

# MOGO

KOREAN FUSION TACOS

## LOGO GUIDELINES

The following is a guide on how to use different forms of our logo in particular situations. Please note that we are **VERY** particular with our branding and ask that you abide by the following guidelines.

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### 1 PREFERRED LOGO

The preferred version of the logo is the 3-color version. You should attempt to use this version in all situations prior to using any other versions. There are two (2) styles of this logo: one is for light backgrounds (MOGO in black text) and one is for dark backgrounds (MOGO in white text). Please use the appropriate style of this logo for your application.

In applications where colors are limited to 1- or 2-color printing (e.g. t-shirts, newspaper), please use the black or white 1-color options provided.

PRIMARY 3 COLOR



ONE COLOR



### 2 UNDER NO CIRCUMSTANCES ARE YOU PERMITTED TO ALTER OUR LOGO IN ANY FORM.

This includes the skewing, changing of colors, fonts or altering appearance in any manner of provided files. We've invested a great deal of time and care into our branding and it is very important to us that our logo is used in a consistent manner. The same guidelines apply to all other formats of our logo that are provided.



### 3 Our business should always appear as “**MOGO Korean Fusion Tacos**” on any marketing materials. Please note capitalization style of the name. MOGO is always fully capped as well as initial caps in our tagline.

### 4 If you have any questions, or concerns about a particular use, please do not hesitate to contact [hannah@eatmogo.com](mailto:hannah@eatmogo.com).