

mox·E
coworking

brand guidelines



welcome to mox.E

Brand Guidelines

Use this document to create consistent brand-specific communications across all platforms

mox.E is Chicagos' South Loop Co-Working space like no other. It's character embodies bold strength grounded in humility. It is aggressively professional but never rude. It is confidence without ego. It lifts, molds and shapes the most effective business leaders of the future.

Unlike other co-working spaces, mox.E recognizes that entrepreneurship and opportunity must go hand in hand. It is more than a community among peers but a path to tangible connections with mentors and financial backers to propel businesses to the next level.

mox.E is clean, fresh, and energetic. The imagery should reflect a friendly assurance with a healthy racial mix of individuals. The communication expresses high-level thinking without being intimidating. It is accessible for individuals who dare to turn dreams into realities.

mox.E
coworking

mox.E
collaborative

mox.E
women

logo/character



brand colors for mox.E

mox.E color palette consists of warm tones that compliment Entrenuity yet have a voice of it's own. The colors denote certain lines of communication to delineate between General-, Social-, and Event-type messaging. Entrenuity Pantone 187 is included whenever the focus is on Entrenuity (sponsored event, or promotion) only. It should not be used outside of this intention.

Pantone Bright Red C	C=0,M=90,Y=95,K=0 R=255,G=58,B=30 Hex#FF3A1D
Pantone 188 C	C=32,M=93,Y=74,K=38 R=122,G=35,B=46 Hex#79232E
Pantone 475 C	C=3,M=20,Y=28,K=0 R=245,G=207,B=178 Hex#F4CFB2
Pantone 452 C	C=31,M=28,Y=57,K=.75 R=180,G=168,B=125 Hex#B3A77D
Pantone Neutral Black C 70%	C=61,M=54,Y=53,K=26 R=94,G=93,B=92 Hex#5E5C5C
Pantone Neutral Black C90%	C=68,M=63,Y=62,K=57 R=54,G=53,B=52 Hex#363434
Pantone 187 C	C=22,M=100,Y=89,K=15 R=172,G=22,B=44 Hex#AB162B

General Communication

Events/Special Occasions

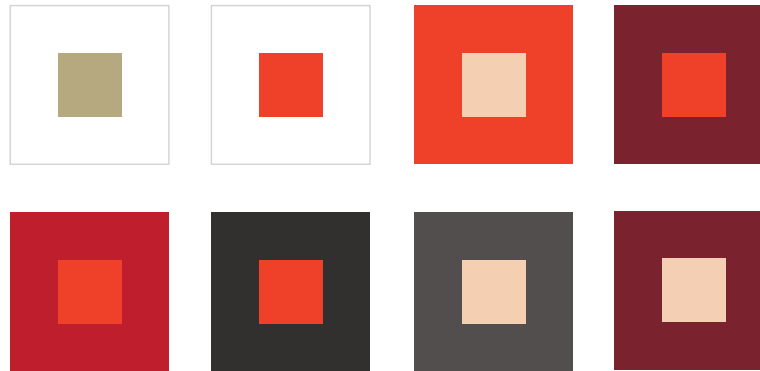
Entrenuity Focus

brand colors



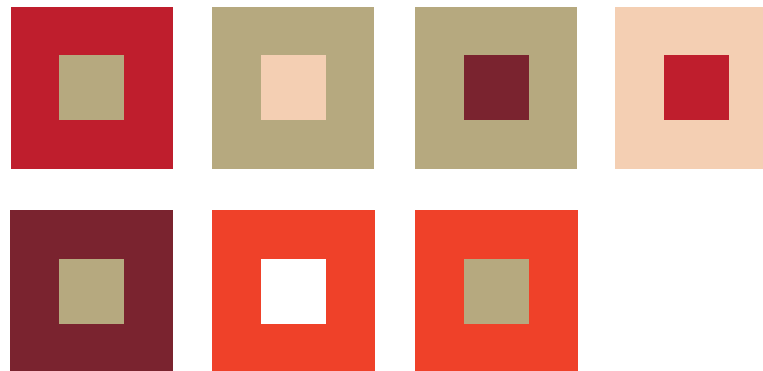
acceptable color combinations for mox.E.

Use these color combinations to create mox.E centric communications.



these are NOT acceptable color combinations for mox.E

NEVER use these color combinations to create mox.E centric communications.



acceptable color combinations for **mox.E** text.

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color combos: text



acceptable logo placement combinations for **mox.E**

Logo should only be shown on solid backgrounds. Pay attention to the instances and reasons **mox.E** logo is shown in different ways.



mox.E
coworking

2-color logo on white
(website/ print, general communications applications)



mox.E
coworking

1-color logo on solid light background
(social media applications)



mox.E
coworking

1-color logo on dark background
(events, announcements)



mox.E
coworking



mox.E
coworking

color combos: logo placement



mox.E fonts, font colors and copy treatments

The **mox.E** font is clean and easy to read. Communications with either makes for dynamic simplicity with a no-nonsense delivery.

For headlines or body copy use the colors indicated for all communications.

At the first mention on any page, the word *mox.E* must be bold. There after it can exist naturally within the body copy.

Headlines never use capital letters except for proper names.

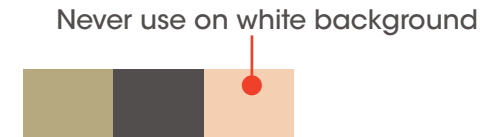
Copy blocks should never allow hyphenation.

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Headline Copy:
Avenir Medium



Body Copy:
ITC Avant Garde Gothic Std Medium
ITC Avant Garde Gothic Std Bold

font uses



images that express the tone and vibe of mox.E

Diversity is the color of the crowd, heavily leaning toward Black and Latinx individuals. The vibe is warm, electric and engaging. The interactions are genuine and depicts a story of connecting, sharing and community. There is a candid energy, drive and determination that draws you in.



these images DO NOT express the tone and vibe of mox.E.

These images are cold, static and impersonal. The interactions are staged, forced or lack of diversity. Illustrations are also a no no. mox.E engages real world scenarios for real world success.

