

# Brand 2024 Guidelines

**Bonmoja**

Embrace our new guidelines.

Let them inspire your creativity,  
but never allow them to restrict  
you.

A large, teal-colored graphic composed of many small squares, resembling a pixelated or mosaic effect. It is centered on the page and partially overlaps the word 'STRATEGY'.

**STRATEGY**

**PROMISE**

We commit to delivering transparent, efficient, cutting-edge services that fuel business growth.

Leveraging data for strategic decision-making, we collaborate to enhance services within emerging markets.

**DNA**

Our ethos centres on transforming brands and communities through technology.

By sharing insights derived from data analysis, we strive for exceptional results and elevate standards in emerging markets with efficiency, transparency, and distinctiveness.



**BRAND**



# Bonmoja

## VARIATIONS

Please use the complete logo whenever possible.

For smaller applications, utilise the icon B.



# Bonmoja

Full Logo



# B

Icon Version



## APPLICATIONS

Our logo is preferred on a navy blue background rendered in white or lime green.

For light backgrounds, use navy blue or turquoise blue. Apply the logo in white or lime green on dark backgrounds. The orange version is versatile and can be used in both scenarios.

Ensuring sufficient contrast is crucial for maintaining the logo's readability across different backgrounds.



**Bonmoja**



**Bonmoja**



**Bonmoja**



**Bonmoja**

APPLICATIONS

**Bonmoja**

White Reverse

**Bonmoja**

Black Reverse

## LOGO MISUSE

X

**Bonmoja**

Do not alter the proportions of the logo.

X

**Bonmoja**

Do not rotate the logo. It must always be applied horizontally.

X

**Bonmoja**

Do not apply the logo in colors that are not part of the brand's color palette.

X

**Bonmoja**

Do not apply the logo on colors that are not part of the brand's color palette.

X

**Bonmoja**

Do not use the logo in a size smaller than allowed, making it difficult to read.

X

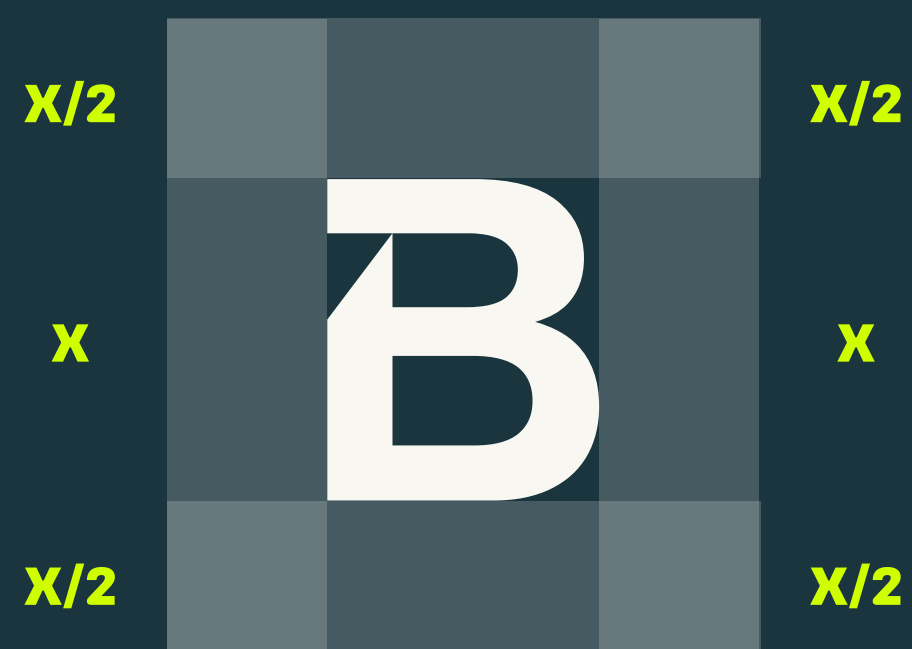
**Bonmoja**

Do not apply the logo on backgrounds that do not contrast with the brand.

## CLEAR SPACE

To maintain the optimal readability of our brand, a clear space equivalent to half the height of the logo must be preserved.

No text or patterns should intrude upon this designated area.



## MINIMUM SIZE

The full logo is preferred for general use.

For smaller applications, icons, and brand-related information, the icon version featuring just the symbol is acceptable

Pixels for digital  
Centimetres for printed

0,4 CM OU 12 PX  
IN HEIGHT

Bonmoja

0,4 CM OU 12 PX  
IN HEIGHT

B

## VARIATIONS

Our colour palette includes navy blue, lime green, turquoise blue, orange, and white.

Navy blue is the primary choice for backgrounds and text, and the additional colours serve as supporting hues for future brand extensions.

### Navy Blue

#1A1A1A  
CMYK 89 61 52 57  
RGB 26 53 62

### Lime Green

#CFFE00  
CMYK 30 00 100 00  
RGB 207 254 00

### Turquoise Blue

#137C7F  
CMYK 83 29 46 14  
RGB 19 124 127

### Orange

#FF5B04  
CMYK 00 74 93 00  
RGB 255 91 04

### White

#F8F7F2  
CMYK 04 02 06 00  
RGB 248 247 242

## TYPOGRAPHY

CARBONA VARIABLE

Aa Bb Cc Dd Ed Ff Gg

012345678 @ \$ ^ : ? < + \* ( #

TEXT HIERARCHY

TITLE

---

TITLE  
CARBONA VARIABLE BOLD

SUBTITLE

---

SUBTITLE  
CARBONA VARIABLE SEMIBOLD

\*ALWAYS IN CAPITAL LETTERS

Body text Body text Body text  
Body text Body text Body text  
Body text Body text Body text  
Body text Body text Body

---

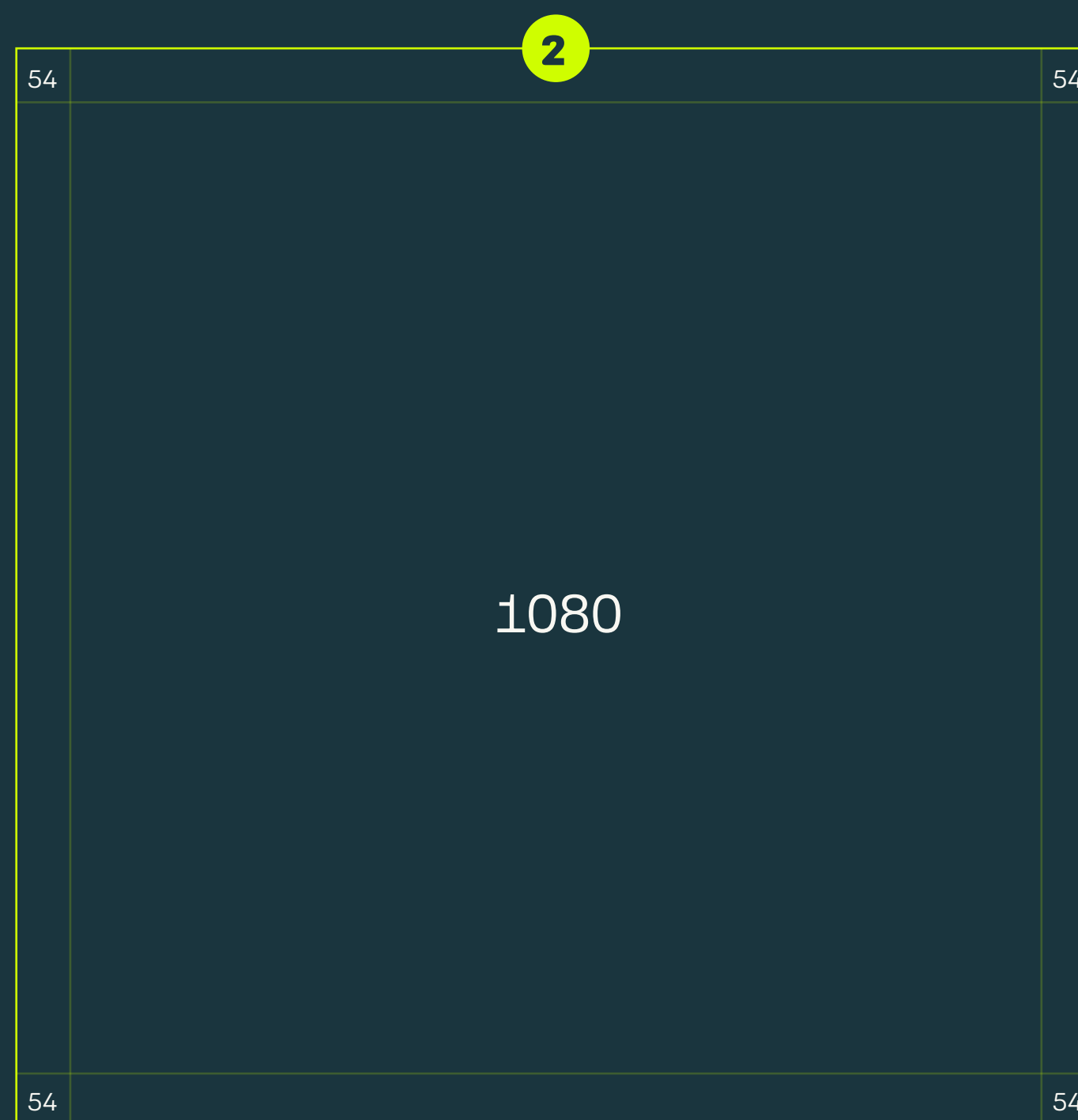
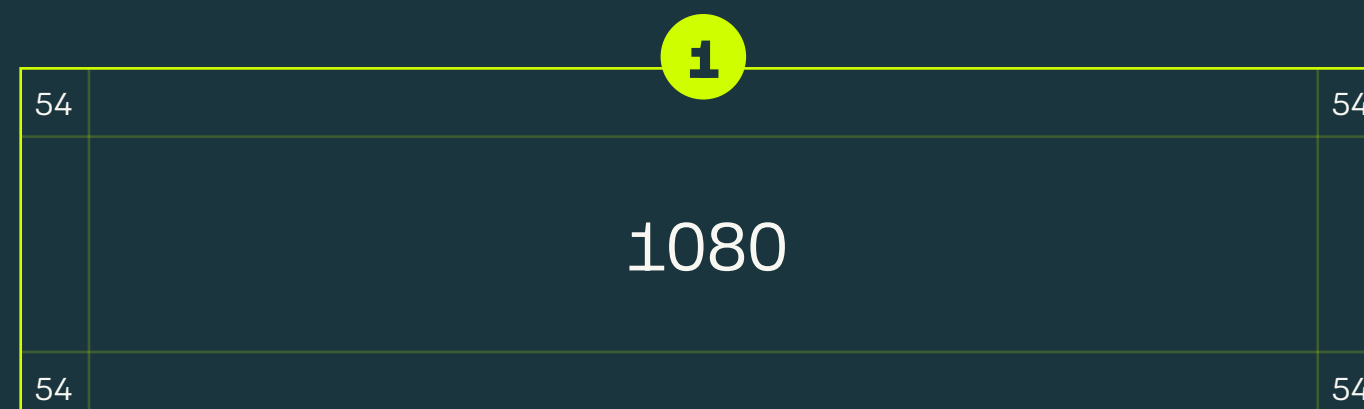
BODY TEXT  
BW GRADUAL MEDIUM 100%



## MARGINS FOR GRIDS AND LAYOUTS

For margins in our materials, divide the longer side of the piece by 20 to ensure proportional modular margins across various formats and sizes.

For exceptionally tall or long artworks, optical adjustments may be required to maintain readability.

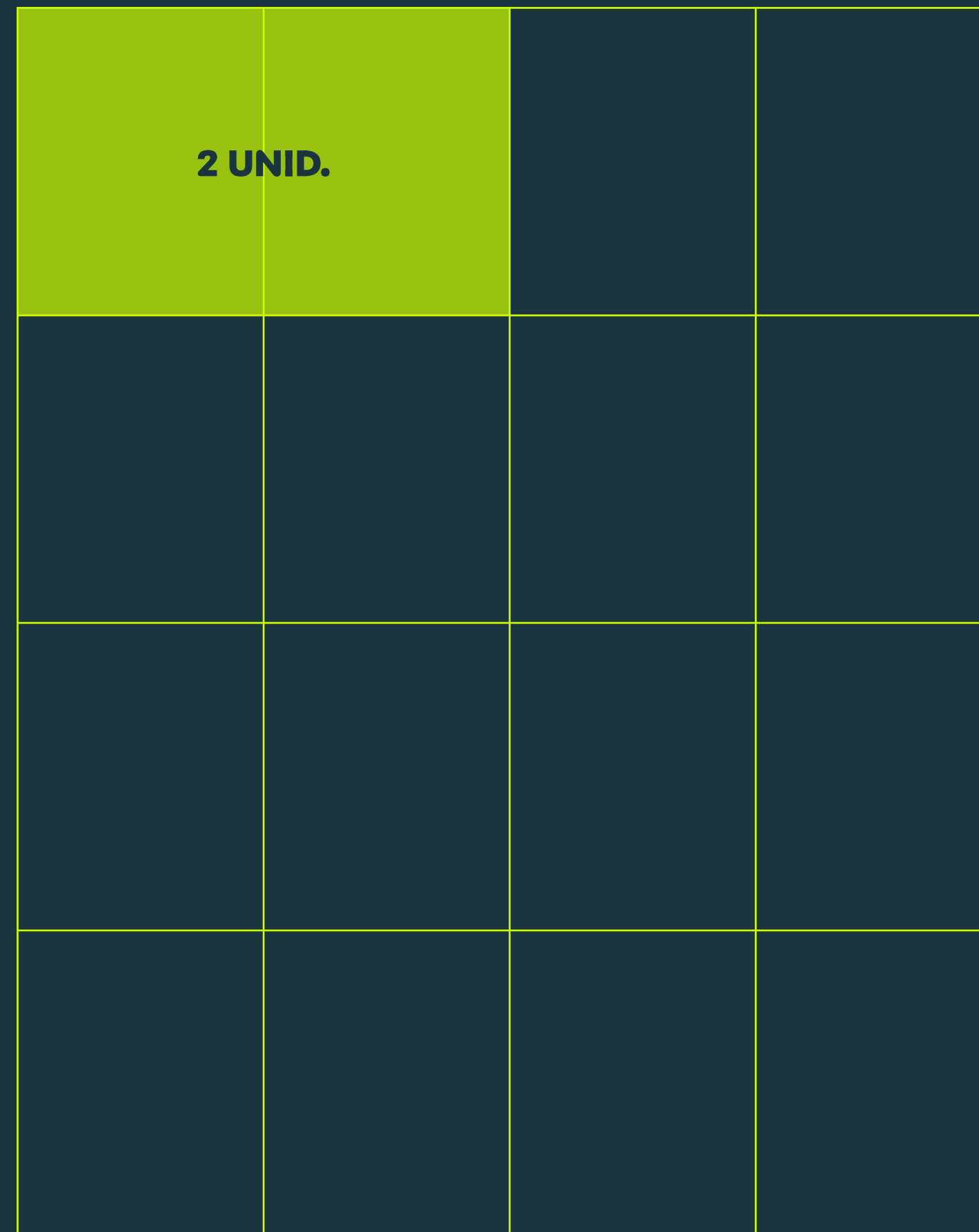
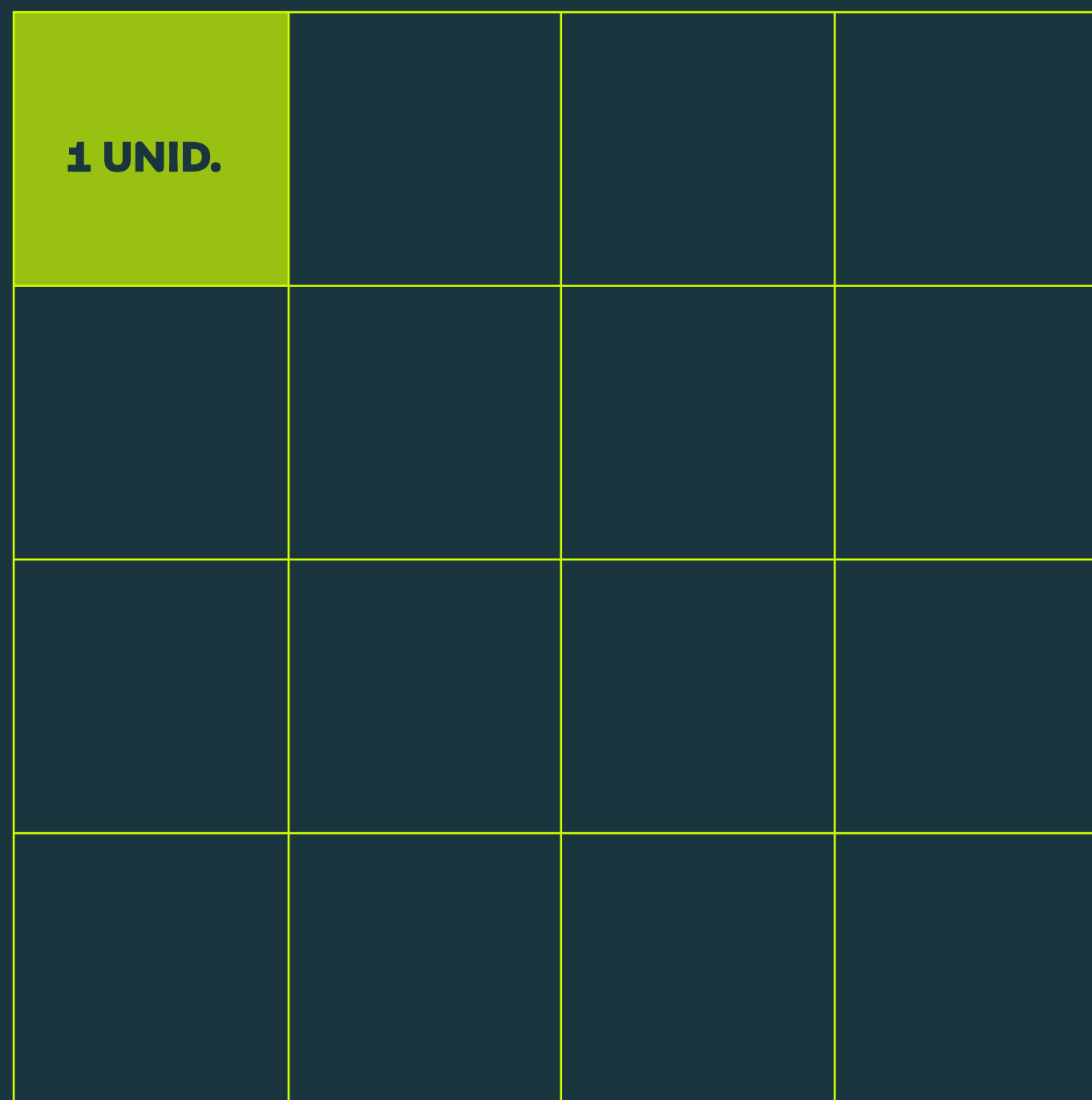


\*In scale

## GRIDS AND COMPOSITIONS

To compose any institutional advertising graphic piece, the document should be divided into 16 parts.

Each part obtained from this division will be called a "unit," to facilitate understanding of the following topics.



1080x1350

LAYOUT AND TEXT

For institutional artwork, text information should use a maximum of 10 units.

<b>B</b>							
TITLE							

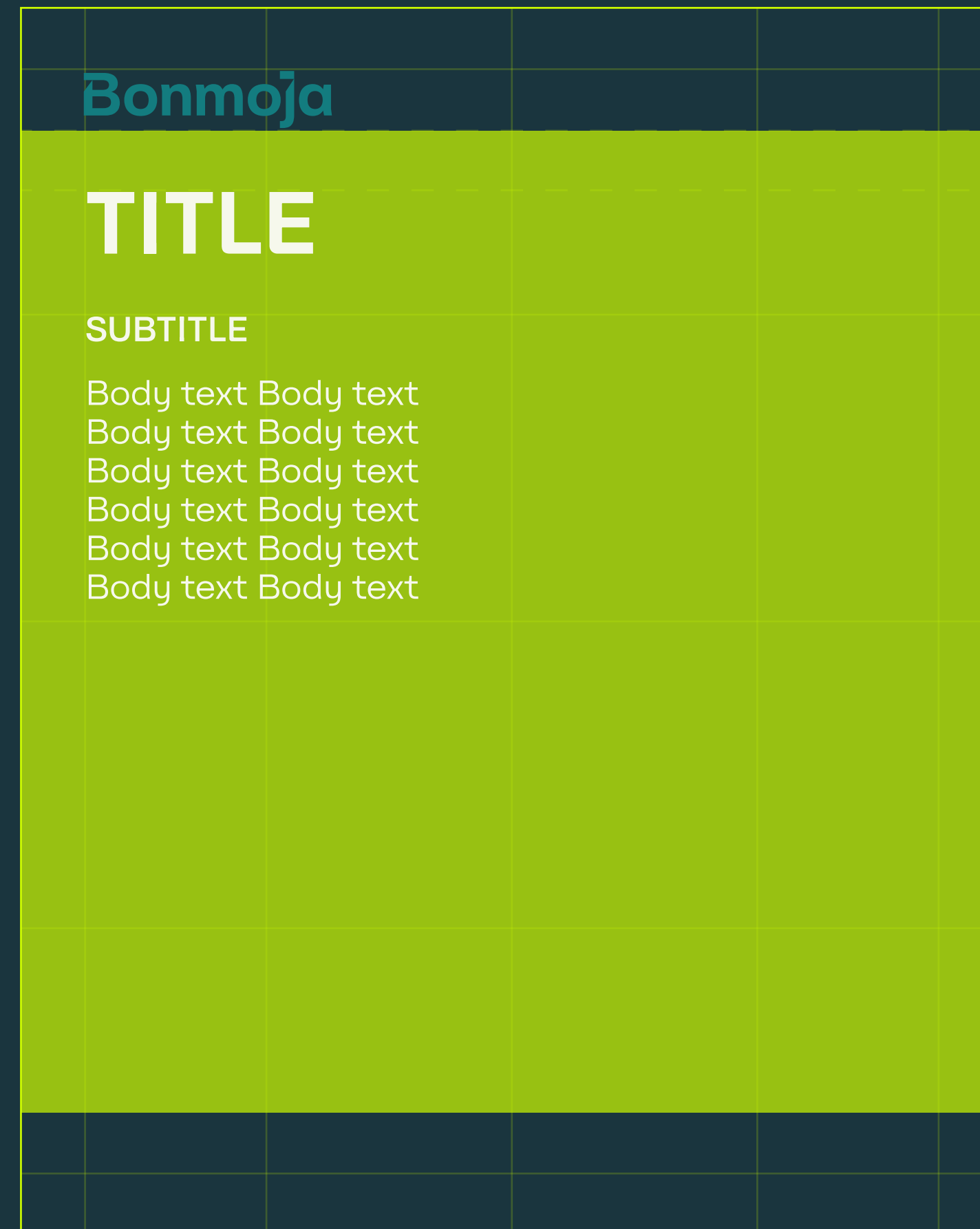
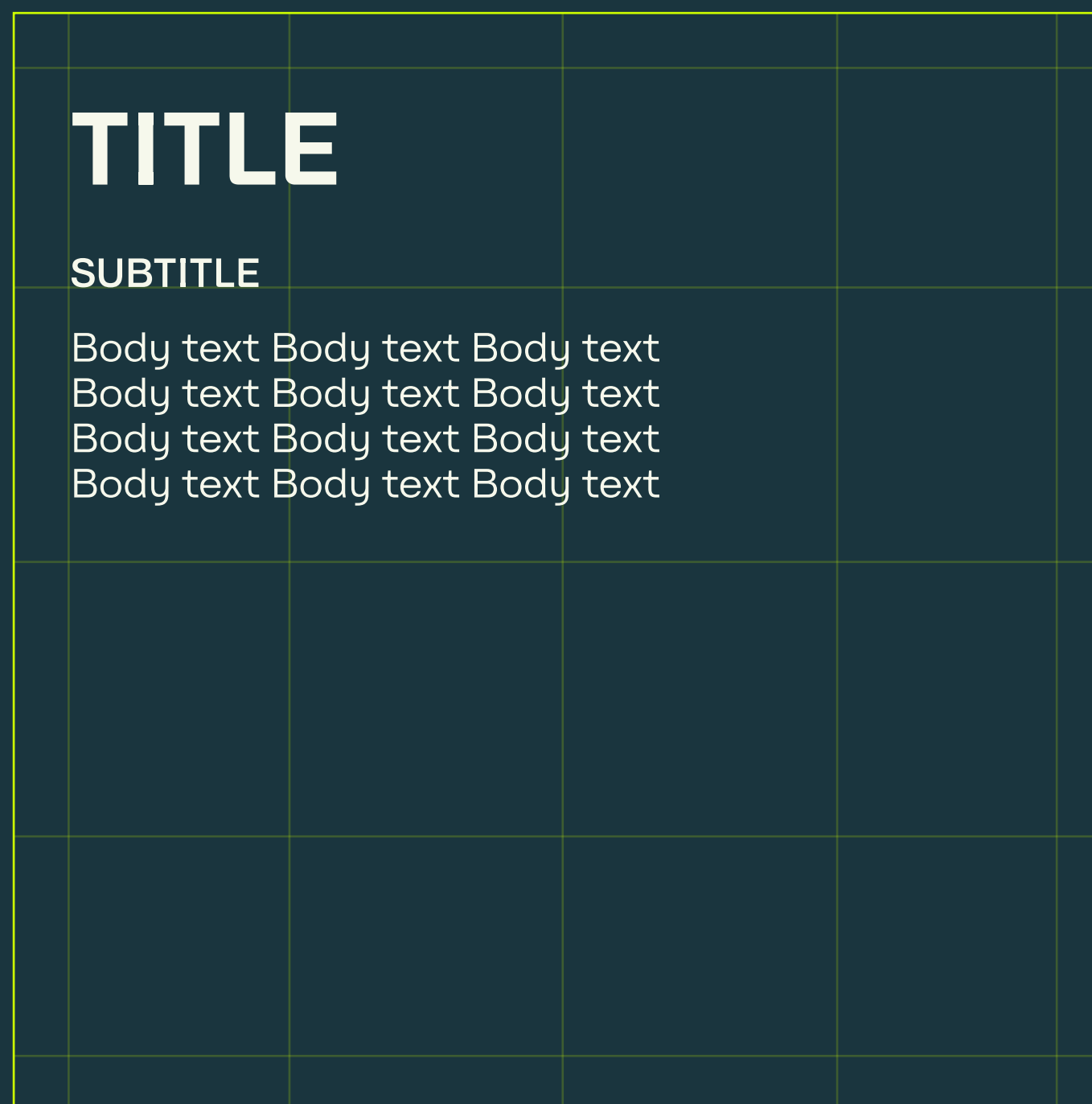
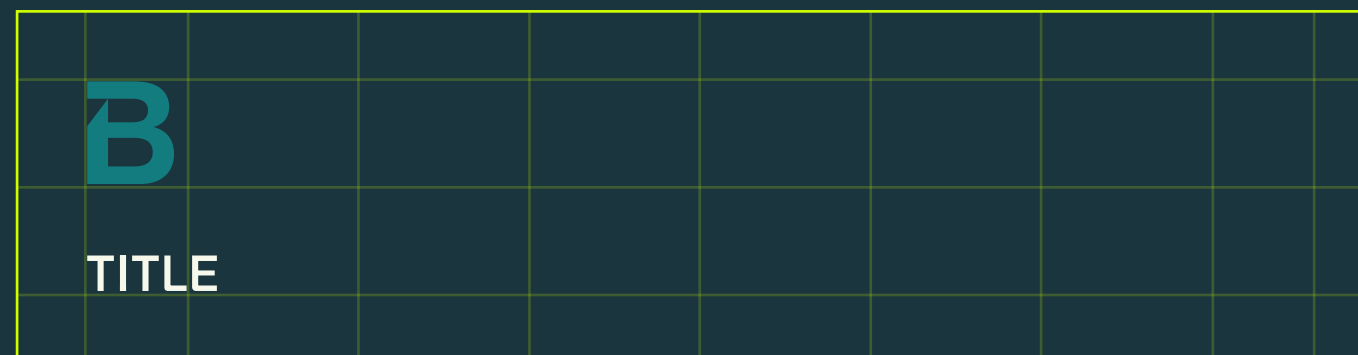
<b>TITLE</b>			
SUBTITLE			
Body text Body text Body text Body text Body text Body text Body text Body text Body text Body text Body text Body text			

<b>Bonmoja</b>			
<b>TITLE</b>			
SUBTITLE			
Body text Body text Body text Body text Body text Body text Body text Body text Body text Body text Body text Body text			

1080x1350

## LAYOUT AND TEXT

For institutional artwork, text information should use a maximum of 10 units.



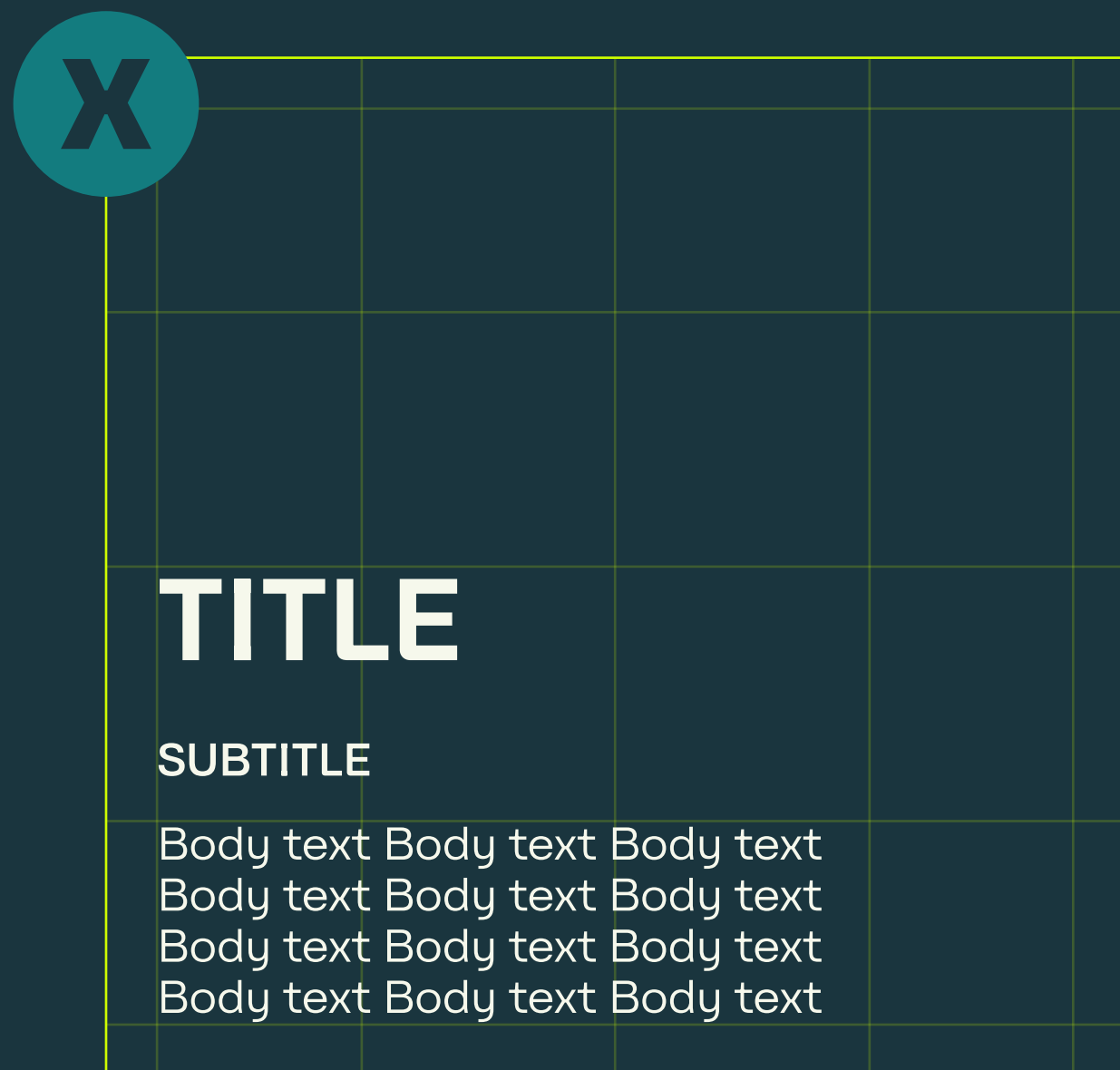
1080x1350

1080x1080

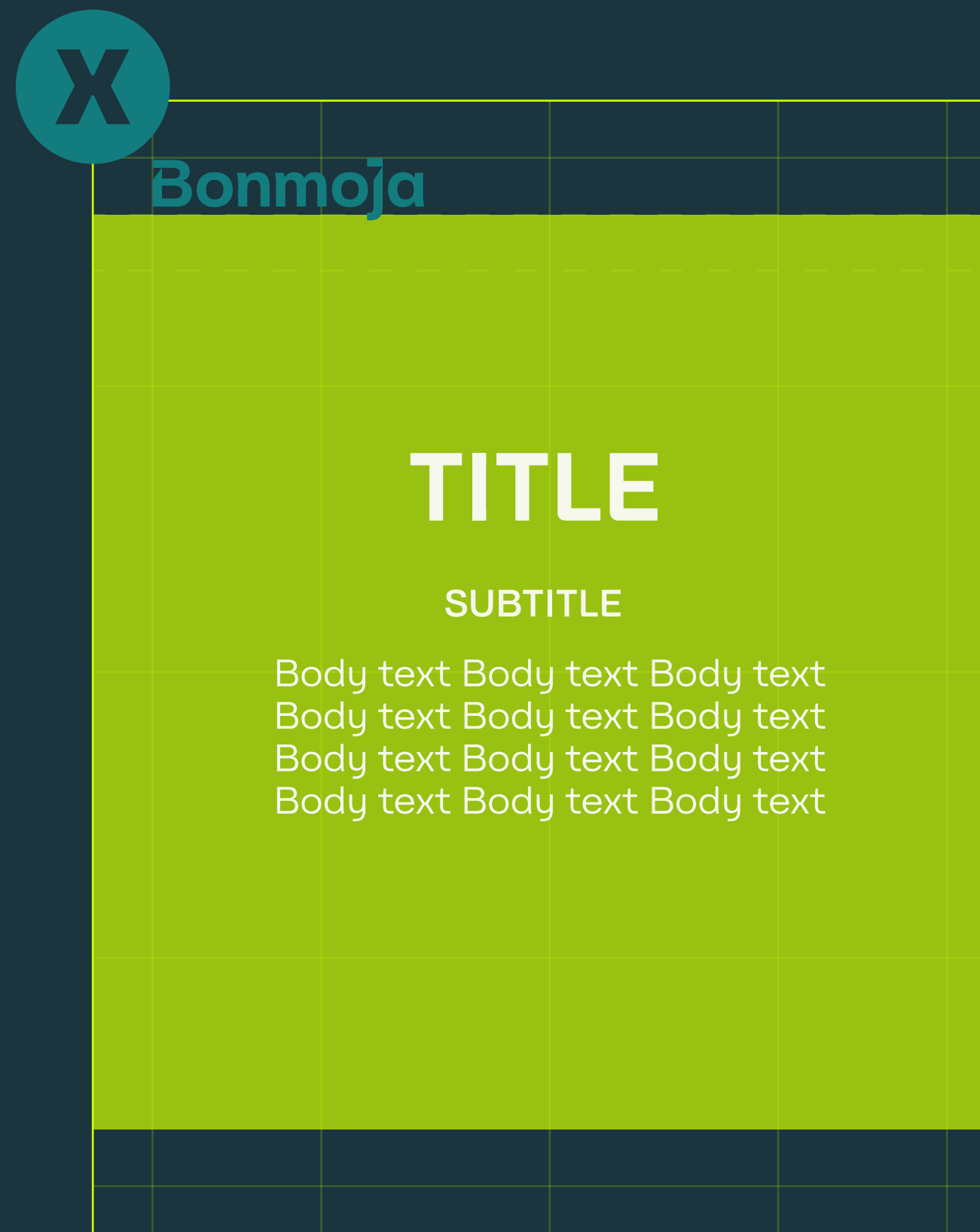
VARIATIONS



Text occupying more than 10 units of space.

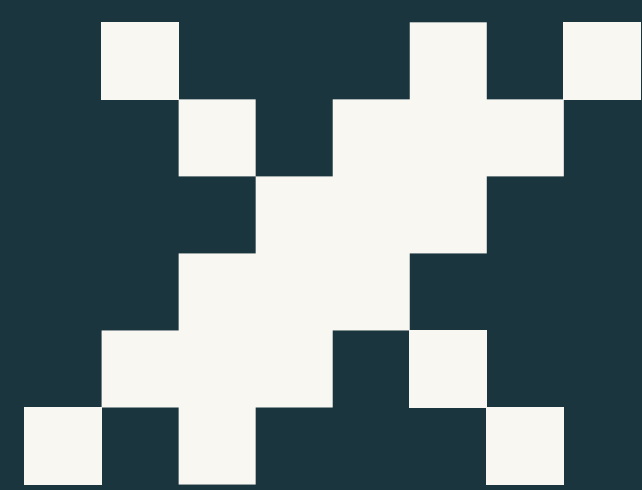
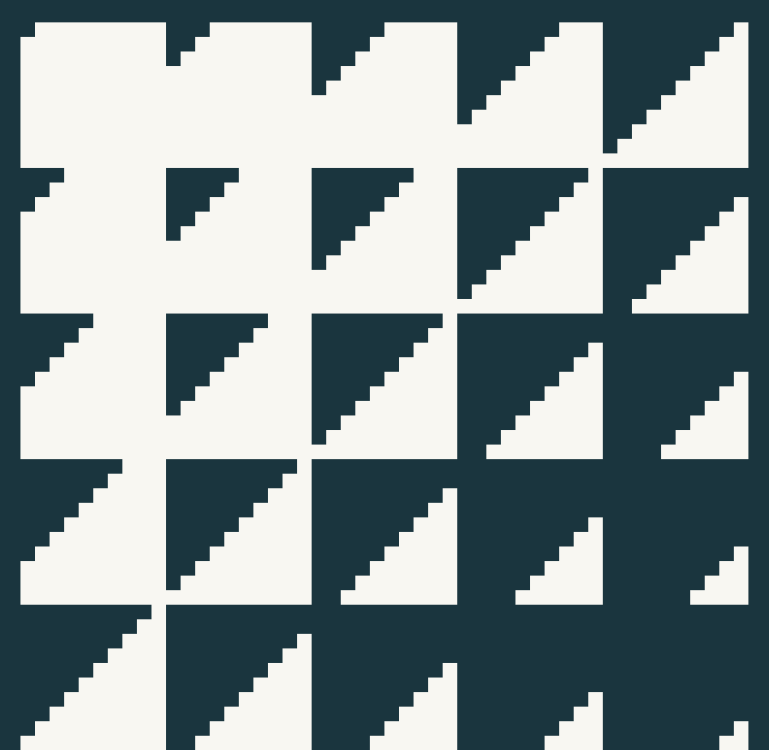
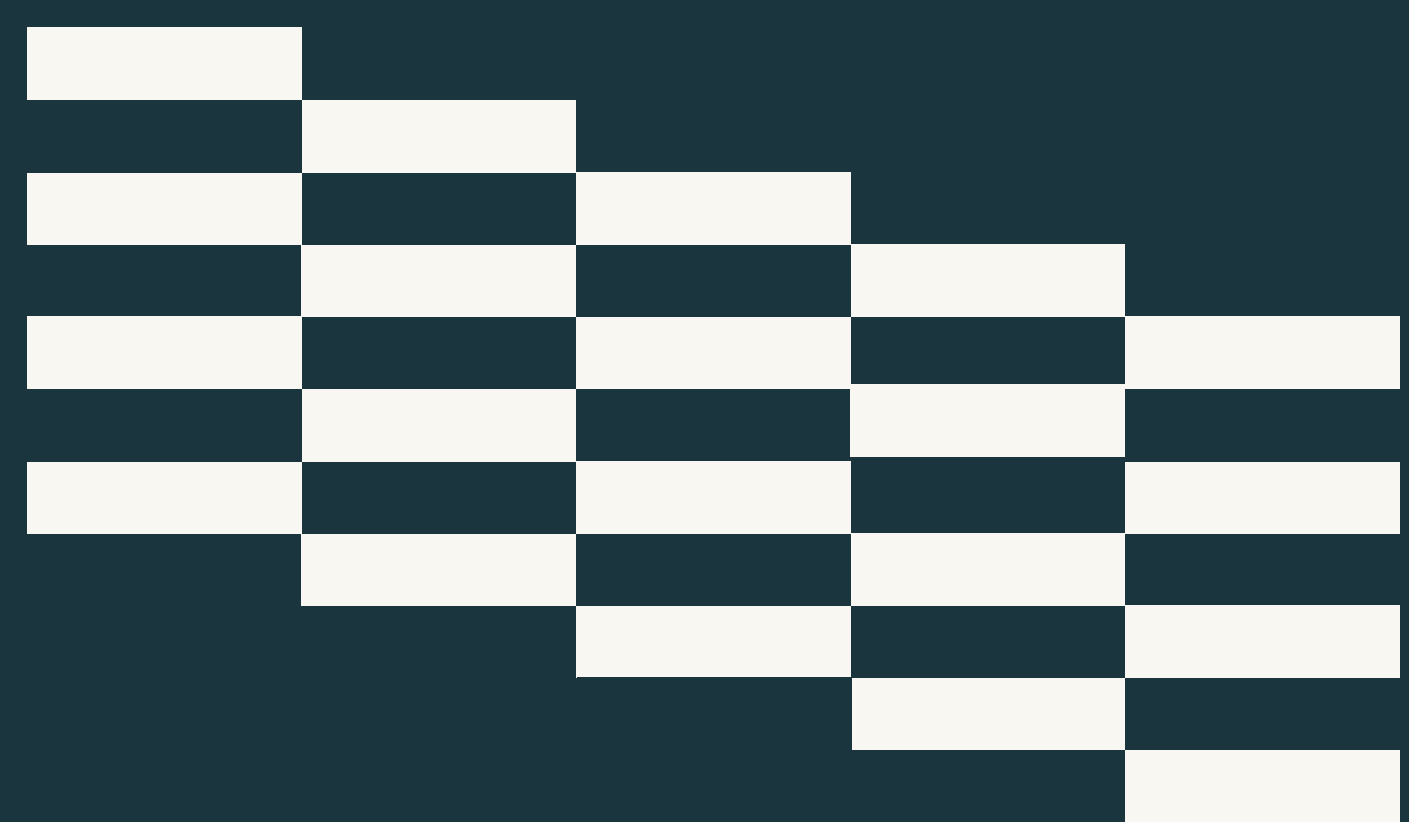
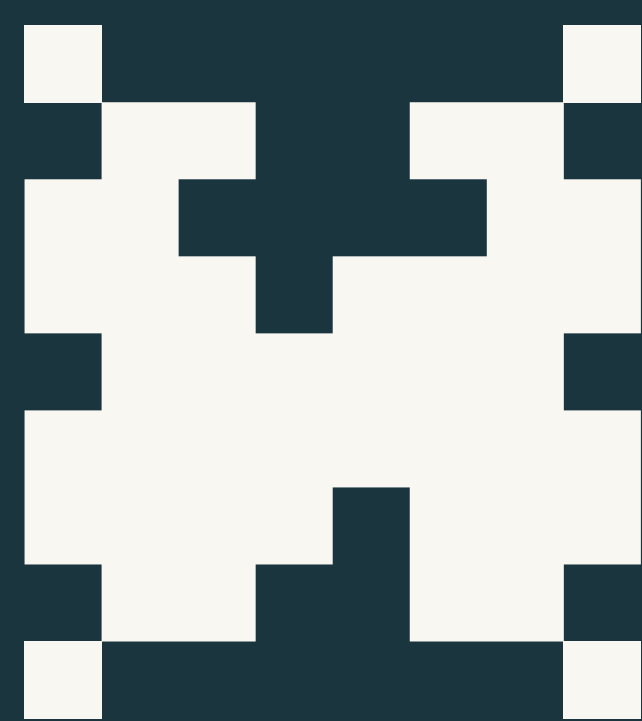
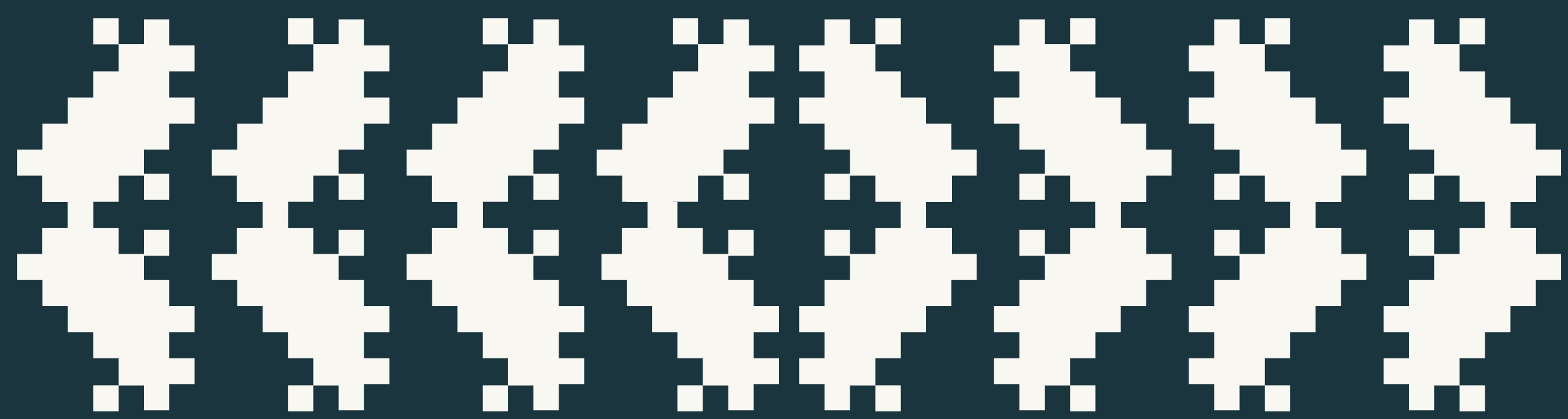


Text aligned with the bottom margin (specific rule for artwork accompanied by illustrations).



Text with centred paragraph alignment and without respecting the inner margin of 1080x1080 for a portrait post (1080x1350).

ELEMENTS



A stylized, pixelated tree graphic in a teal color, centered behind the text. The tree is composed of several horizontal bars of varying lengths, creating a stepped, blocky appearance.

# APPLICATIONS

**B2B GUIDE**  
Essential Cybersecurity  
Handbook for B2B  
Businesses



INTERVIEW WITH  
**GABRIEL BUARQUE**

**JOIN THE  
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Uncover how our  
technology can  
streamline your supply  
chain and drive  
business growth.

**SIGN UP**

**EFFICIENCY**

Discover how  
to  
reduce costs  
by 30%



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**ENHANCE YOUR  
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EFFICIENCY**

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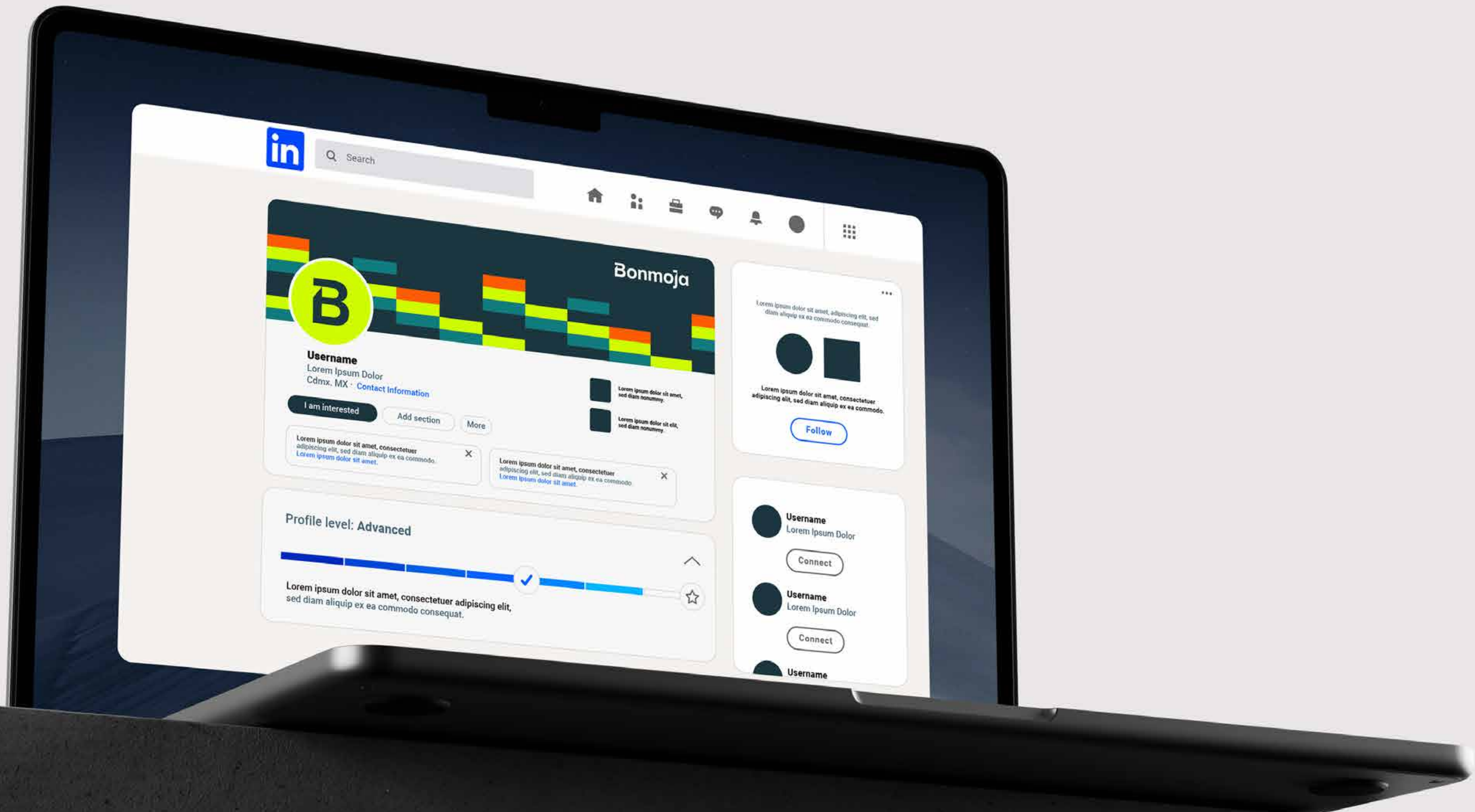


**B2B GUIDE**  
Essential Cybersecurity  
Handbook for B2B  
Businesses

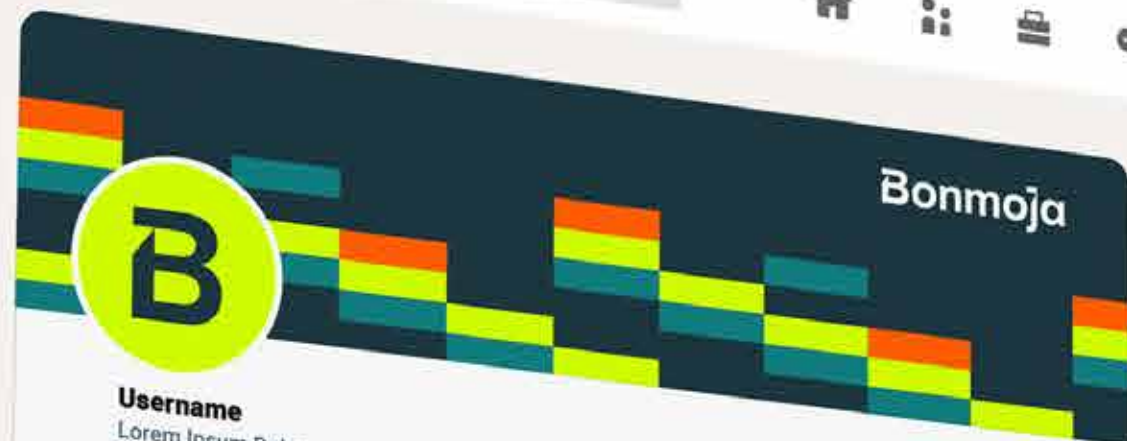


INTERVIEW WITH  
**GABRIEL BUARQUE**





Search



Bonmoja

**Username**

Lorem Ipsum Dolor  
Cdmx, MX - [Contact Information](#)

I am interested Add section More

Placeholder text blocks

Placeholder text block with close button

Placeholder text block with close button

**Profile level: Advanced**



Placeholder text for profile level description

Placeholder text block with a 'Follow' button

- Username  
Lorem Ipsum Dolor  
Connect
- Username  
Lorem Ipsum Dolor  
Connect
- Username



Bonmoja

B

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Carla Bartista

JOIN THE WEBINAR

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Bonmoja

Bonmoja



**HENRIQUE JÚNIOR**  
SOFTWARE ENGINEER

A large, stylized graphic composed of teal-colored squares, resembling a pixelated or mosaic version of a human figure or a similar abstract shape, centered in the background.

**THANK YOU**