

Our Brand Logo



The meaning behind the logo.

About the Logo

The logo Comprises of the company name with elemets of carrot, house and avocado, representing the organic and exotic range of fruits & vegetables, delivered to home.



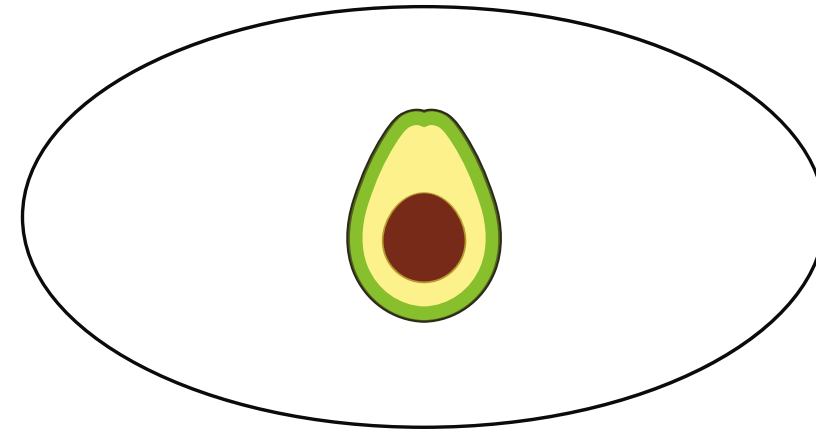
Symbols and Meanings

— 003.



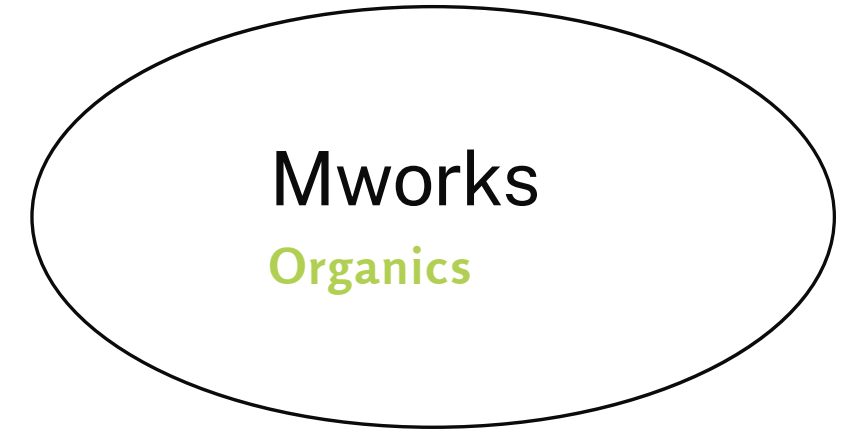
Carrot & House

Represents the range of organic vegetables delivered fresh to home.



Avocado

O replaced by an Avocado represents range of exotic fruits.



Brand Name

Brand name in Black & Green colours in Public Sans & Rosario Fonts



Mworks Organics Colours

— 004.



Brand Tagline

Convenient Fresh Exotic
Organic

Fonts

OUR OFFICIAL FONTS



HEADING FONT

FIRA SANS

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09



SUBHEADING & BODY FONT

POPPINS

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Logo Variations

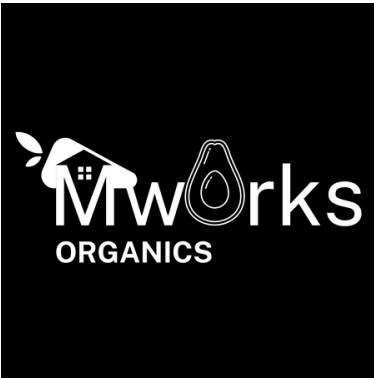
Mworks Organics



**IN COLOR WITH
WHITE
BACKDROP**



**BLACK WITH
WHITE
BACKDROP**



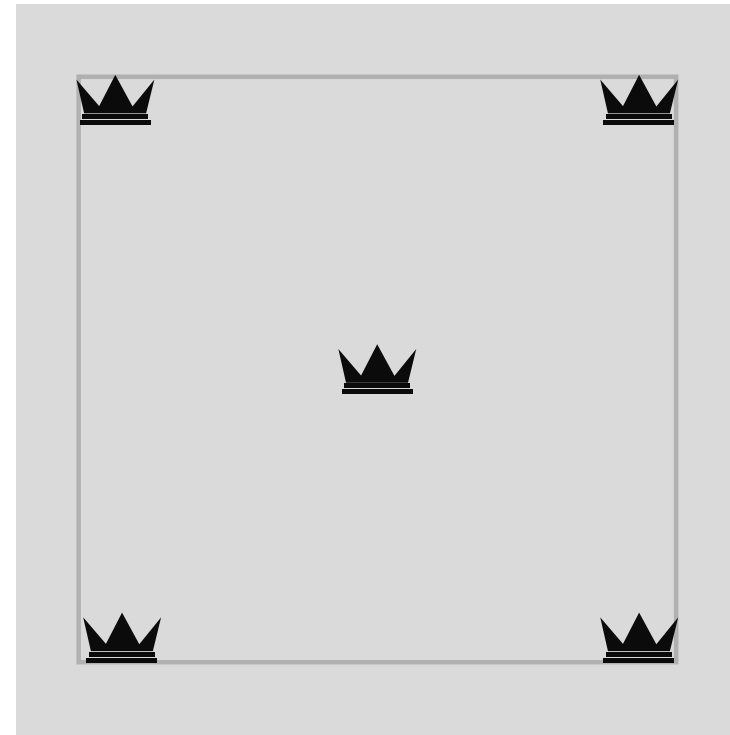
**WHITE WITH
BLACK
BACKDROP**



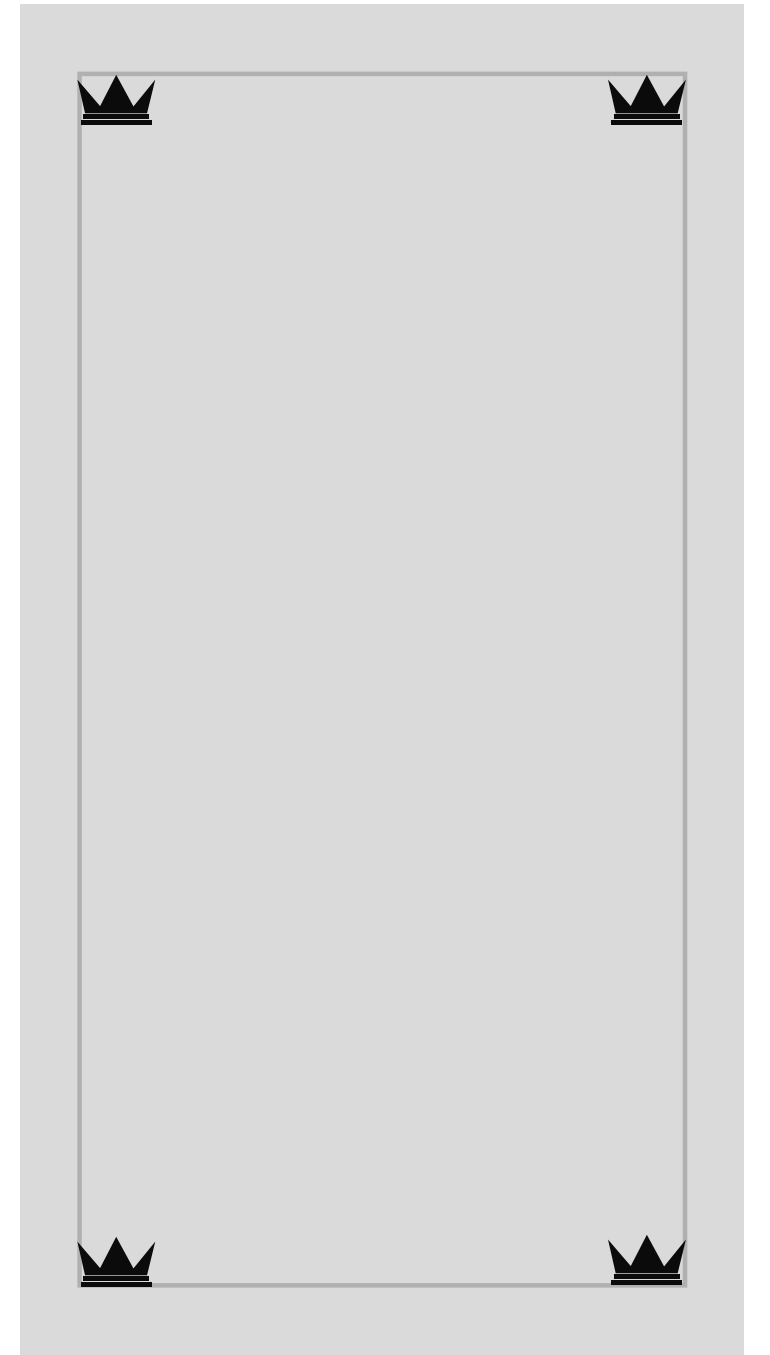
Logo Positioning

THE SAFE DISTANCE TO PUT YOUR LOGO IN

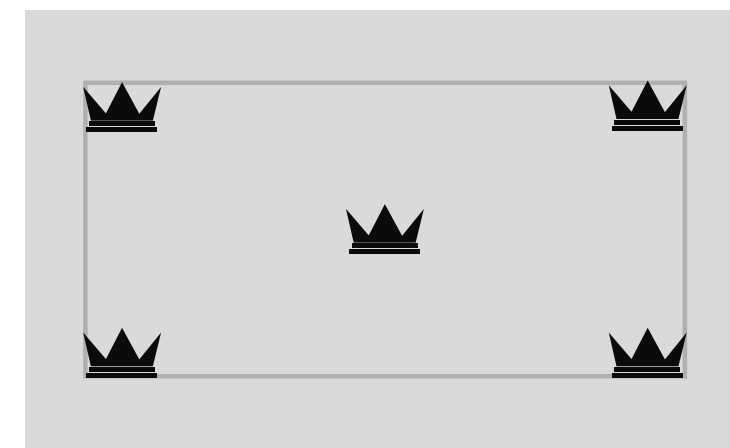
The logo can be placed based on where it is best suited depending on application and tone.



Square



Portrait



Landscape

Reminders



DO NOT change the color. Use only the colors in the palette.



DO NOT add shadows or effects.



DO NOT put over another illustration



DO NOT crop the logo.



DO NOT rotate the logo.



DO NOT use tint or opacity.