MOHAIR

LOGO
IDENTITY
GUIDELINE

INTRODUCTION

This document marks the beginning of a new partnership between Mohair South Africa and your brand. Mohair has developed a quality mark to show that your product contains only the finest Mohair fibre. This consumer-facing mark will help customers select products that contain the natural Mohair fibre. It is a symbol that should be treated with respect and worn with pride.

The following pages unveil the guidelines for correct use to help you get the most out of the Mohair mark.
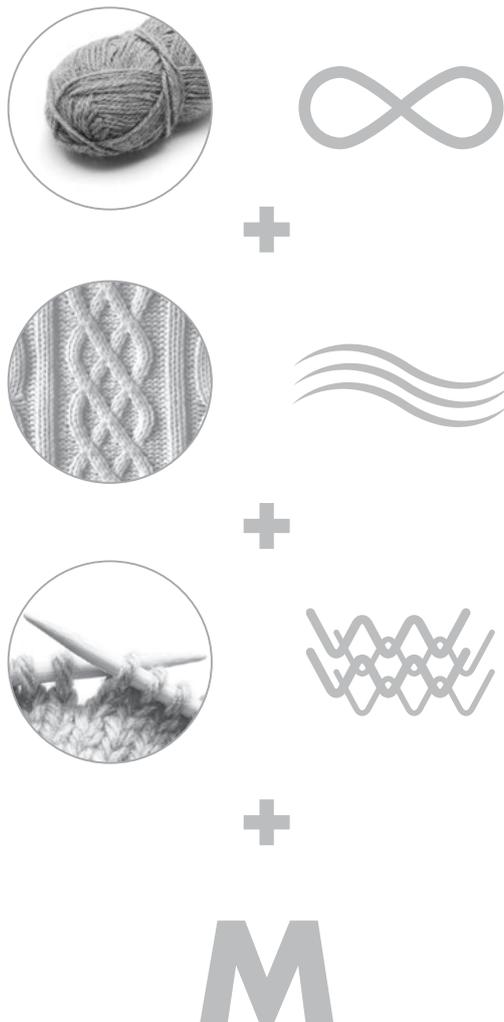
MOHAIR

THE LOGO

LOGO
Inspiration

Mohair is a luxurious, elegant and timeless fibre. A consumer facing mark needs to exude these qualities. The mark is completely unique, hand-drawn from elements that breathe quality and infinite beauty by incorporating visual elements that represent mohair. A cue of yarn, simplified into an infinity symbol. The softness and unique shape of Mohair spinners tops. A classic knitwear pattern. The knitting technique. The letter 'M'. All these elements fuse into a mark that leaves the impression of something that is sophisticated and modern, yet eternal.

+

+

+

M

LOGO
Inspiration

The Mohiar logo consists of two elements — the Mohiar icon and the Mohair wordmark. The Mohiar logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power. In some instances when physically branding products, where you are not able to optimally show the full Mohiar logo due to space or process limitations, an exception may be made to allow use of the Mohair wordmark and/or Mohair icon on its own.

Icon

Logo

Wordmark

MOHAIR

LOGO
Proportions & clear space

To preserve the Mohair logo's integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Mohair logo and the alternate horizontal logo is defined as the height of the "B" in the wordmark. The minimum clear space for the alternate vertical logo is twice the height of "M." This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

MOHAIR

10mm

MOHAIR

10mm
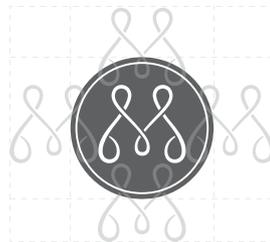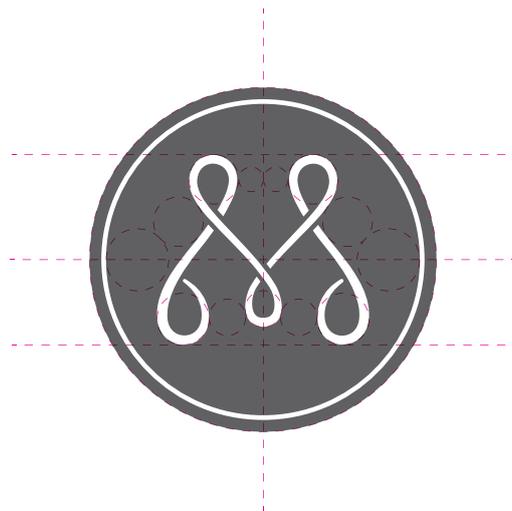
The Mohair logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the Mohair wordmark, which should not be reproduced in a size smaller than 10mm in width for the preferred logo.

LOGO
Do's & dont's

The Mohair logo should be reproduced in colour whenever possible. For specific colour values to use when reproducing the logo (spot or PANTONE®, 4-color Process, RGB), refer to the Colour Palette section. White is the most effective background on which to reproduce the colour logo because it provides a clean, crisp contrast for the logo's colour and elements. When the Mohair logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

The logo should always be used in the spot Pantone colour on a white background. For secondary applications of the logo, the white out version must be used, but ONLY when the spot Pantone version cannot be used.

MOHAIR

MOHAIR

Pantone 425C

✕ MOHAIR

✓ MOHAIR

✕ MOHAIR

✕

✕ MOHAIR

✕

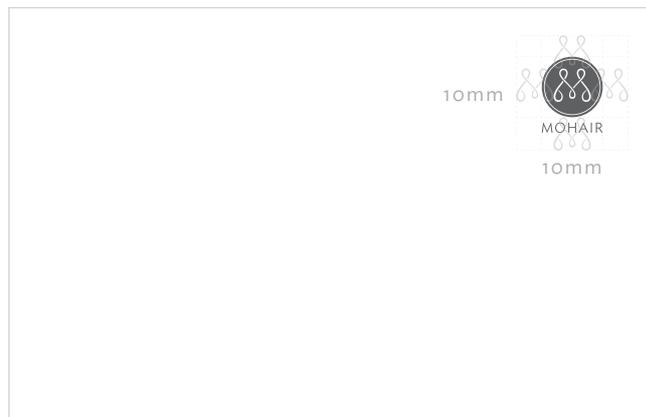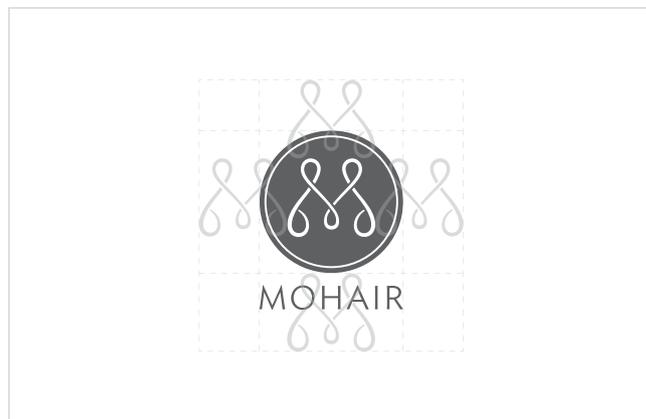STATIONERY

BUSINESS CARDS

The Mohair logo should always appear in the spot Pantone colour as specified and within the safe area when placed next to other logos. The white out version should only be used as a secondary application.

MOHAIR

10mm

MOHAIR

10mm

The minimum size of the logo for print is determined by the width of the Mohair wordmark, which should not be reproduced in a size smaller than 10mm in width for the preferred logo.
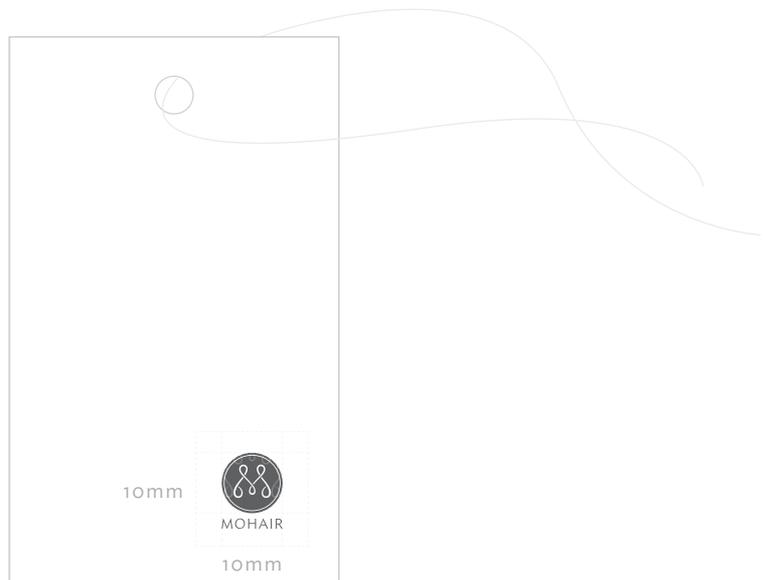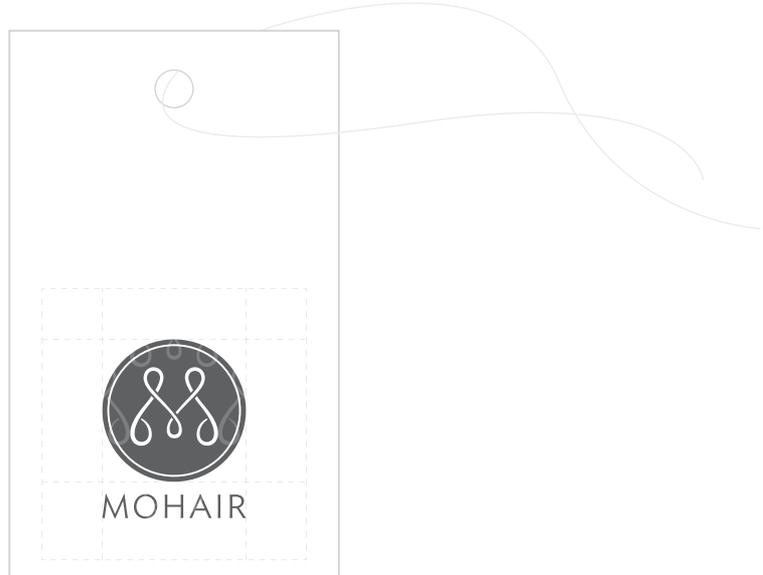
TAGS

The Mohair logo should always appear in the spot Pantone colour as specified and within the safe area when placed next to other logos. The white out version should only be used as a secondary application.

MOHAIR

10mm

MOHAIR

10mm

EMBROIDERY & SILK SCREEN

The mark with the Mohair name should always be used. The Mohair logo should always appear in the grey colour and within the safe area. The white out version should only be used as a secondary application on darker garments and fabrics. The logo must be placed within the safe area as specified in this guideline manual.

Embroided

38mm

MOHAIR

For legibility the logo should not be used smaller than 38mmin width.

Silk Screen

20mm

MOHAIR

A white base coat must be used when screen printing the logo and should not be used smaller than 20mm in width.

WEB

For web application the Mohair mark with the name should always be used on a flat background colour and within the safe area when placed next to other logos.

Size:

The logo should never be used smaller than 30px in width for legibility.

Colour values:

R76
G77
B79

#4c4d4f

The logo should always be used with the specified colour or reversed out on darker backgrounds as a secondary option, when grey logo cannot be used.