moola™

BRAND STYLE GUIDE

May 2018

TABLE OF CONTENTS

INTRODUCTION

Moola evolved as a solution to promote the use of the millions of dollars of unused gift cards in the economy. Moola is an app that provides the most convenient way to organize, store and manage all your cards in one virtual wallet.

BRAND PROMISE & BRAND PILLARS

Brand Promise
We help you get the most value from your gift card

Tagline
Your Smart Digital Wallet

Brand Pillars
Our promise is founded on these brand pillars:

SECURE	we keep your financial and personal information secure at all times with our military-grade security technology
EASY	we strive to make the app user friendly and intuitive. No instructions necessary
HELPFUL	we provide you with meaningful and useful tips and advice so you can use your gift card where it makes sense.

BRAND PERSONALITY

Brand Personality

Our brand personality defines the essence of who we are, how we interact with our users and how we would like to be perceived by others.

Intelligent: Moola is always one step ahead of you and can give you intelligent suggestions on what, where and when to buy, sell, redeem, donate or exchange your gift cards.

Insightful: Moola can provide you with detailed reports and data on the activities and transactions on the website and app because she has good insights.

Innovative: Moola incorporates smart technology to help you achieve your goals more effectively.

Intuitive: Moola will make it easy for you to do the things you want to do and find the things you need because the platform is user friendly and intuitive

Interactive: Moola lets you choose from a selection of interactive video clips and images that will keep you entertained and she'll notify you of any new changes that she thinks you'd be interested in.

BRAND PERSONALITY

Our brand personality defines the essence of who we are, how we interact with our users and how we would like to be perceived by others.

INTELLIGENT	INSIGHTFUL
INTUITIVE	INNOVATIVE

INTERACTIVE

BRAND VOICE

Our tone and manner is customer-centric. Although we're serious when it comes to data security and protecting your personal information, we want our users to have fun and enjoy the experience of using our app. We like interacting with our users and want to keep them entertained with innovative features.

WITTY	INTELLIGENT	SPUNKY
AMUSING	QUIRKY	FUN

When using Moola's wordmark, it is important that its application meet the requirements consistently in order to maintain it's brand integrity.

The official legal name of the platform (digital and mobile) is Moola™ written with a "TM" trademark symbol above the "a".

When referring to Moola in communications, use a capital "M" and wherever possible the "tm" above the "a".

Do not attempt to reproduce the original font. Instead, use the official logo to display Moola's wordmark.

OFFICIAL LOGO

The official Moola logo is presented in a horizontal version only and consists of the word mark "Moola" in the official brand color and font.

Variations of the Moola logo is permitted using the below versions as guidelines.

moola™

The more common usage of the Moola logo will be in full color (color# 8942F4) against the white background. The logo used should be the original file and format.

moola™

The Moola logo can also be presented in the contained version above where the background is the official Moola color (Color #8942F4)

The logo may also be reproduced as a single colour in white text on any coloured background.

moola™

The logo may also be reproduced as a single colour in white text on black background.

moola™

The logo may also be reproduced as a single colour in black text on white background.

OFFICIAL ICONS

When displaying the moola app icon in the Apple or Google Play store, use the official Moola icon. Use the full color version as much as possible, however, in black and white applications, use the reversed out black or white version of the Moola icon outline.

On white background, there are two two options: option one is to use the white Moola icon contained in a purple background.

On white background, option two is to use the purple Moola icon with no background.

On black background, use the white Moola icon.

In a black and white application where the background is white, use the black Moola icon. Use the full colour version of the Moola icon wherever possible.

LOGO USAGE

2"

0.75"

Preferred Size
Whenever possible, the logo should be represented at two inches wide on an 8.5 x 11 format. The logo should be given equal presence (in size and placement) to other logos that it appears with.
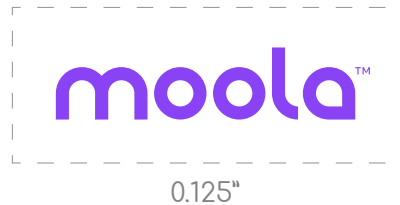
Minimum Size
The logos should not be reproduced any smaller than 0.75 inches wide.

App Icon
If the logo must be reproduced smaller than 2 inches wide, you may use the icon version of the logo which is a symbol that represents Moola. This version should not be reproduced smaller than 1 inch wide.

LOGO USAGE

0.125"

Protection Space

When produced at 2 inches wide, there should be a buffer zone of 0.125 inches in all directions around the logo. No other graphic elements, logos or words should cross the buffer.

Watermark

The logo cannot be used as a watermark and should never be replicated at less than 100% opacity.

Colour

Do not change the color of any of the elements of the logo.

Skewing

Do not italicize the logo unless the brand is in written form in the body of a paragraph for communication purposes.

File Format / Scaling

Always use the appropriate format and size of the logo. You should not see any pixelation when printed.

LOGO USAGE

Element Relation

Do not alter the size of any of the elements of the logo independently of each other.

Rotation

Do not change the position of any of the elements in relation to each other. Do not stretch, tilt or warp the logo - it should always retain its proportions.

Font Replacement

Do not change any of the fonts of the logo. Also do not add, substitute, or remove any words from the logo.

PHOTOGRAPHY

Moola is part of everyday life. Lifestyle photography used to present the Moola brand will incorporate accents of the Moola color palette. Photography subjects used will include people, the shopping environment, devices (mobile, laptop and desktop).

Do's
• Do use photos that are pre-approved and original
• Do use photos with people that demonstrate the brand personality of Moola
   (ie. people having fun, buying online, shopping with gift cards, redeeming their gift card
   with their mobile device)

Don'ts
• Don't use stock photography images
• Don't use images that contain colors that are non-Moola brand colors
• Don't use images that don't represent the Moola brand personality

Do:

Don't:

PHOTOGRAPHY

Use the official Moola images when promoting the Moola brand.

Primary Colours

The Moola signature color is in the word mark "Moola". Only this primary color can be used to represent the official logo. Other primary colors can be used for other applications but they should not be used to substitute for the Moola official logo.

HEX - #8942f4
RGB - 137, 66, 244

HEX - #d13c80
RGB - 209, 24, 128

HEX - #b386f5
RGB - 179, 134, 245

HEX - #d068c7
RGB - 208, 104, 199

COLOUR PALETTE

Neutral Palette

The neutral palette is intended to be used sparingly to organize information in communication materials such as websites, brochures and emails.

HEX - #beb9b6 RGB - 190, 185, 182	HEX - #958c87 RGB - 149, 140, 135
HEX - #464547 RGB - 70, 69, 71	HEX - #ffffff RGB - 255, 255, 255

Accent Palette

Use the accent palette to create visual interest and engagement. It is recommended that color shades of the same family are used together.

HEX - #ffc03f RGB - 255, 192, 63	HEX - #3b9075 RGB - 59, 144, 117	HEX - #81cdad RGB - 103, 199, 161
HEX - #f15060 RGB - 241, 80, 96	HEX - #f8f648c RGB - 143, 100, 140	HEX - #8158a2 RGB - 129, 88, 162
HEX - #746caf RGB - 116, 108, 175	HEX - #99c2e7 RGB - 153, 194, 231	HEX - #934df5 RGB - 147, 77, 245

Headlines: Imprima

AaBb123
MOOLA
moola

body copy, 10pt, regular
Comfortaa | Colour:#000000 Black
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

body copy, 12pt, bold
Comfortaa | Colour:#000000 Black
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

body copy, 14pt, bold
Comfortaa | Colour:#000000 Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

ICONOGRAPHY

When using symbols for websites and other marketing materials, use ET Line icons from the moola icon library.

MARKETING CONTACT

If you have any questions or need any more information about the content of this document, please contact the Marketing Department.

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