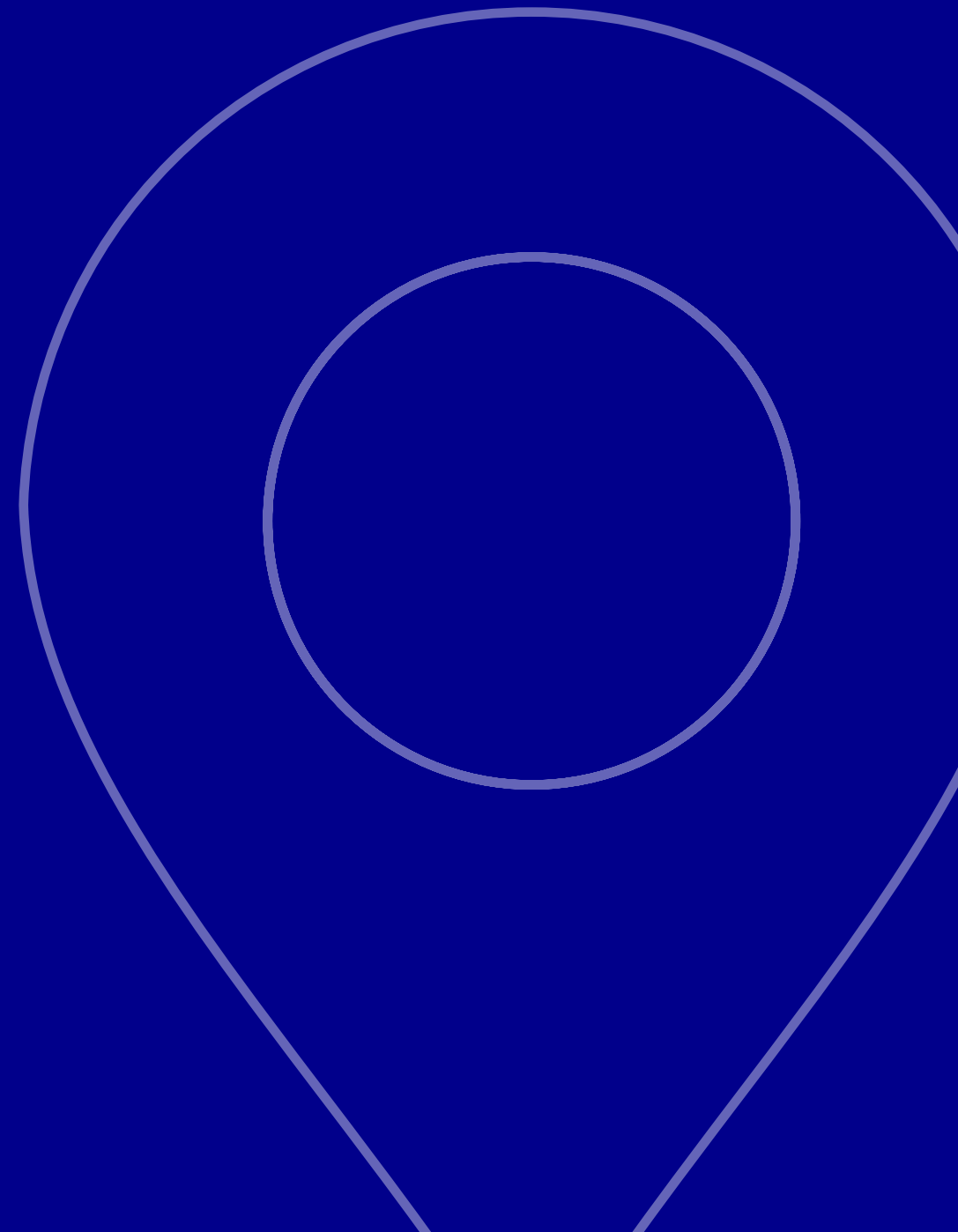




# MOCKUP

# 10

Mockups are for the better representation of the logos used for demonstration, education or promotion.



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