# MOLOCO BRAND LOGO GUIDELINES

1. Brand logo

This main version must be used in all general branded materials first.

Our symbol and the horizontal version are to be used for materials which have size or space limitations

such as narrow headers, very small artwork or applications like app icons, pencils, etc.
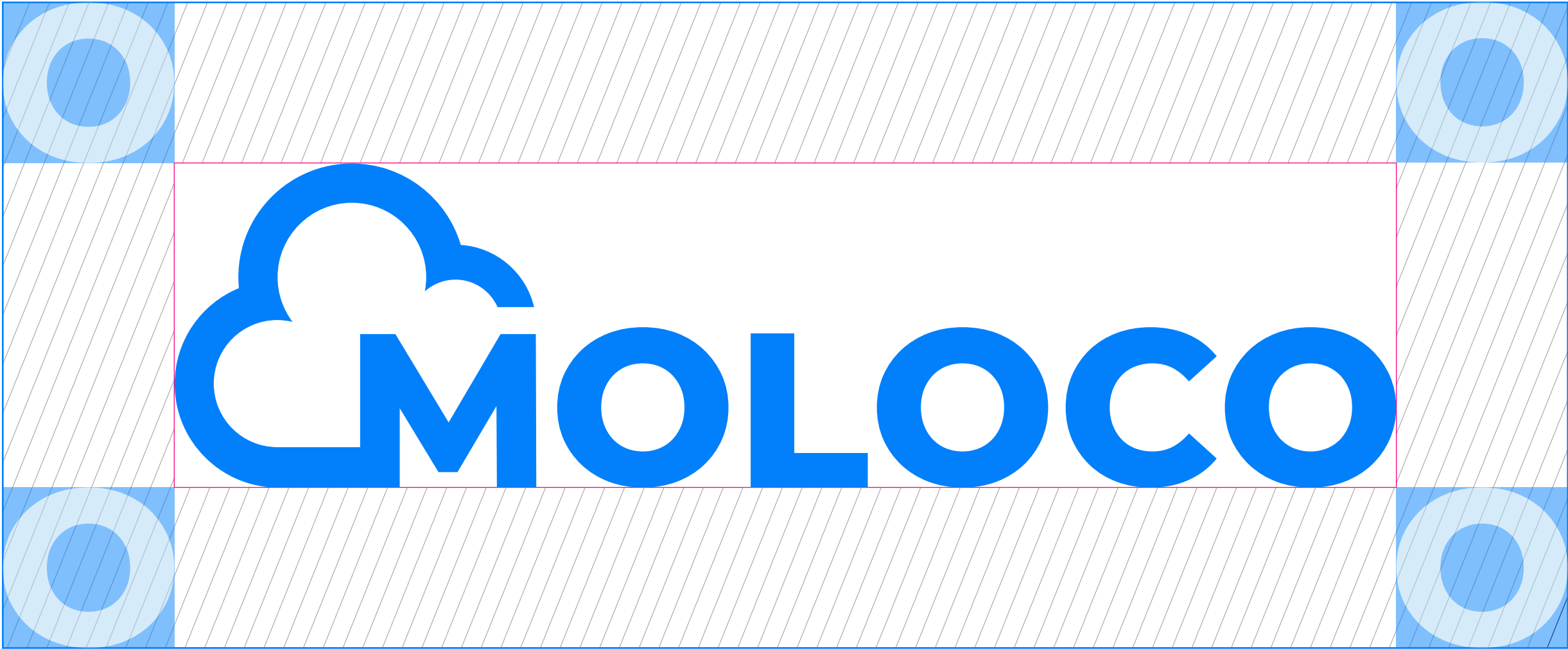
Main version

Vertical version

Moloco Symbol

X

X

0.5X

6X

22.5X

X

X

0.5X

5.5X

7X
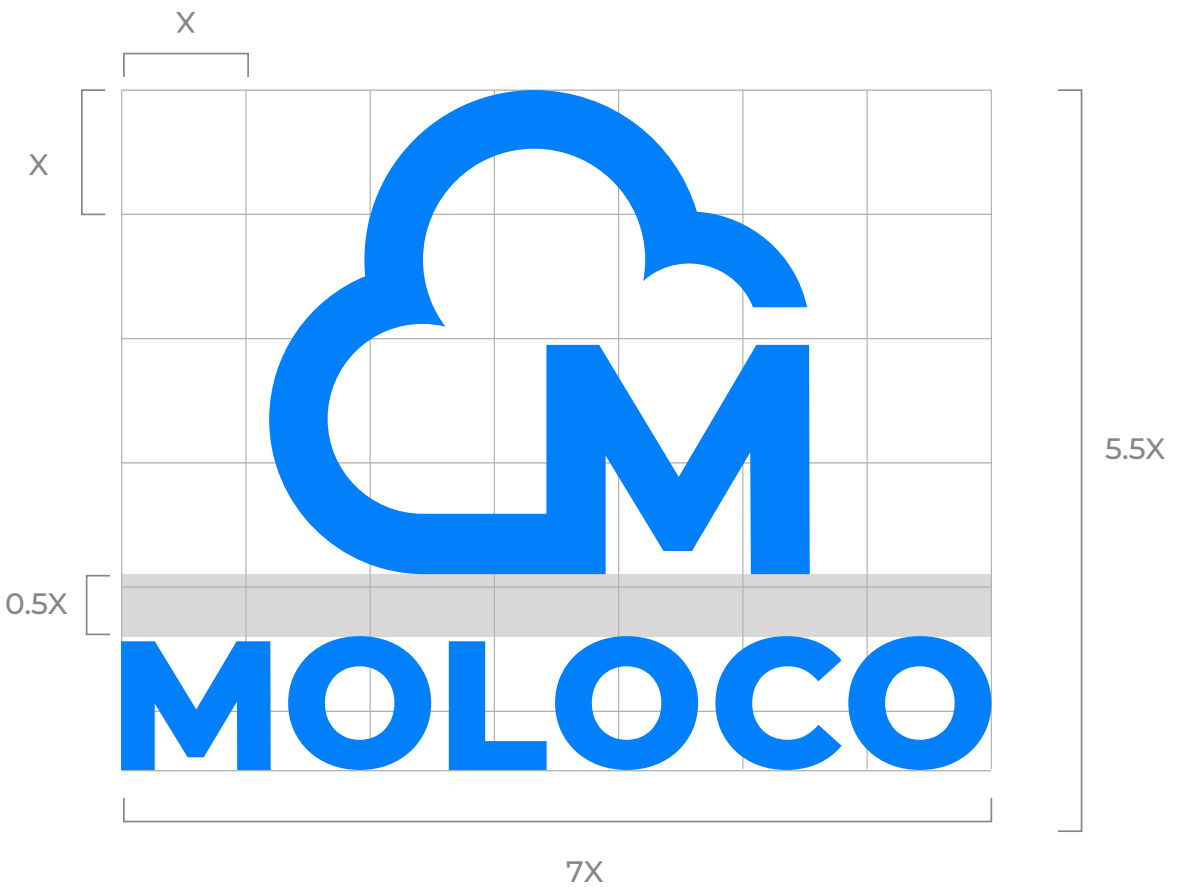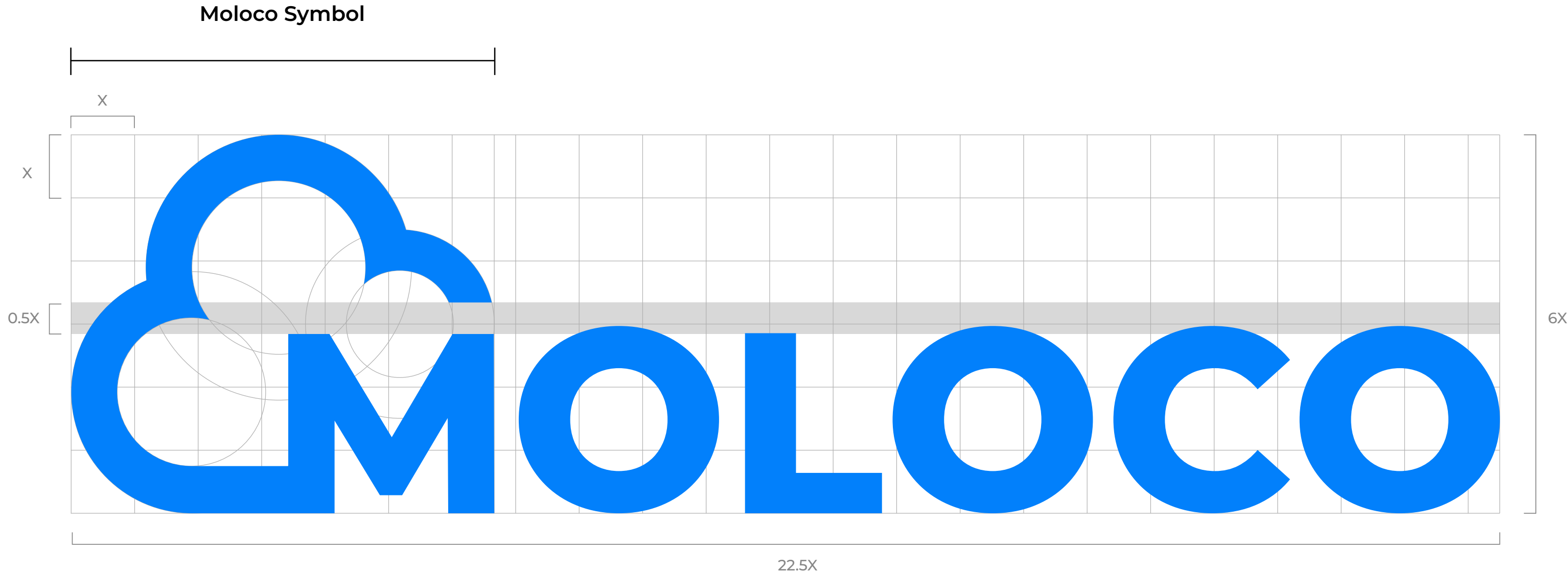
The exclusion zone around the logos ensures that no other graphic elements impede the logo's legibility.

The exclusion zone for the logo is equivalent to the height of the letter "O".

**Main version**

Vertical version

Moloco brand's symbol is developed to replace the brand logo when used in small areas, such as the limited minimum size of the brand logo,
and it is only used in special cases such as avatars on social media profiles and small brand applications.

The symbol is an abbreviated version of the brand logo, so it should be used in a separate space from the brand logo
and should avoid using it with the logo. When used together, it needs to be separated by a distance between brand logos.
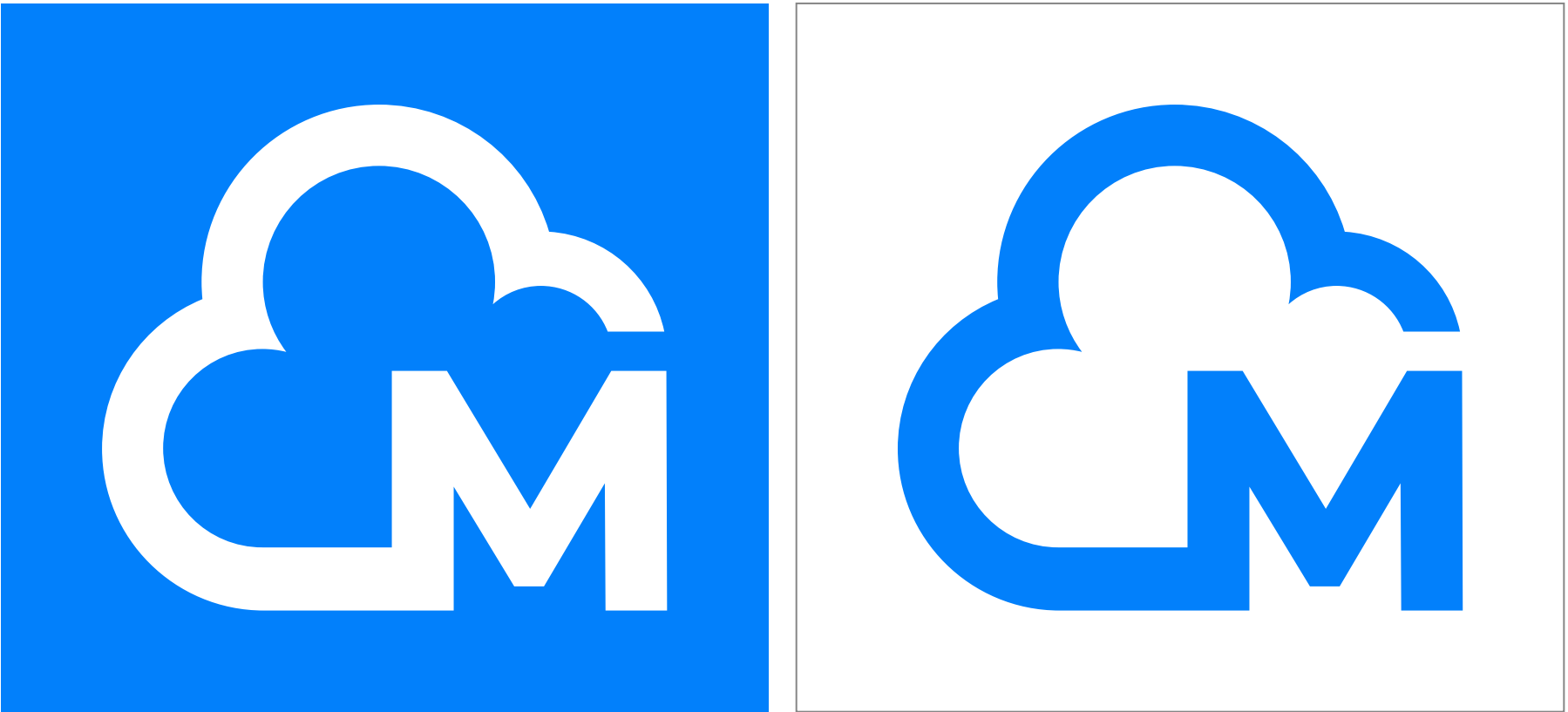
Brand symbol

Clear space

0.2X

0.2X

X
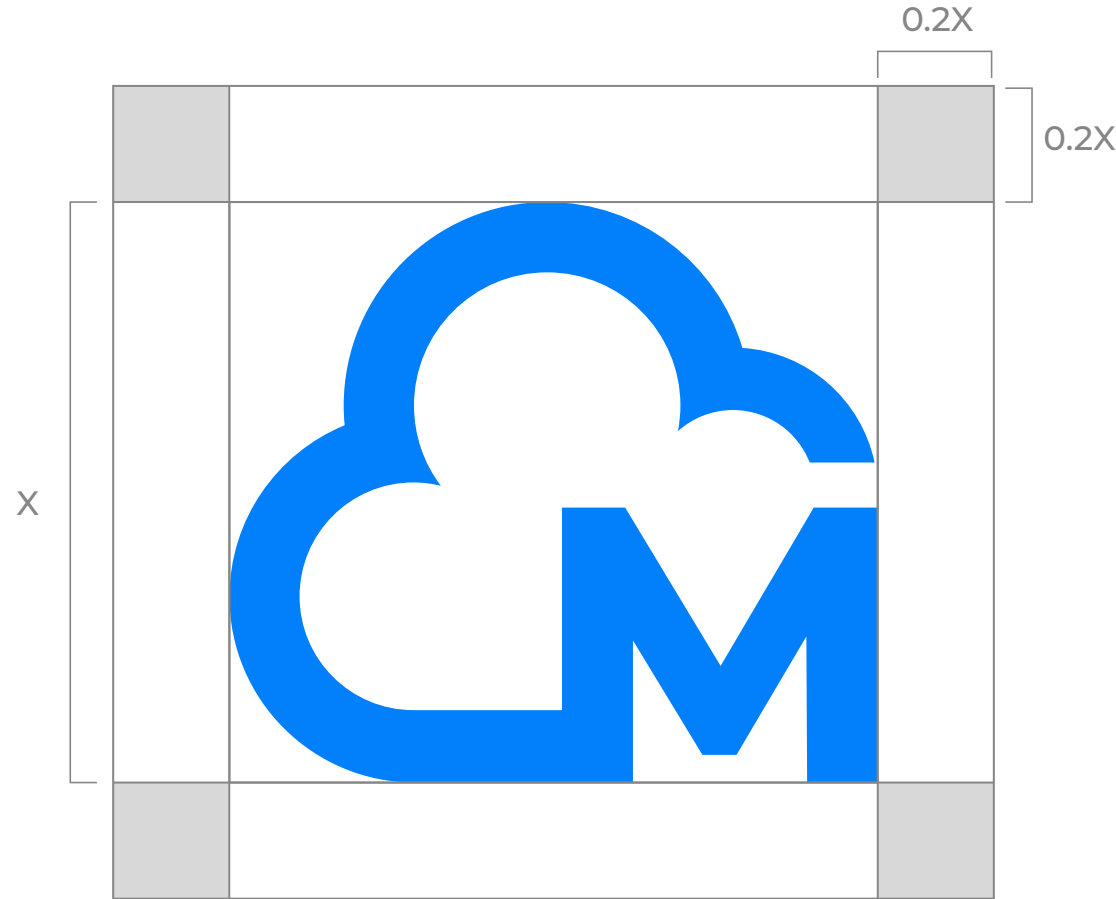
Approved color avatars

To guarantee the best results, please follow the provided measurements.

We do not recommend reducing these sizes in any way.

Print: 25mm (or approx. 0.98 inches)
Digital: 155px

Print: 16mm (or approx. 0.62 inches)
Digital: 60px

Print: 10mm (or approx. 0.39 inches)
Digital: 30px
Favicon: 16px

Partnership logos where Moloco is the lead should include the Moloco logo on the left, and continue to respect the clear space around it.

Partner logos should be aligned to the optical baseline of Moloco's logotype.

Adjust the ratio of the size to make sure both logos should feel of equal size.

A. with horizontal partner logo

B. with vertical partner logo

Do not adjust or modify the elements of the logo.

Do not use any colors other than approved colors for the logo.

Do not constrain the logo in any shapes.

Do not apply graphic effects to the logo, such as shadows, gradients, overlays, etc.

Mobile measurement platforms across the industry have consistently recognized **MOLOCO** for our excellence in performance, growth, and fraud mitigation.

Easily set up, manage, and scale your business with MOLOCO.

Do not use the brand mark's typeface as it is or the full logo in place of words.
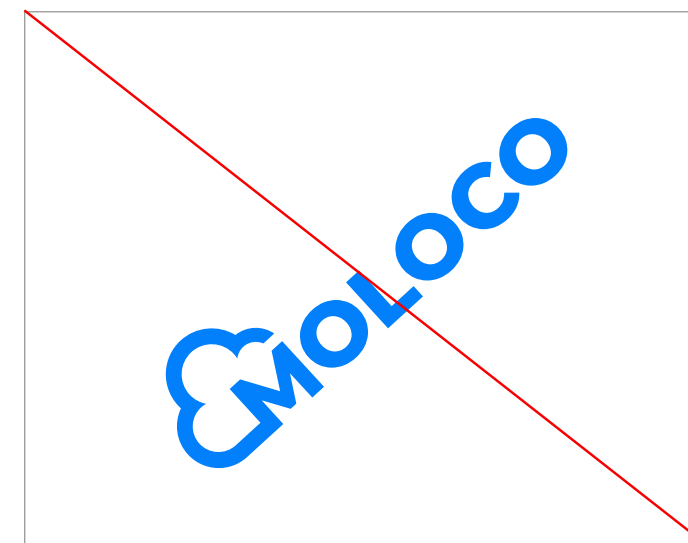
Do not apply the logo to color backgrounds that lack sufficient contrast.
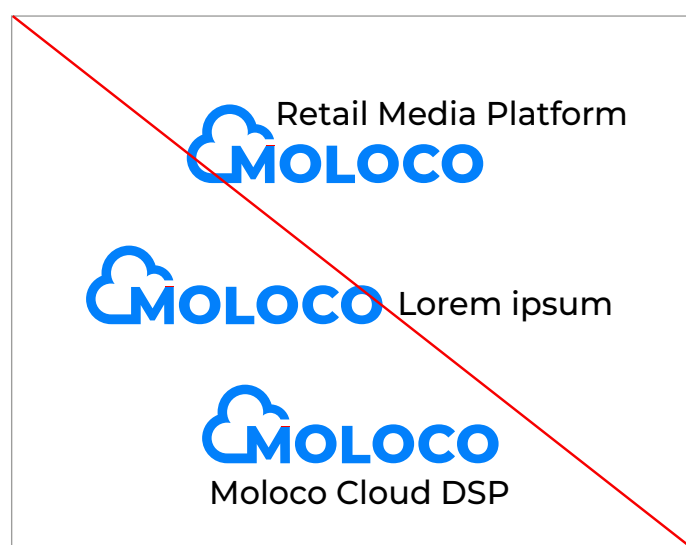
Do not outline the logo elements.
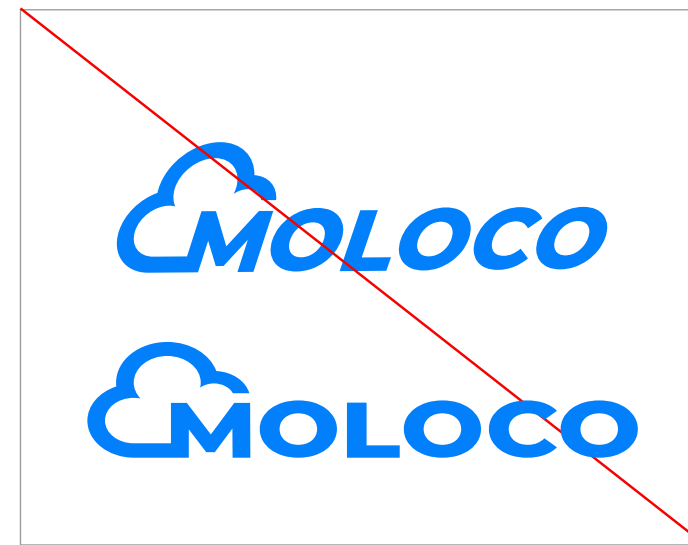
Do not change the relationship of the logo's elements.

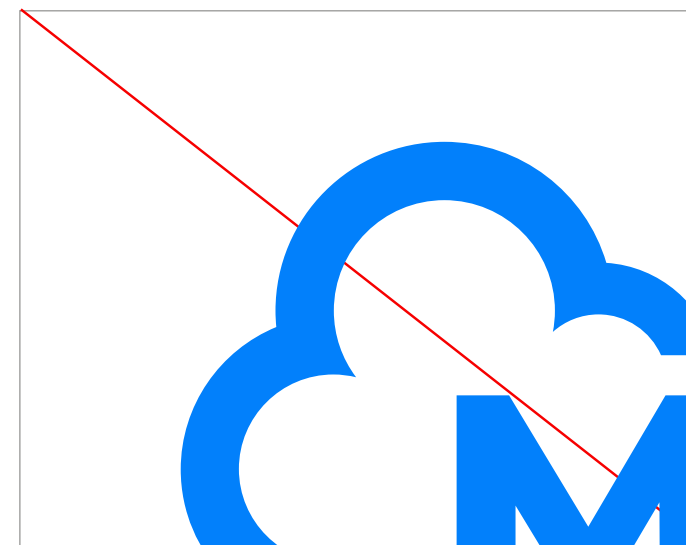Do not place the logo at an angle or vertically on its side.

Do not remove the symbol.

Retail Media Platform
MOLOCO
MOLOCO Lorem ipsum
MOLOCO
Moloco Cloud DSP

Do not create unapproved lockups with other logotypes or text in any typefaces.
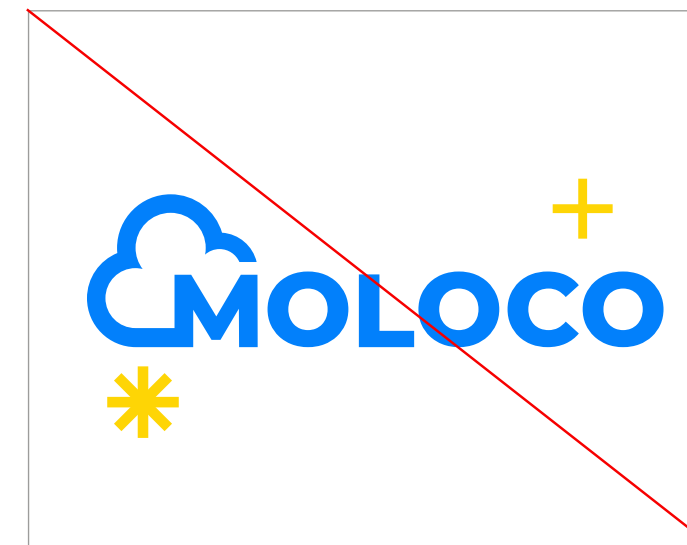
Do not stretch or distort the logo in any way.

Do not crop the symbol.

Do not change the transparency of the logo.

Do not add decorative elements to the logo.

2. Brand colors

Our brand colors are comprised of four primary blues, supplemented by two yellow colors.

The primary colors represent our core brand identity and should always be used across all media.
The yellow colors are only used to support the key messages or small details.
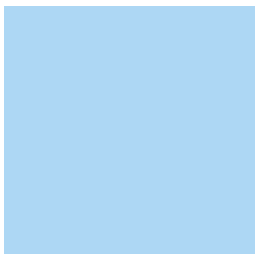
*Use the color swatches specified here.
*The preferred method of printing is pantone coated.
 If not possible, consult with moloco BX designers.

Primary colors
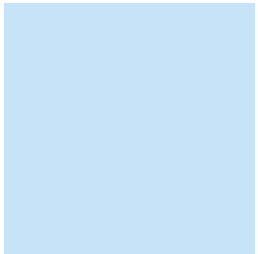
Moloco blue	**Moloco skyblue**	**Moloco medium blue**	**Moloco blue**
PANTONE 285C	PANTONE 291C	PANTONE 2736C	PANTONE 2748C
R2 G128 B251	R173 G215 B244	R53 G4 B255	C100 M100 Y0 K40
C100 M45 Y0 K0	C36 M5 Y0 K0	C95 M86 Y0 K0	R4 G0 B120
#0280FB	#ADD7F4	#3504FF	#040078

Approved tints for primary colors

Moloco blue: 80%	**Moloco skyblue: 70%**	**Moloco bedium blue : 85%**
PANTONE 285C	PANTONE 291C	PANTONE 2736C
R2 G128 B251	R173 G215 B244	R53 G4 B255
C100 M45 Y0 K0	C36 M5 Y0 K0	C95 M86 Y0 K0
#0280FB	#ADD7F4	#3504FF

Approved grays

Moloco gray 1	**Moloco gray 2**	**Moloco gray 3**	**Moloco black**
PANTONE 427C	PANTONE 428C	PANTONE 430C	PANTONE Black 6C
R236 G237 B238	C18 M12 Y12 K0	C49 M39 Y38 K20	C0 M0 Y0 K100
C9 M6 Y6 K0	R216 G218 B220	R128 G128 B128	R0 G0 B0
#ECEDEE	#D8DADC	#808080	#000000

Complementary colors and tints

Moloco yellow	**Moloco dark yellow**
PANTONE 116C	PANTONE 137C
C0 M15 Y92 K0	R252 G175 B7
R254 G213 B5	C0 M36 Y94 K0
#FED505	#FCAF07

On a white background, Moloco Blue color is used first, but as an exception, the navy color is allowed.

Black is not used as much as possible except in special cases, such as black and white printing.
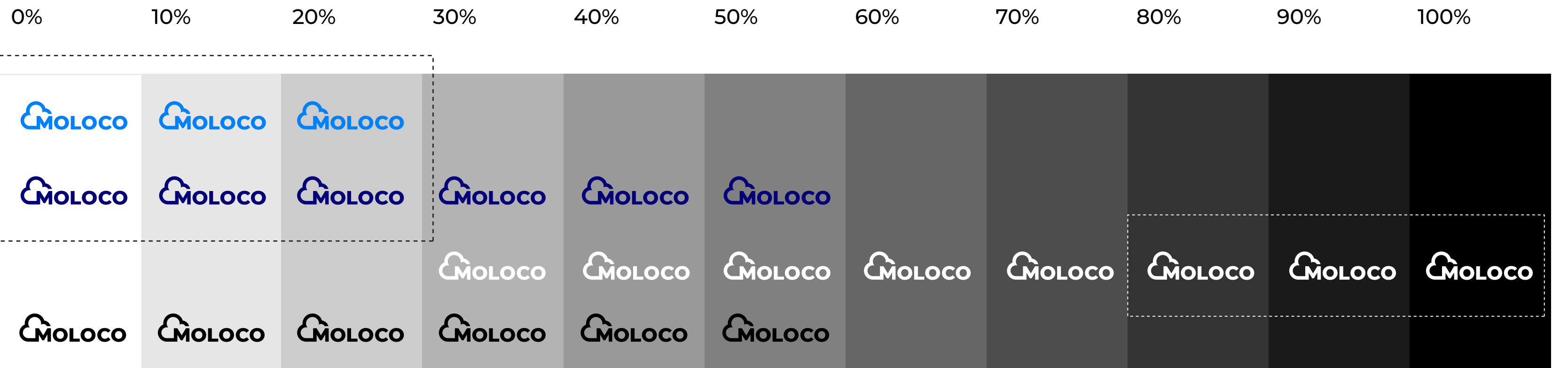
Moloco blue	Moloco navy	Black

For the background color where brand artwork appears, use the following color utilization for the color of the Moloco logo.

Moloco blue   Moloco skyblue   Moloco medium blue   Moloco navy

Primary background colors

Tint background colors

Color brightness ratio

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

Preferred

Preferred

*For backgorund colors other than the above examples, use the logo color referring to this color brightness ratio.

If you have any questions about these guidelines and how they should be applied,
please contact the BX designers within the moloco creative team.