

2023

RECOMENDATIONS FOR BRAND IDENTITY

У-У-У

Brand Styleguide

Brand story

MOYU BRAND GUIDELINE

Tree-pulp paper is hard to justify.

People use paper like there is no tomorrow. But not everyone is aware it's the #3 industrial polluter of the world. The paper industry is responsible for 7% of yearly CO2 emissions and the primary cause of deforestation, contributing to infertile soil & shrinking biodiversity.

Stone beats paper.

Stone paper is like a blast from the past with a small-engineering miracle twist. You take 80% of limestone (stone waste from quarries), grind it to dust, and mix it with HDPE plastic to create reusable writing solutions made from 100% recyclable paper.

Ink it. Wipe it. Love it.

We believe that every note, every scribble, and every idea is worth keeping, but not at the cost of our planet. That's why we create rock-solid notebooks to let your wildest ideas go crazy over and over again. The ultimate tool to hack away at single-use paper.

A world full of green.

We like to think we're not just selling notebooks. We're selling a greener future. We see ourselves as pioneers in the paper industry, the guardians of the forest, and the reusable paper champions of the world. After all, we're in business to reforest the planet.

Value proposition

MOYU BRAND GUIDELINE

People find it hard to
drop the *old fashion pen*
& *paper*.



We create erasable *stone*
paper rewrites that make
it easier to change your
writing habits.



So you can *hack away*
at single-use paper
and contribute to
reforesting the planet.



Wipe to *reforest*

Brand core

Vision

We are in business to reforest the planet

Mission

Hack away at single-use paper by inspiring people with rock solid rewritables

MOYU BRAND GUIDELINE

Values

1 Nature first

Take actions that contribute to a better planet.

3 Be rock solid

Be an unwavering source of positive energy for the team.

2 Show don't tell

Let results speak for themselves.



Promises

MOYU BRAND GUIDELINE

Best writing experience:

**traditional pen
& paper feel**

Be a sustainability champion:

**hack away at
single-use paper**

Feel good, do good notebook:

**every MOYU plants
one tree**

Eco-friendly notebooks:

**a rock solid alternative
to regular paper**

Notebooks you'll love
through the years:

made to last

Strong & durable notebooks:

**water & tear
resistant pages**

Perfect gift:

**guaranteed WOW effect
when people wipe the ink
away.**

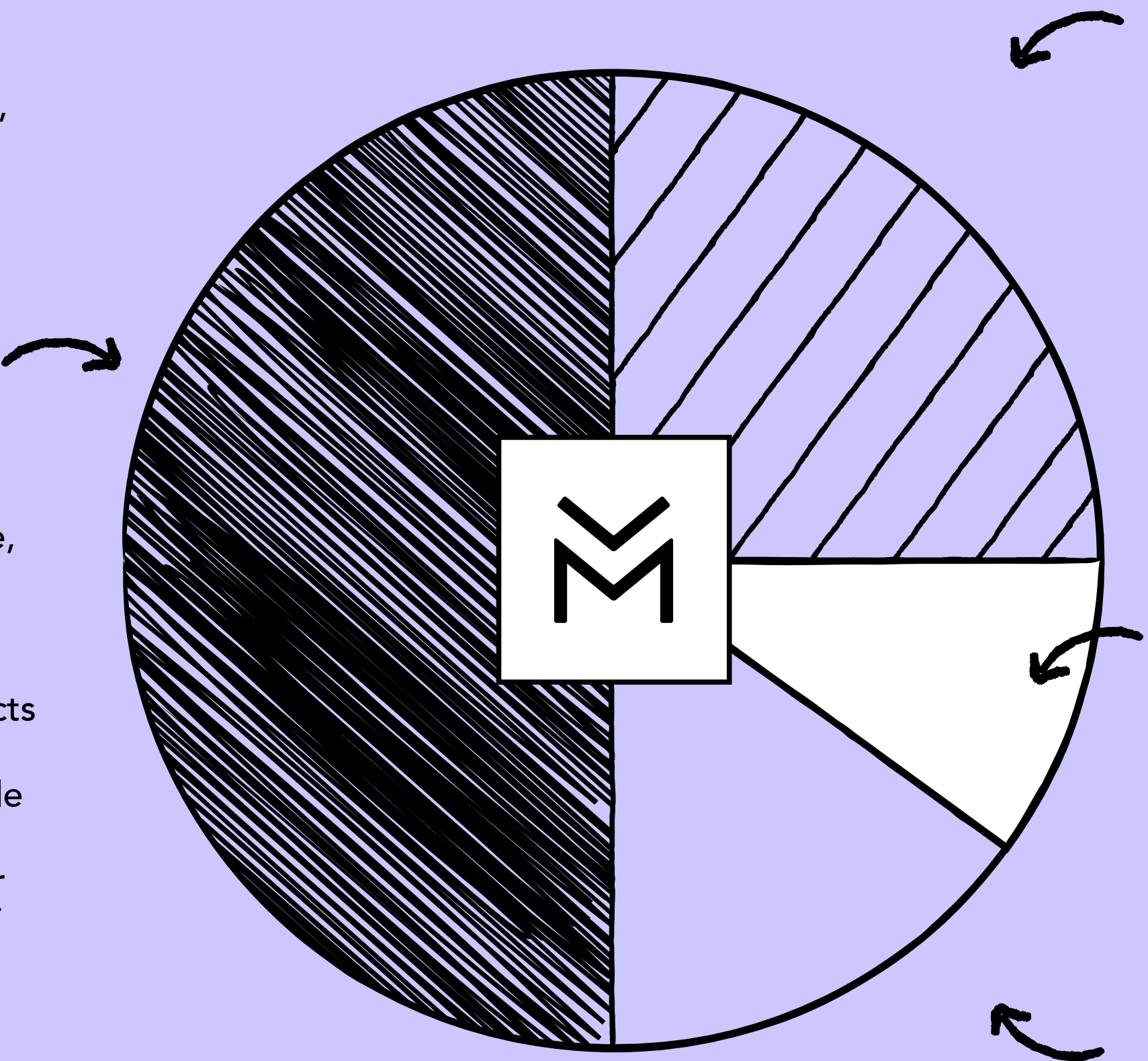
Brand archetypes

MOYU BRAND GUIDELINE

The MOYU brand combines four archetypes to shape its personality: a transformational, adventurous, fun, and caring brand on a mission to create a greener future.

The Magician: Creating wonders with stone paper

The Magician, our primary archetype, represents our ability to transform the regular into magical. We use stone paper to wow customers by reimagining traditional paper products into something extraordinary: products that are not only sustainable but also functional, durable, and beautifully designed. The wipe is our signature move that gives an aura of magic to our products.



The Explorer: Discovering new possibilities

The Explorer represents our curiosity and willingness to explore new ideas, technologies, and ways of doing things. We are not afraid to take risks and try new things since we believe this is essential for inspiring people to experiment with sustainable alternatives to traditional paper.

The Caregiver: Caring for the planet and the people

The Caregiver represents our values and our mission to make a positive impact on the planet. We care deeply about the environment and want to protect it for future generations by fighting deforestation and promoting reforestation. It's our way of contributing to a greener future.

The Jester: Spreading a Relatable and Engaging Message

The jester represents our tone of voice: bold, lighthearted, and quirky. We believe a little humor makes our message on deforestation and sustainability more relatable and engaging. We want people to enjoy, have fun, and feel good when reading our posts, website, and emails so they stay tuned when we start talking about serious stuff.

Tone of voice

Bold

We take a direct and honest approach to expressing our opinions, without being overly formal or reserved.

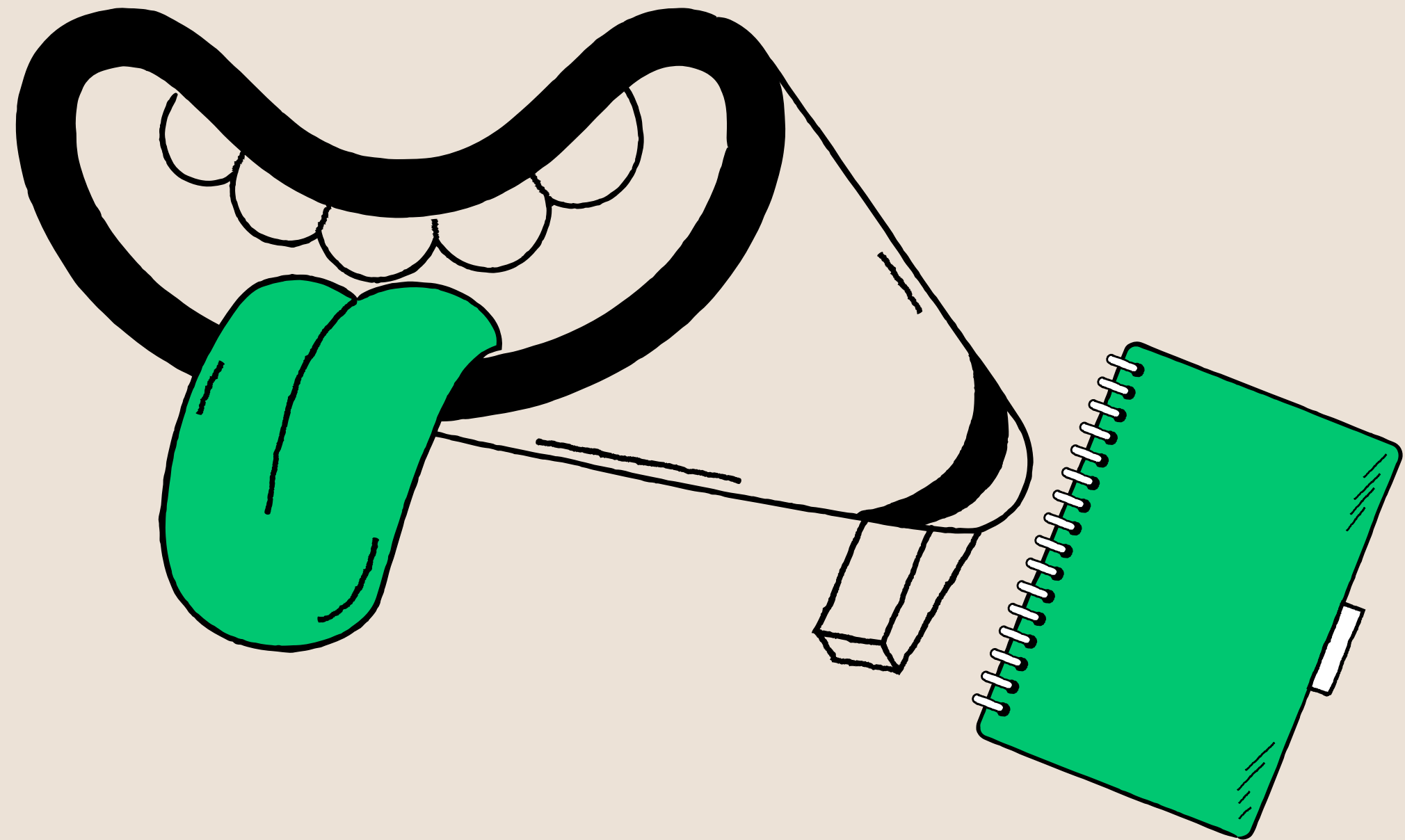
Light hearted

When we speak, we don't take ourselves too seriously. After all, we sell notebooks and other stationery items.

Quirky

We use fun, slightly different words to say things in a way that it's easier to digest serious stuff.

In short, we write from the heart about things that matter to us, but always with the intent to amaze the customer and make them smile.



MOYU dictionary

MOYU BRAND GUIDELINE

Stone cold facts

When highlighting problems in the paper industry.

Ink it. Wipe it. ***Love it.***

Two actions that make people fall in love with MOYU.

Rock solid

When referring to both our product quality and customers experience.

Magical ***ink-wiping*** device

aka our simple-looking microfibre cleaning cloth.

We're ***back to stone,*** go figure

Worth pointing out that doodles first appeared on stone walls.

It's an engineering ***miracle***

It's like 10.000 pages in one tiny mini notebook.

Hacking away at ***single-use paper***

We cannot stop the use of paper, but we will keep trying.

Ground to ***perfection***

It all starts with limestone dust, but it doesn't end there.

In business to ***reforest*** ***the planet***

A six-word answer to what we do. Short and sweet.

Wipe to reforest

One magical action to go towards a greener future.

Tone of voice guidelines

We always strive to use playful and creative language that captures the essence of MOYU's brand archetype mixture, such as "hack away at single-use paper" and "rock-solid alternative to single-use paper."

Where possible, we incorporate puns and wordplay, such as "go figure, we're back to stone," to add a lighthearted and quirky tone to the brand.

We emphasize MOYU's commitment to sustainability and reforestation, with words such as "wipe to reforest," to show the company's mission and values.

We encourage customers to join the movement against single-use paper, with words such as "become a stone paper warrior," to create a sense of community and purpose.

Here are a few do's and don't to make sure our tone of voice is consistent, approachable, and aligned with our brand values and mission.

MOYU BRAND GUIDELINE

Do's

- ✓ Do use a conversational tone that is easy to understand and relatable.
- ✓ Do use inclusive language that welcomes and celebrates diversity.
- ✓ Do use humor and wit to add personality and make the content more engaging.
- ✓ Do strive for clarity and simplicity in messaging.
- ✓ Do stay true to the brand's mission and values.

Don'ts

- ✗ Don't use overly technical language that may be difficult to understand.
- ✗ Don't use language that could be considered offensive or exclusionary.
- ✗ Don't use jargon or buzzwords that could make the content feel corporate or impersonal.
- ✗ Don't sacrifice clarity for creativity - make sure messaging is still easy to understand.
- ✗ Don't stray too far from the brand's core values and mission.

Design concept

Our brand is built on the WOW effect of erasing ink from stone paper. When people hear about stone paper, they understand the concept of writing and erasing with ink, but it doesn't sink in until they actually see it.

The first time they test it, it puts a smile on their face and triggers comments along the lines of "Unbelievable!", "How is that possible?", or "What???".

It never fails. They are impressed by the act of wiping the ink away. That's what gets them raving about the notebooks to others.

MOYU BRAND GUIDELINE

For our visual identity, we got inspired by Clean Graffiti. A concept in which artists clean parts of dirty street walls to create art. In a similar way, our customers take their 'dirty' notebooks, aka full of ink, and wipe to start taking notes and doodling all over again.

Naturally our brand archetypes come out to play within our visual identity. The Magician comes out in abstract patterns and rich colors that evoke a sense of creativity. The Explorer comes out in short, playful animations that trigger curiosity and energy. The Jester comes out in fun cartoonish illustrations and quirky typography to evoke a sense of humor and joy. The Caregiver is reflected in organic shapes and heartwarming imagery to evoke a sense of comfort and care.



**Wipe
for more.**

01. Logotype

- 1.1 Main logotype
- 1.2 Logotype margins
- 1.3 Logotype usage
- 1.4 Logotype rules
- 1.5 Logotype placing
- 1.6 Logotype icon

02. Color palette

- 2.1 Main colors
- 2.2 Secondary colors

03. Typography

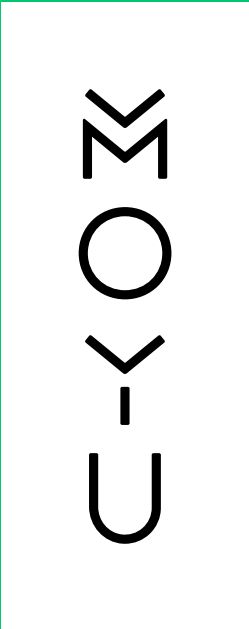
- 3.1 Main font
- 3.2 Secondary font
- 3.3 Typography style

04. Visual style

- 4.1 Wipe
- 4.2 Using the wipe
- 4.3 Brand Icons
- 4.4 Doodle style
- 4.5 Photo style

05. Collateral

- 5.1 Social media examples
- 5.2 Post design examples
- 5.3 Notebooks examples
- 5.4 Print materials



2023

RECOMENDATIONS FOR BRAND IDENTITY

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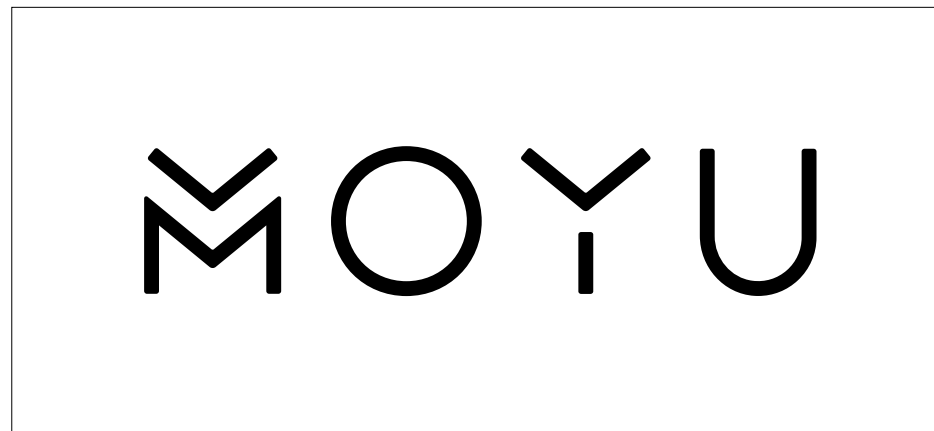
01 Logotype

1.1 Main logotype

MOYU BRAND GUIDELINE

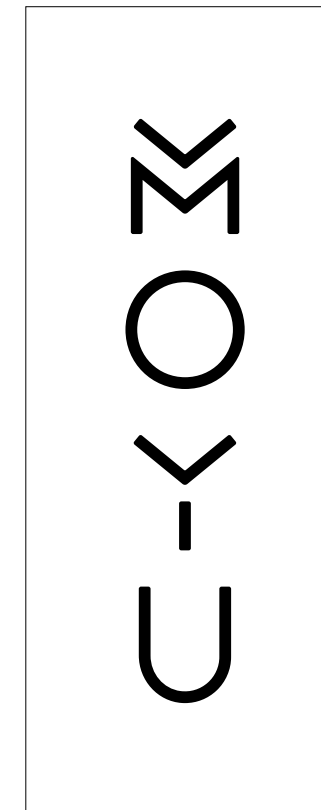
MOYU logo can be used in two ways: horizontal and vertical.
The logo should always be placed on a space with a white background.

MOYU



Main logo horizontal

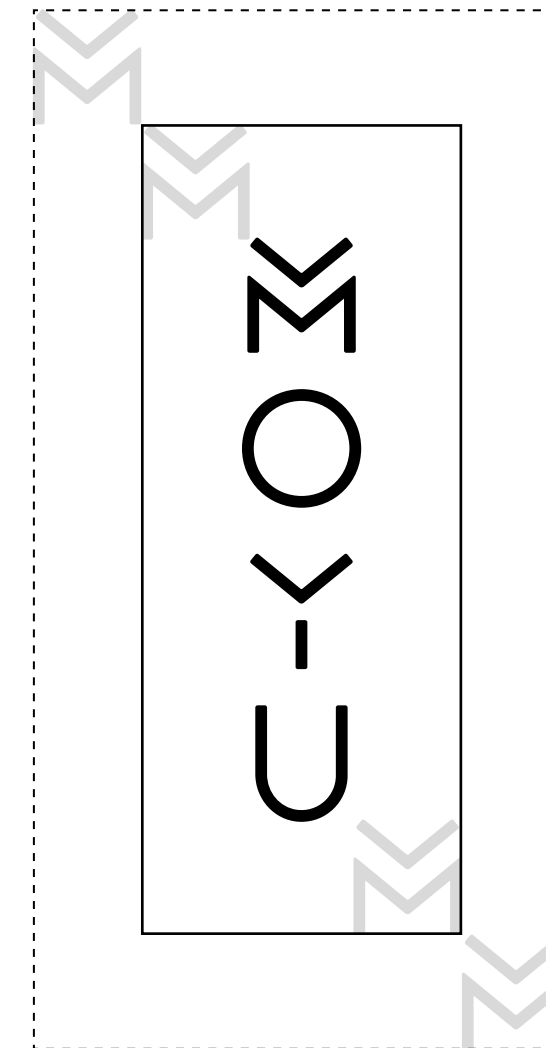
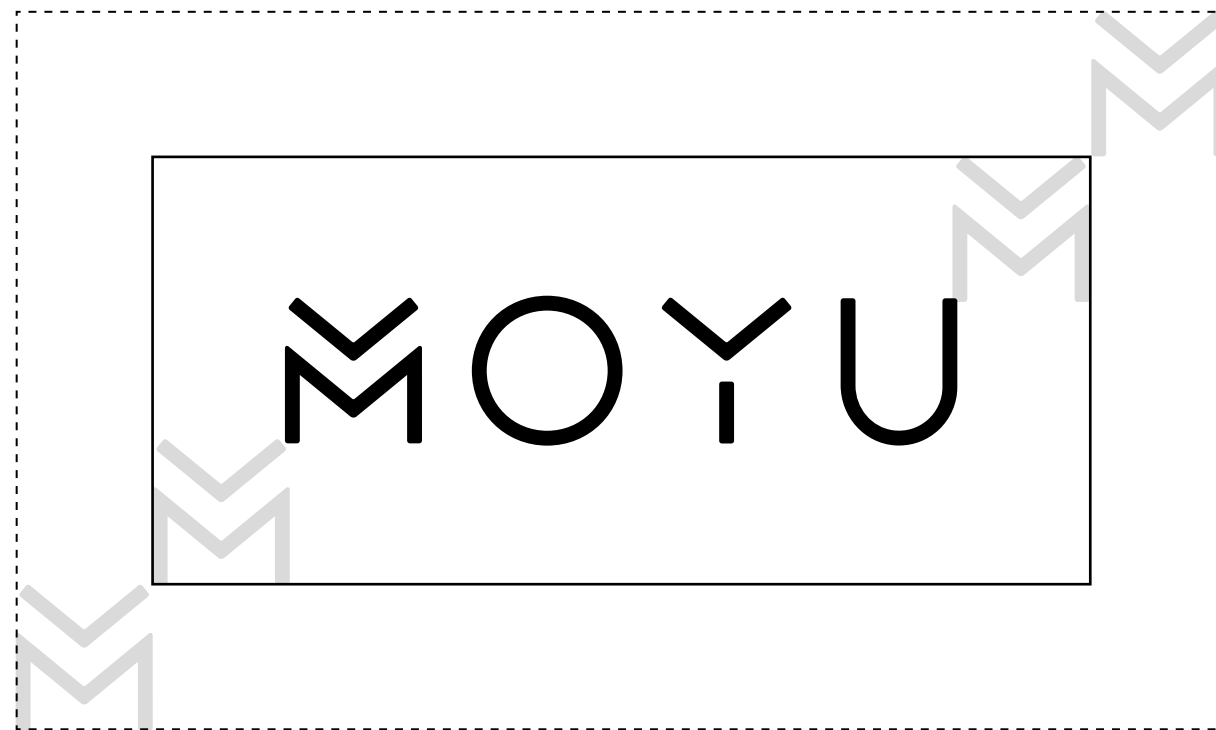
MOYU



Main logo vertical

1.2 Logo margins

Respect boundaries, especially around the logo. Do not place any text or other graphic materials closer than M shape.



1.3 Logotype using

You can place the logo on any kind of background as long as you maintain the space between the logo and the margins white.



1. Place logo on a white background.

MOYU



2. Place logo on a solid color background.

MOYU



3. Place logo on a photography background.

MOYU

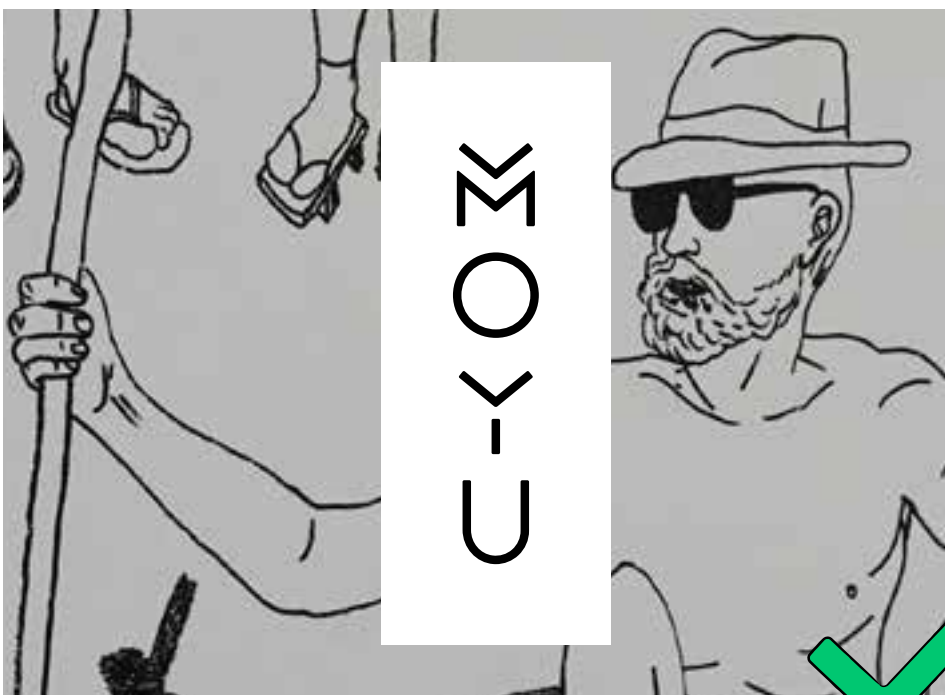
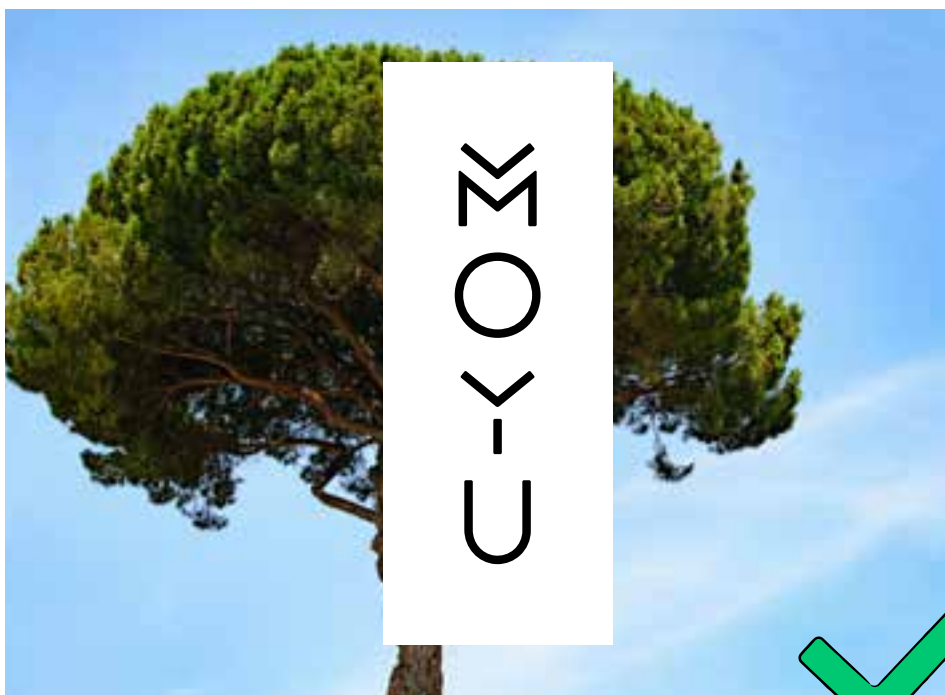
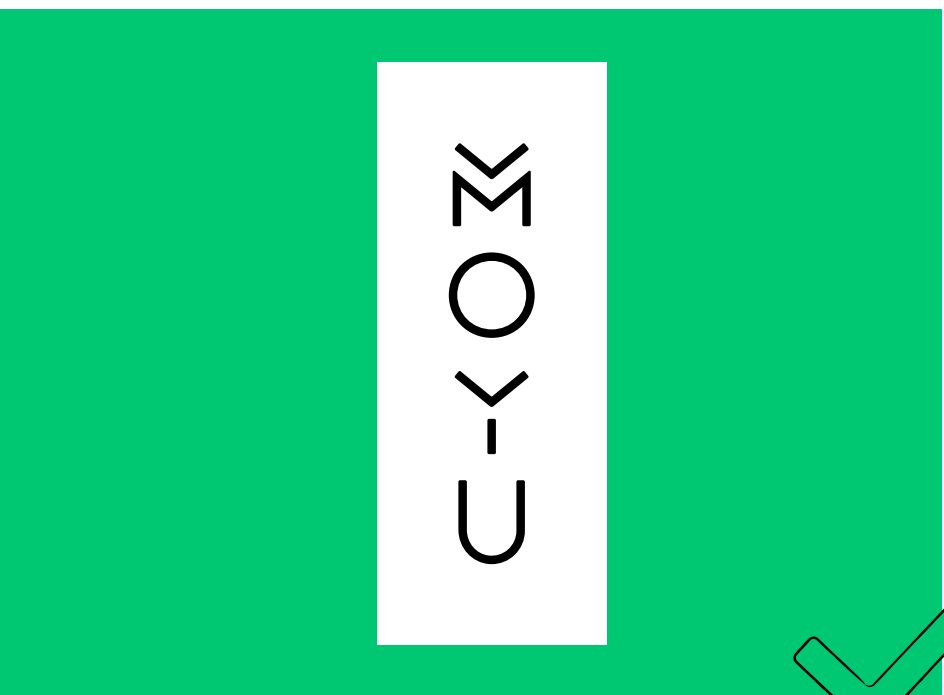


4. Place logo on any type of doodles.

MOYU

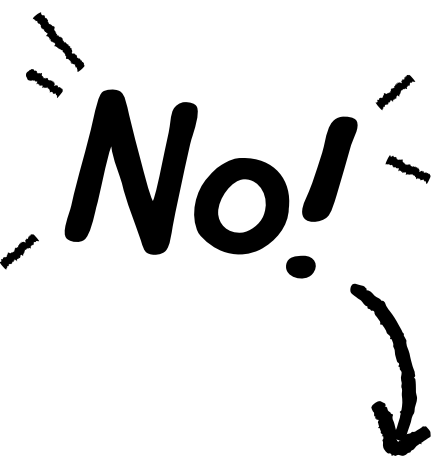


MOYU



1.4 Logotype rules

There are some rules to take into account when using the logo.



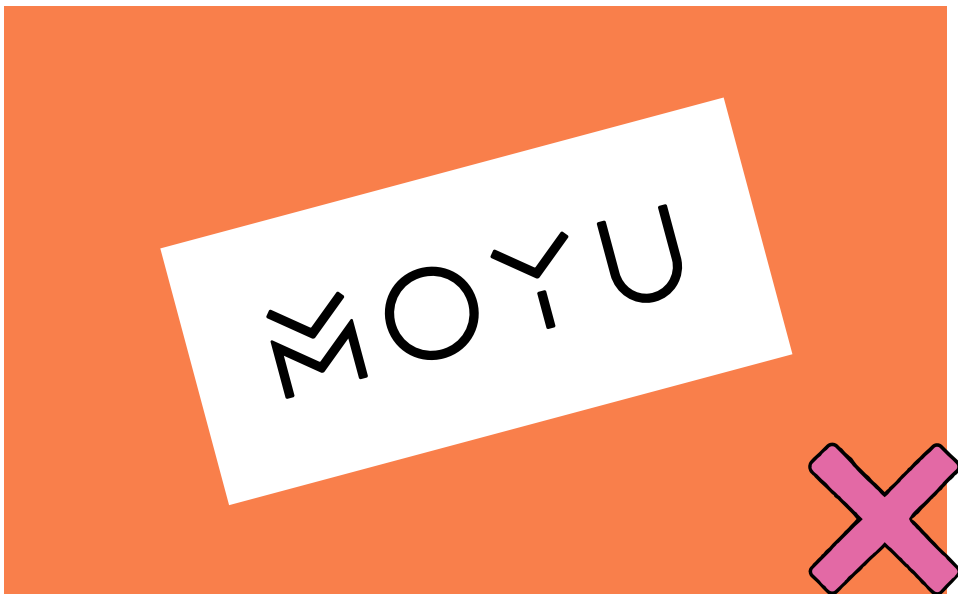
1. Do not use the logo without a white background.



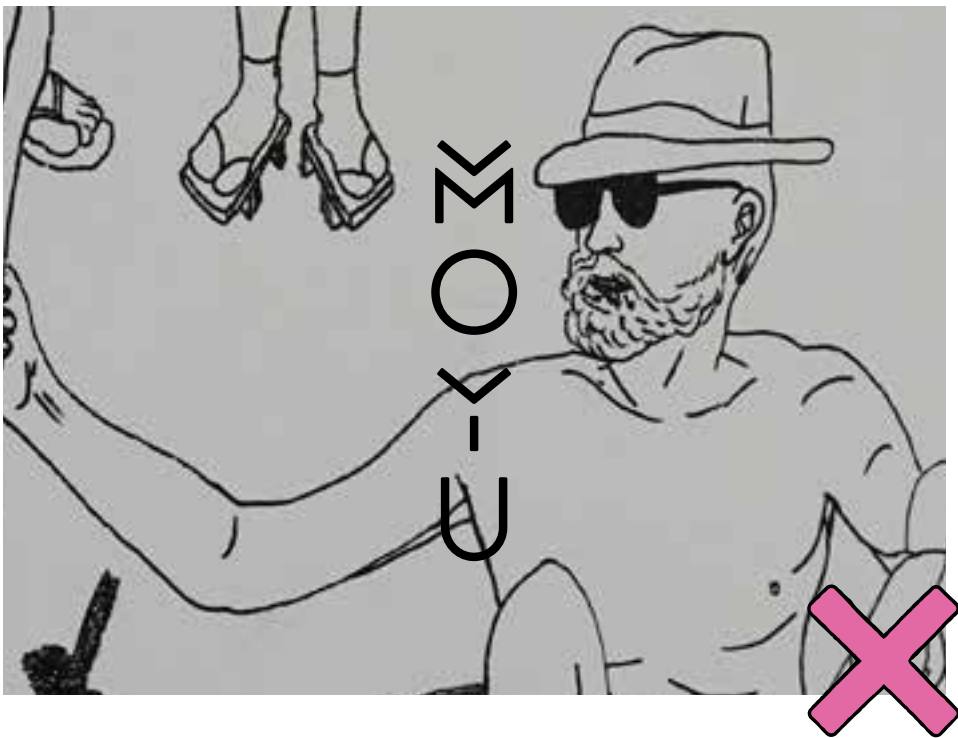
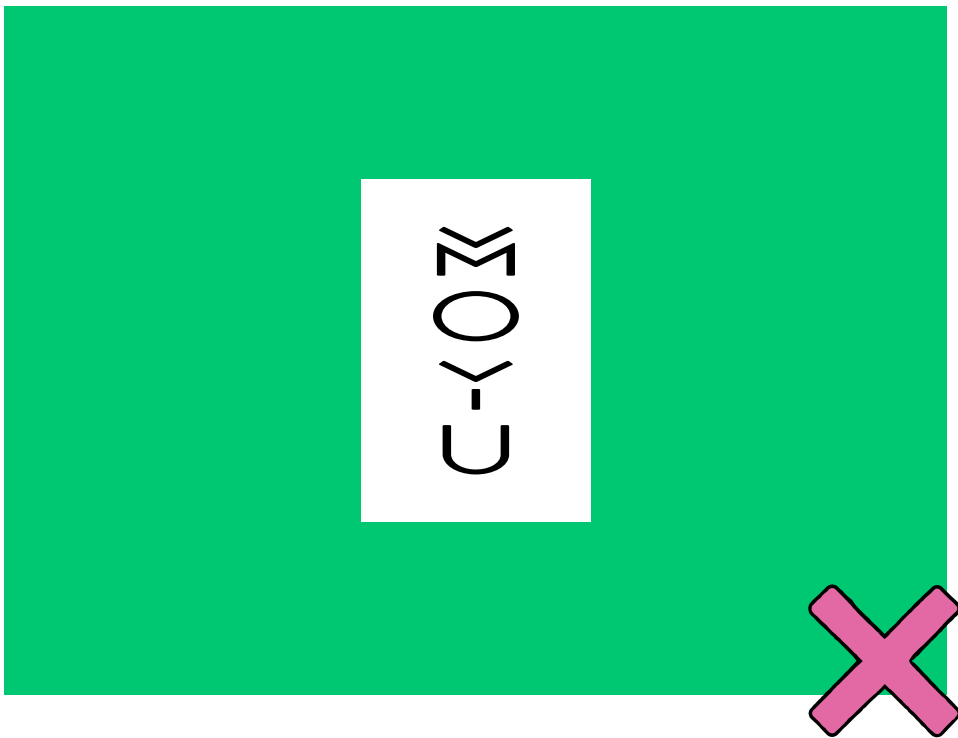
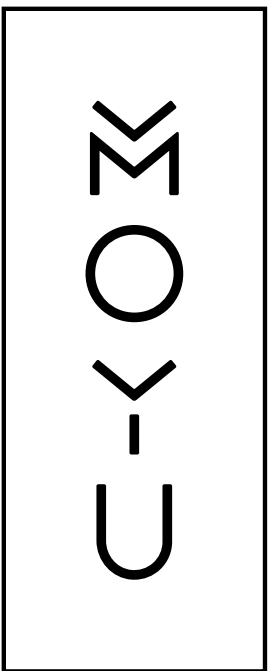
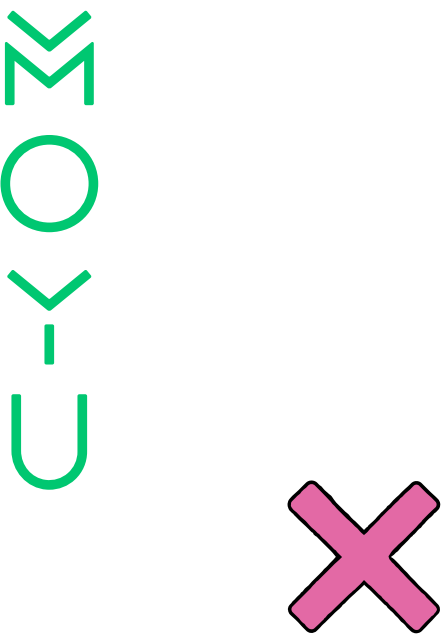
2. Do not use any shadows, lines, or effects on margins of the logo space.



3. Do not warp or rotate the logo in any direction.

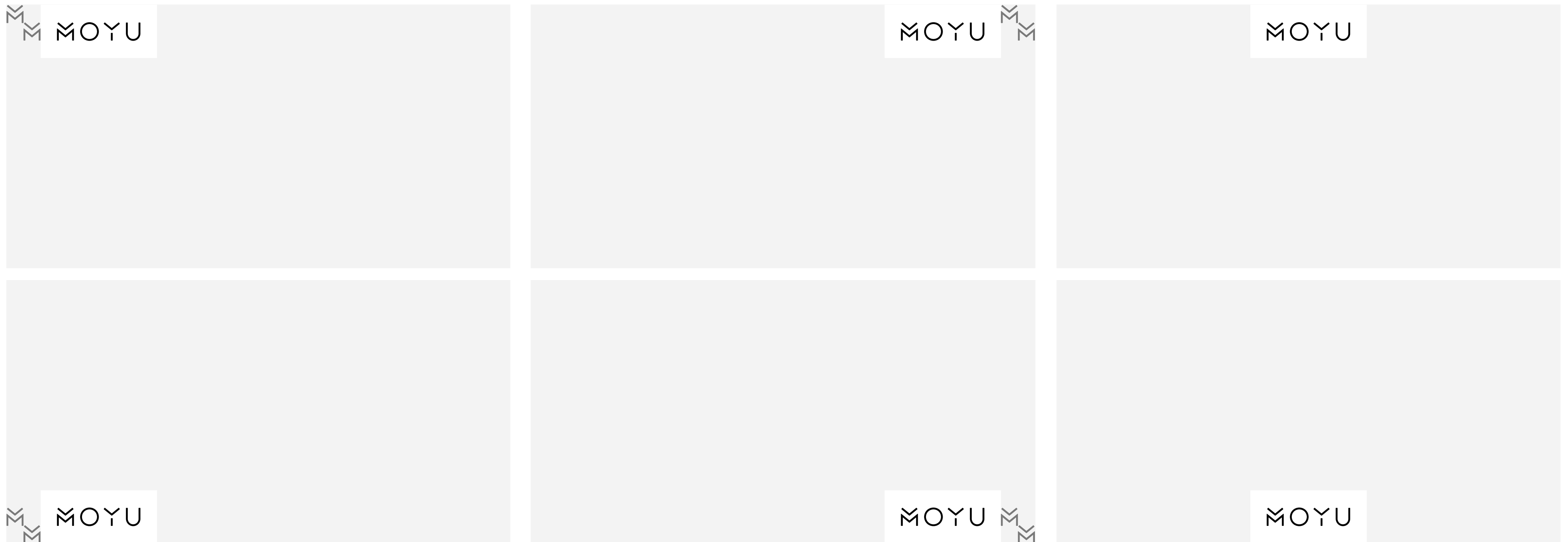


4. Do not use the logo without a white background.



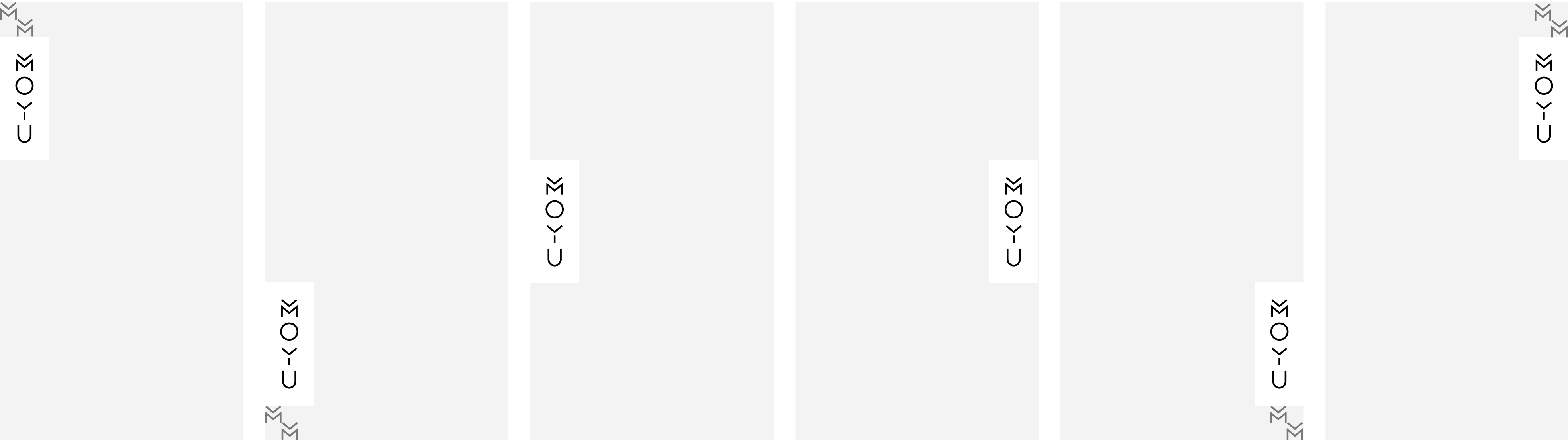
1.5 Logotype placing

You can place the logotype in any corner, but always in a center format.



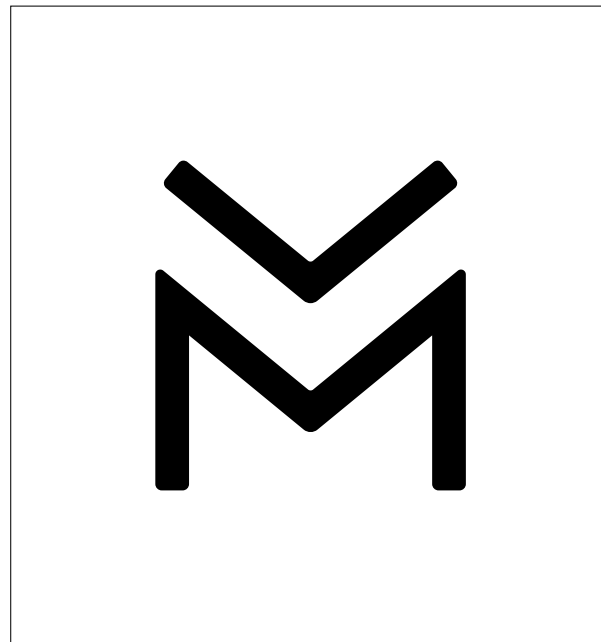
1.5 Logotype placing

The same rule applies to the portrait logotype. You can place the logotype in any corner, but always in a center format.

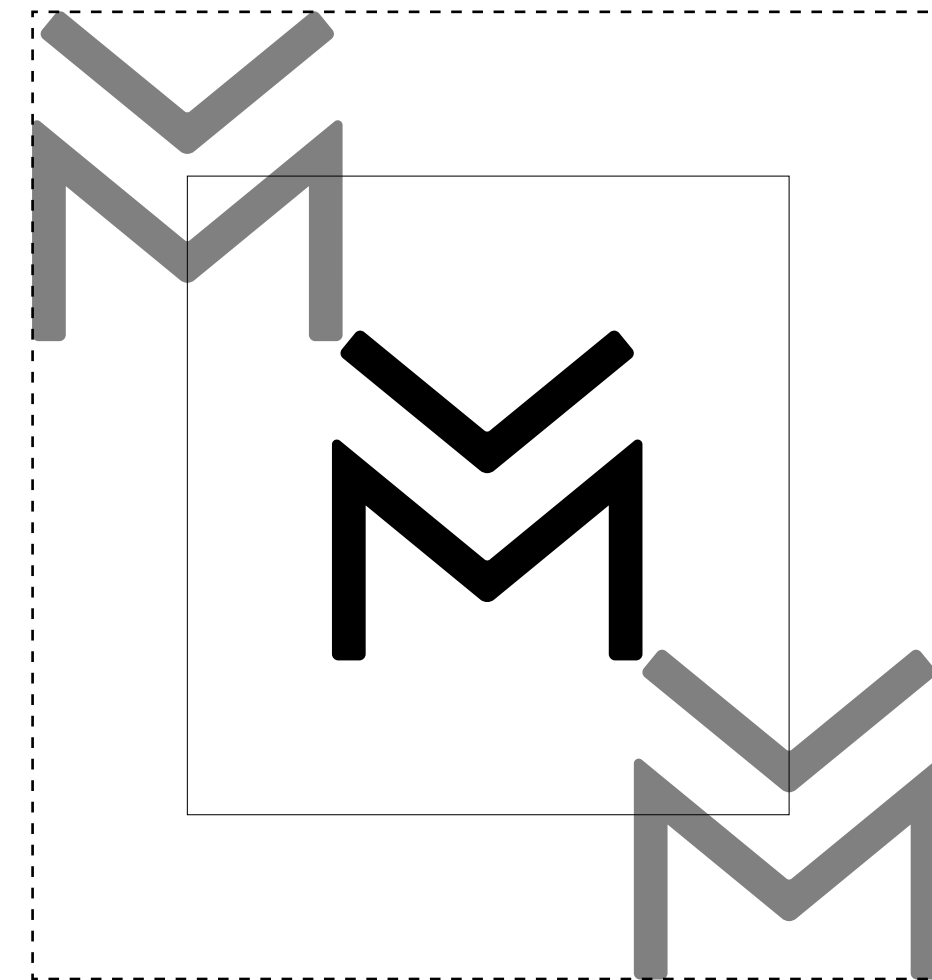


1.6 Logotype icon

You can use the M logotype as an icon in social media or as a favicon for the website browser tab.



Logotype icon



Logotype icon margins



02 Color palette

2.1 Main colors

MOYU revolves around paper, which is why white is the main color. Black represents ink, orange creativity and magic, and green sustainability and reforestation.

<div>MOYU <i>paper</i></div> <div>RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 HEX: #ffffff</div>	<div>MOYU <i>ink</i></div> <div>RGB: 0 / 0 / 0 CMYK: 70 / 80 / 90 / 100 HEX: #000000</div>	<div>MOYU <i>orange</i></div> <div>RGB: 249 / 127 / 75 CMYK: 0 / 62 / 76 / 0 HEX: #f97f4b</div>	<div>MOYU <i>green</i></div> <div>RGB: 0 / 199 / 113 CMYK: 72 / 0 / 77 / 0 HEX: #00c771</div>
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2.2 Secondary colors

You can use these six additional colors as supporting colors to design backgrounds and notebook covers.

<div>Light <i>beige</i></div> <div>RGB: 236 / 226 / 215 CMYK: 6 / 10 / 14 / 0 HEX: #ece2d7</div>	<div>Light <i>pink</i></div> <div>RGB: 255 / 209 / 209 CMYK: 0 / 20 / 10 / 0 HEX: #ffd1d1</div>	<div>Light <i>green</i></div> <div>RGB: 165 / 230 / 196 CMYK: 40 / 0 / 33 / 0 HEX: #a5e6c4</div>	<div>Light <i>purple</i></div> <div>RGB: 205 / 199 / 255 CMYK: 18 / 20 / 0 / 0 HEX: #cdc7ff</div>	<div>Light <i>blue</i></div> <div>RGB: 154 / 213 / 250 CMYK: 40 / 2 / 0 / 0 HEX: #9ad5fa</div>	<div>Rock <i>pink</i></div> <div>RGB: 227 / 105 / 165 CMYK: 6 / 73 / 0 / 0 HEX: #e369a5</div>
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03

Typography

3.1 Main font

Use Avenir as the main font family for the MOYU brand. You can use it for titles, body text, and any type of print or digital materials.

Light	Aa
Medium	Aa
Bold	Aa
Black	Aa

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.2 Secondary font

Good Dog is the secondary font. The font represents handwriting in our notebooks which you are always able to change. Use it to highlight important words in sentences, which might also change.

Regular

Aa

GoodDog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

3.3 Typography style

Use these special MOYU typography styles for titles.

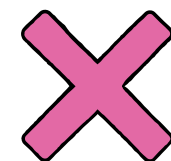
Write, *rewrite*, reforest. ✓

Use Avenir font as main font.

Highlight important words with GoodDog font.

1. Only use black for this font

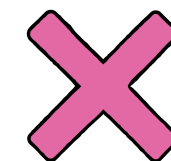
Write, *rewrite*,
reforest.



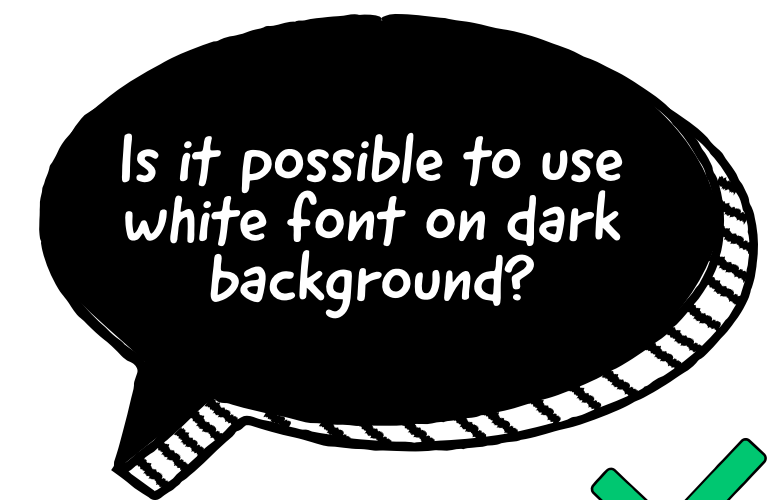
↶ No! ↷

2. Highlight the important word with GoodDog.
Not the other way around.

Write, rewrite,
reforest.



↶ No! ↷



That is alright!

04

Visual style.

4.1 Wipe

The wipe is the main shape we use in the MOYU brand. It is a flexible shape that you can use in many different ways.



4.1 Using the wipe

The wipe gives you a lot of design flexibility. Get creative and use it to make different types of graphics. Don't forget to reveal the second layer.

1. Use a wipe as an eraser.



2. Use a wipe to reveal copy.

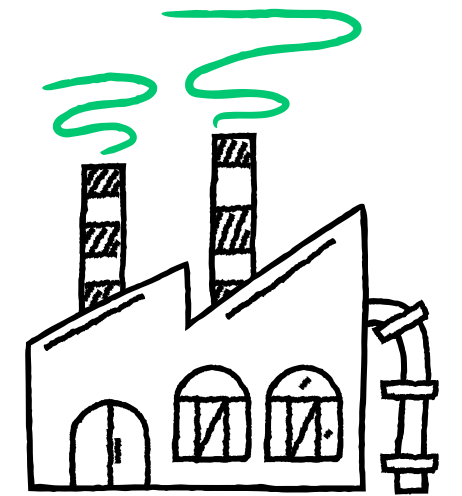
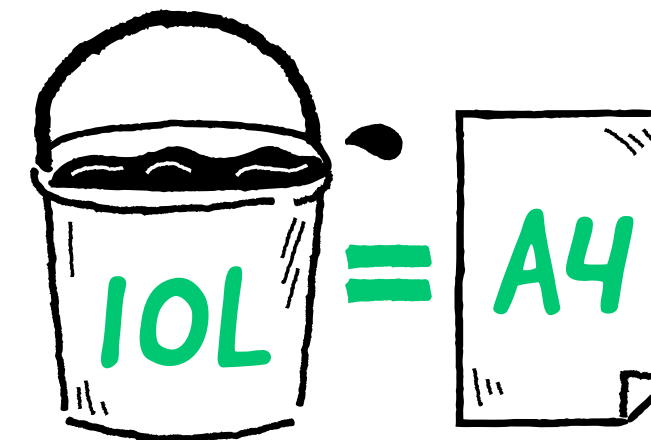
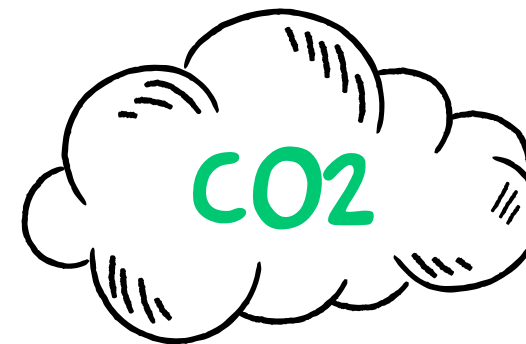
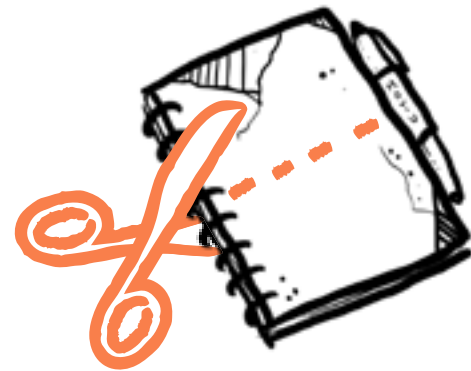
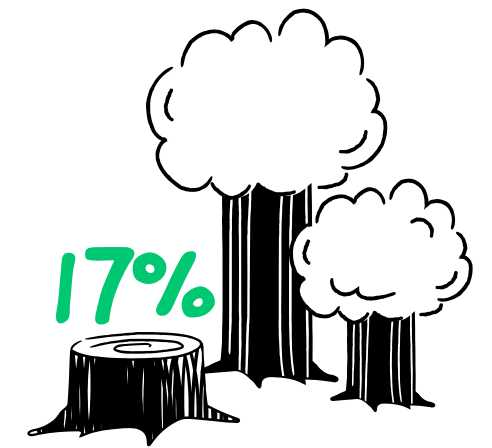
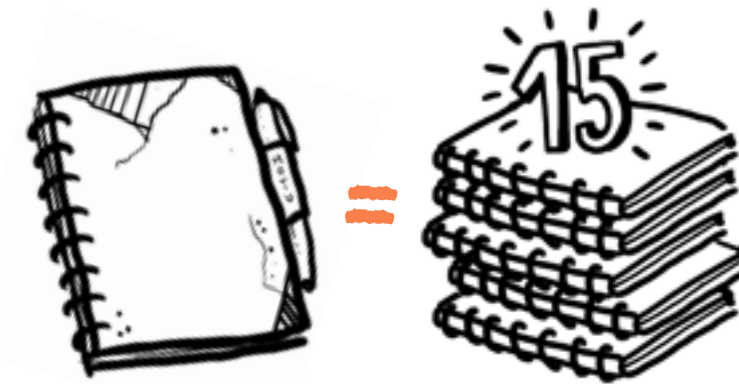
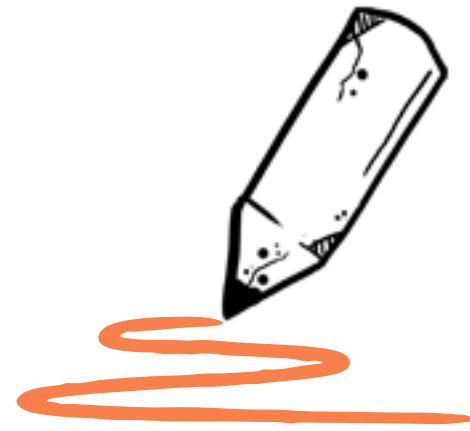
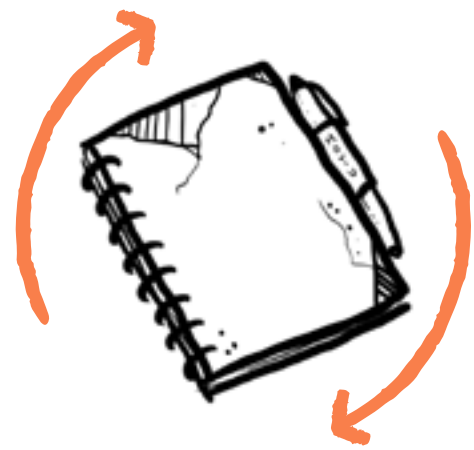


2. Use a wipe to reveal an image.



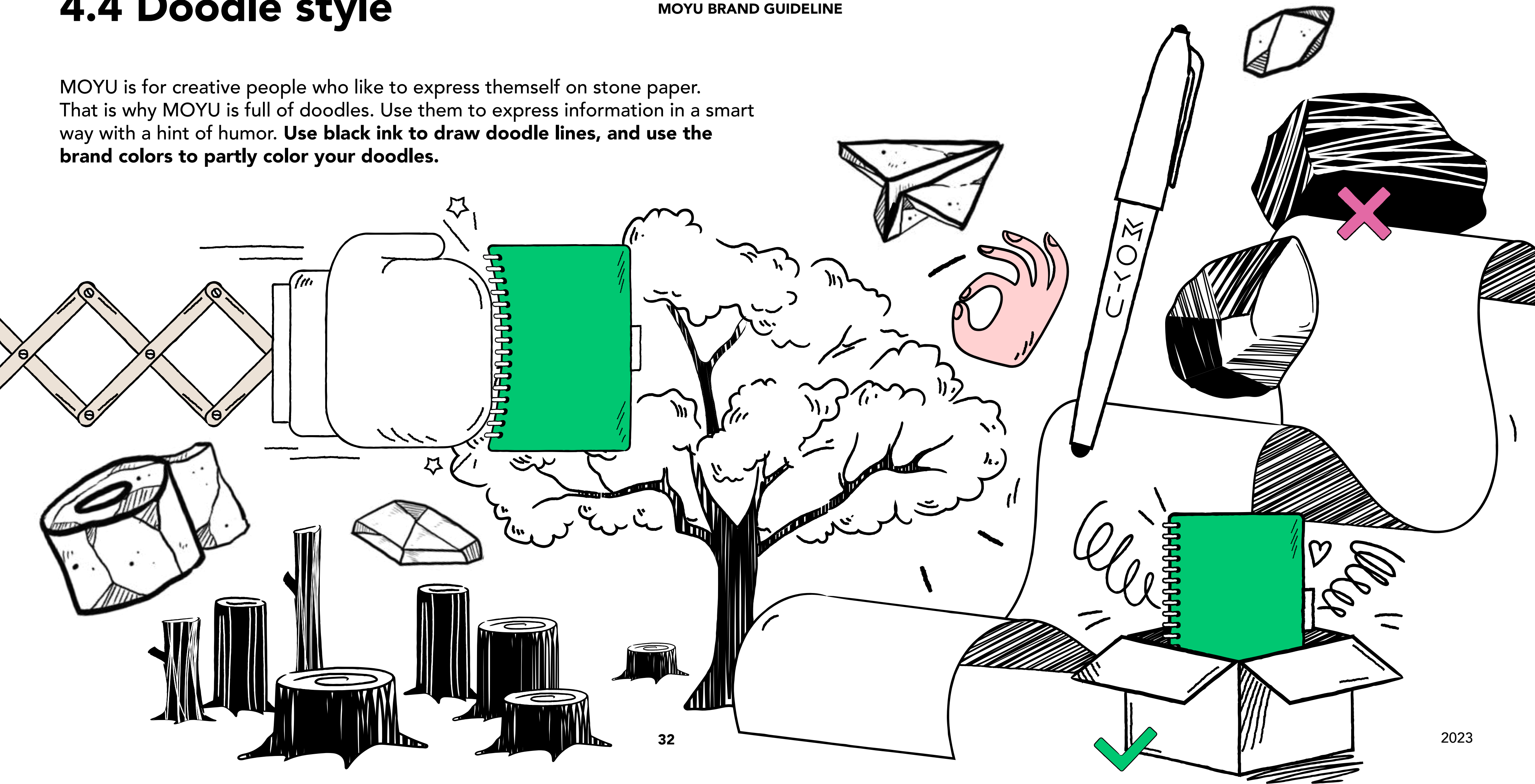
4.3 Brand icons

We use special USP icons to highlight MOYU's unique selling points.
You can use them whenever you need to promote MOYU products.



4.4 Doodle style

MOYU is for creative people who like to express themselves on stone paper. That is why MOYU is full of doodles. Use them to express information in a smart way with a hint of humor. **Use black ink to draw doodle lines, and use the brand colors to partly color your doodles.**



4.5 Combinations

You can combine the wipe shape with doodles. Just remember the context.



4.5 Photo style

MOYU BRAND GUIDELINE

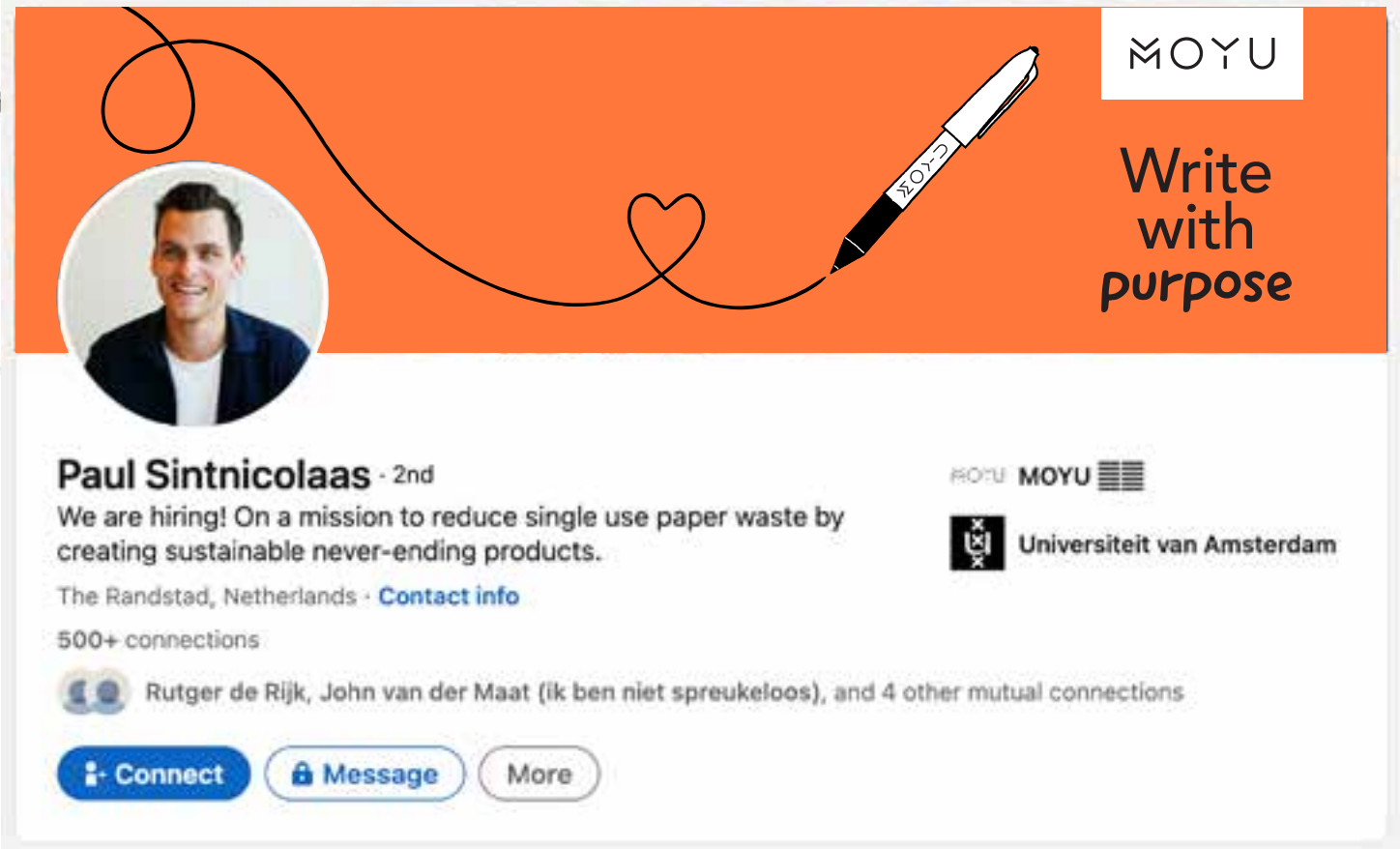
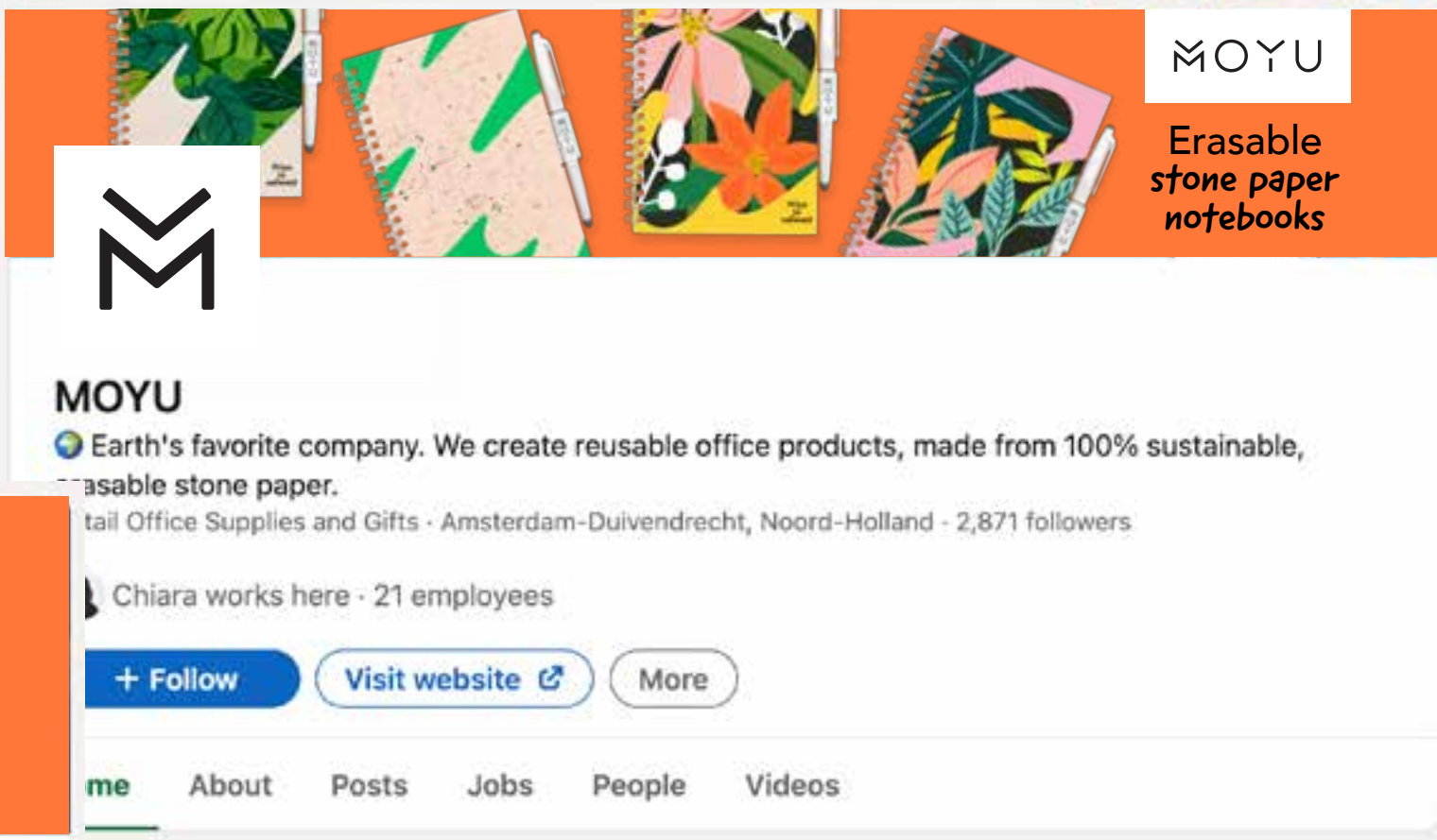
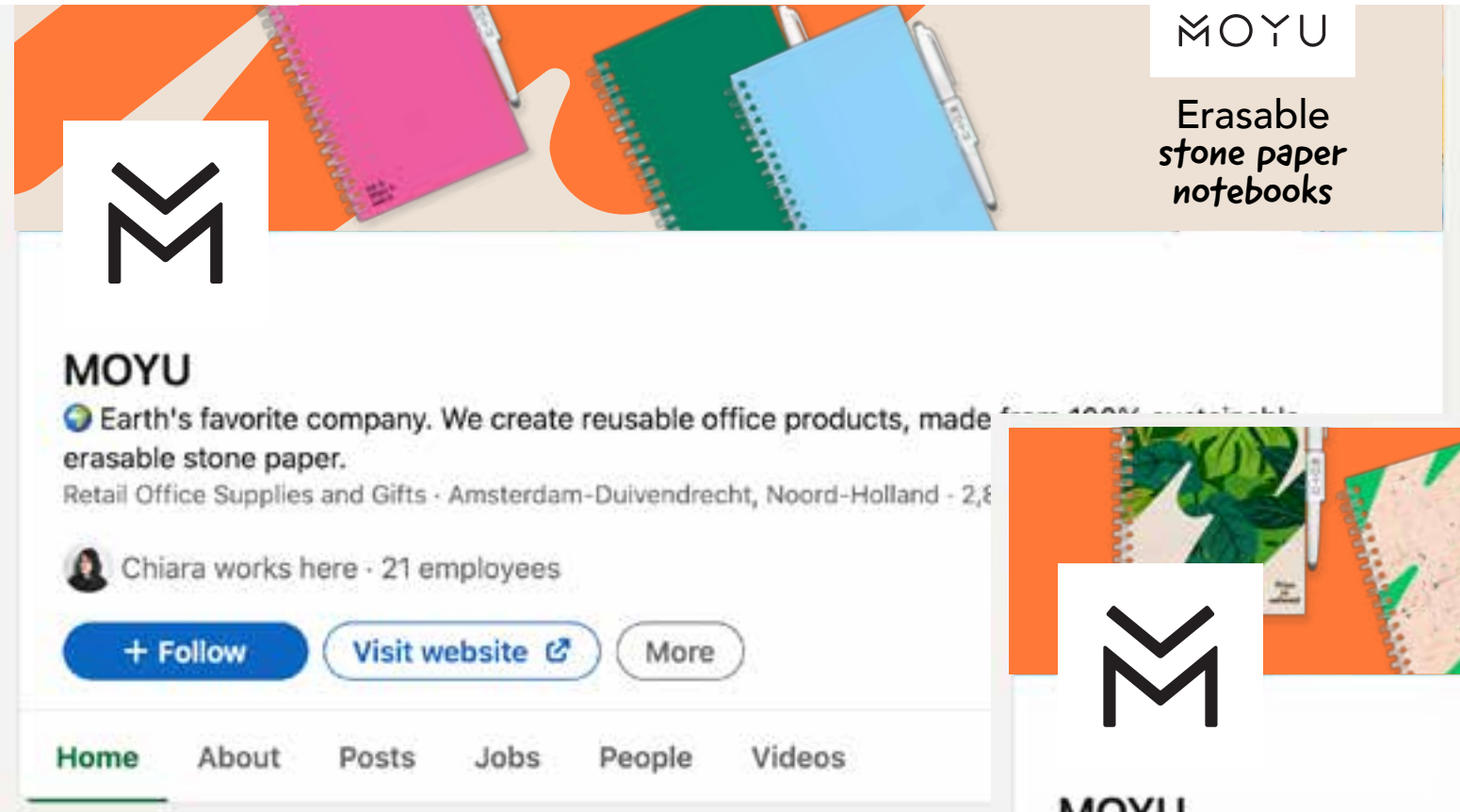
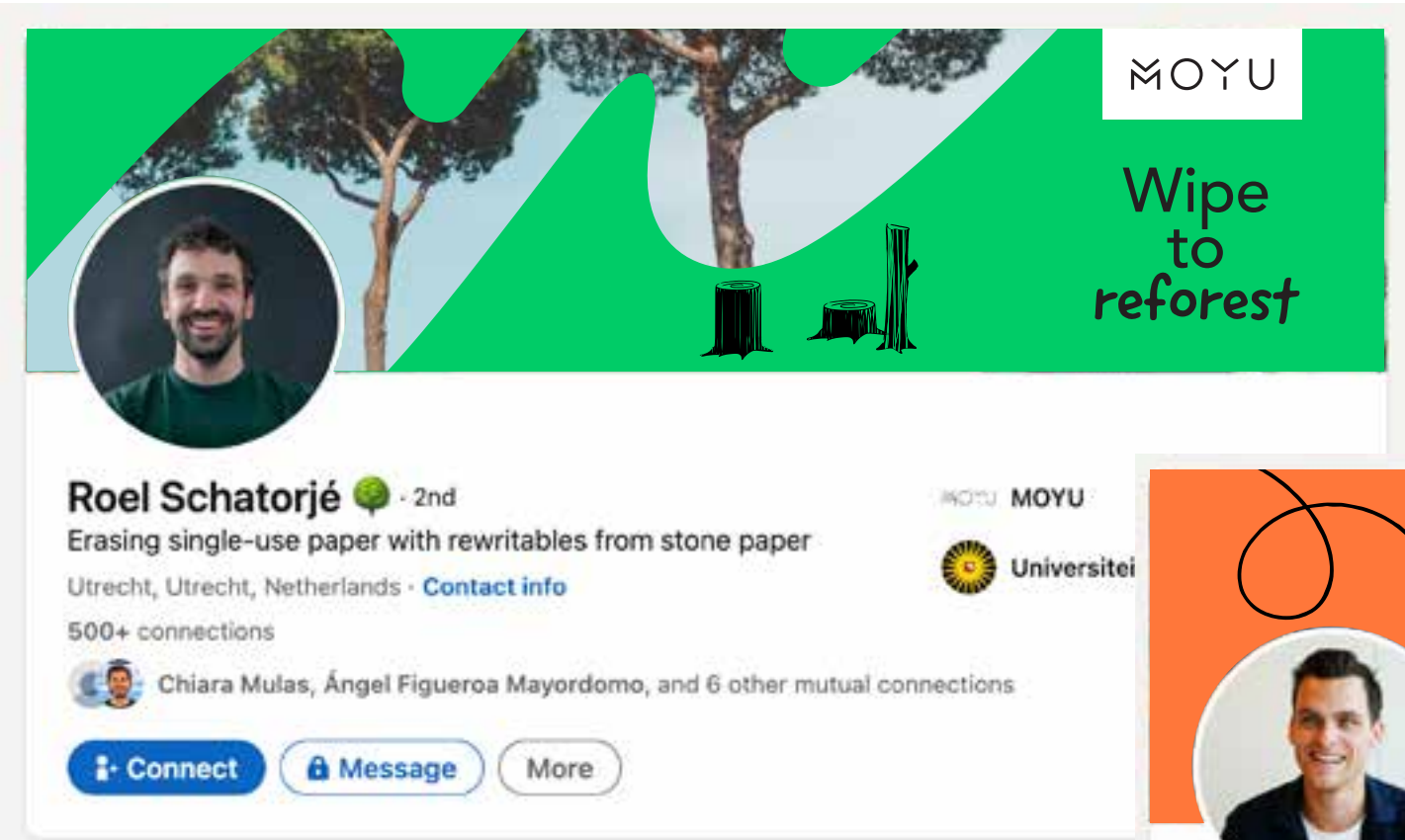
When choosing photos, choose a photo style that shows MOYU notebooks as a beautiful accessory for a creative, active person with a progressive mentality.



05 Collateral.

5.1 Social media example

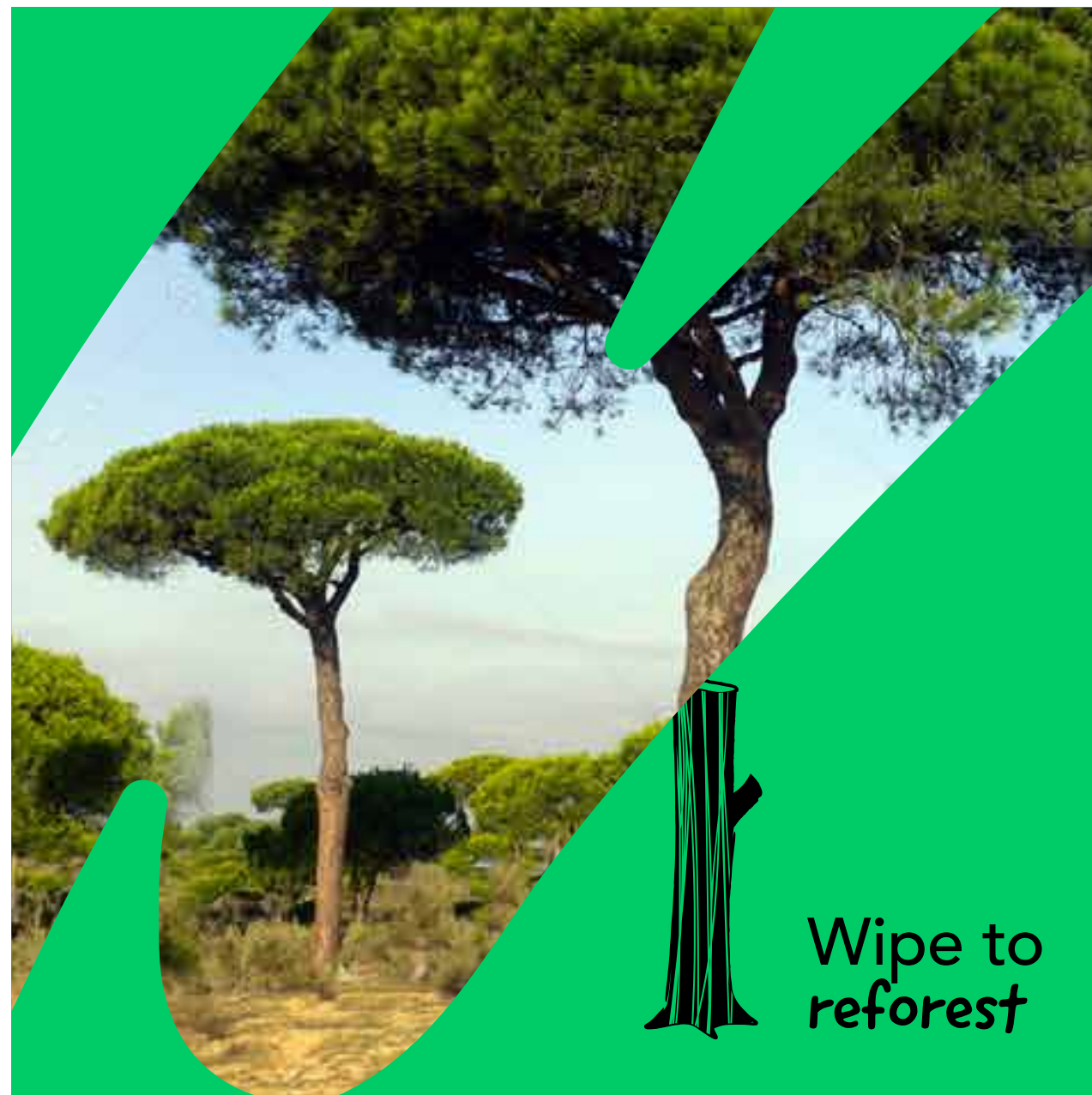
MOYU BRAND GUIDELINE



5.2 Post design example

Use MOYU design principles to create social media post designs.

MOYU BRAND GUIDELINE



5.3 Notebooks cover example

Here are some examples of covers to inspire you for future designs. There are no strict rules for designing covers. You do not need to use to brand colors or wipe shapes all the time, but it should align with values of the brand.

Come up with funky names for your collection, and think about the little details that will make for attention grabbing covers. Make sure you also design the inside and backside of the covers.



1. Back to stone age collection



2. Wipe for nature collection

5.4 Print materials

Example of certificate design.



2023

RECOMENDATIONS FOR BRAND IDENTITY

Ink it.
Wipe it.
Love it.

U-V-O-M