

MOSAICA

Visual Identity

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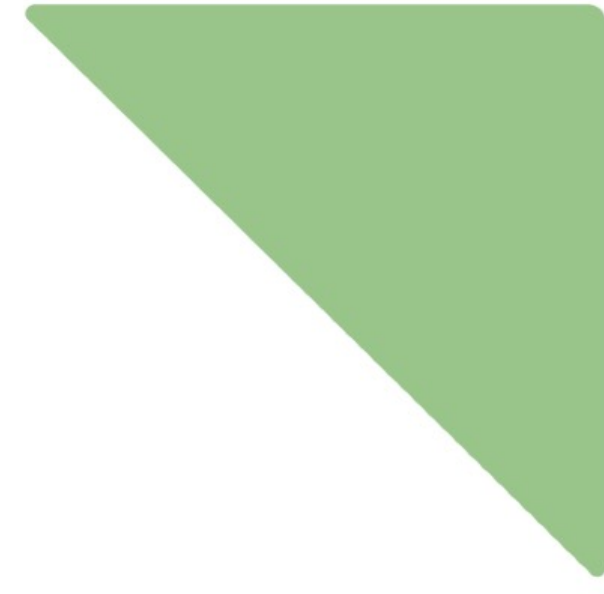
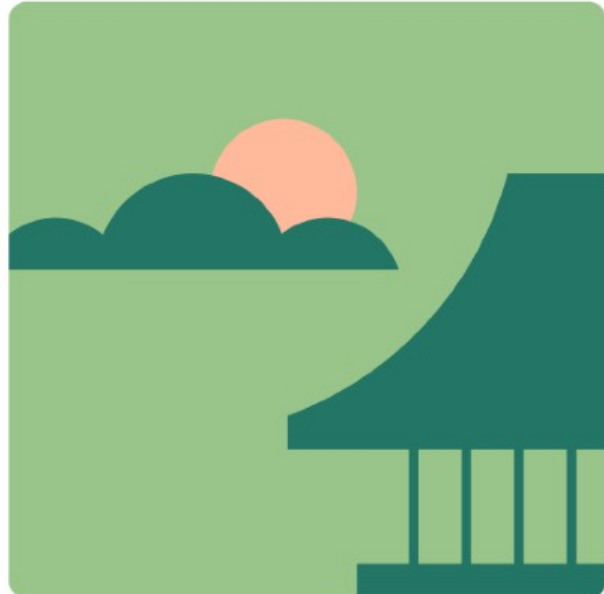
The Dots

- Recommended
- It could work
- It doesn't work

Graphic System

Graphic System

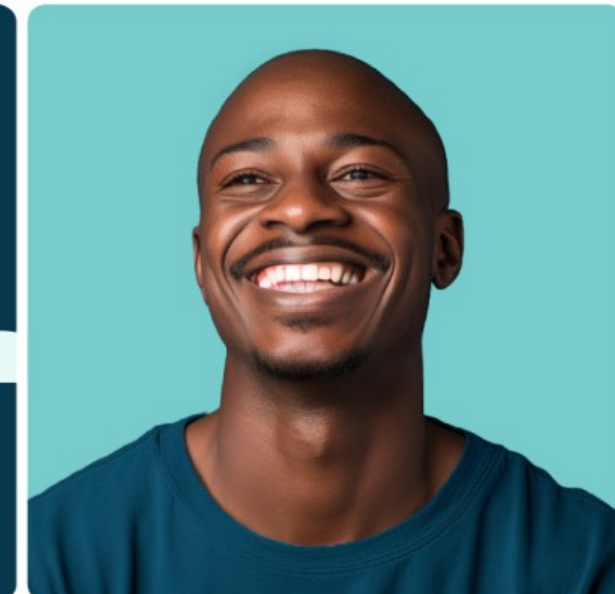
Portraits

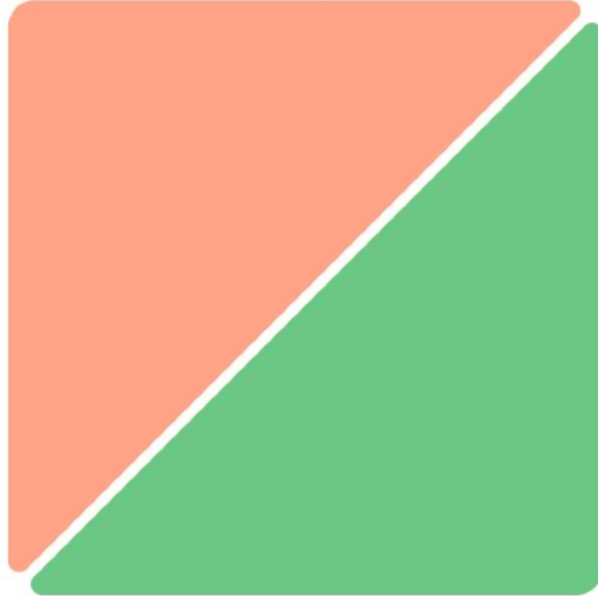
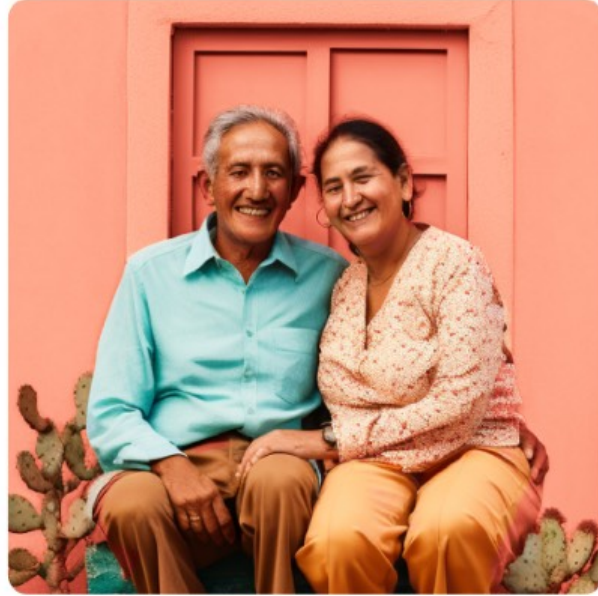


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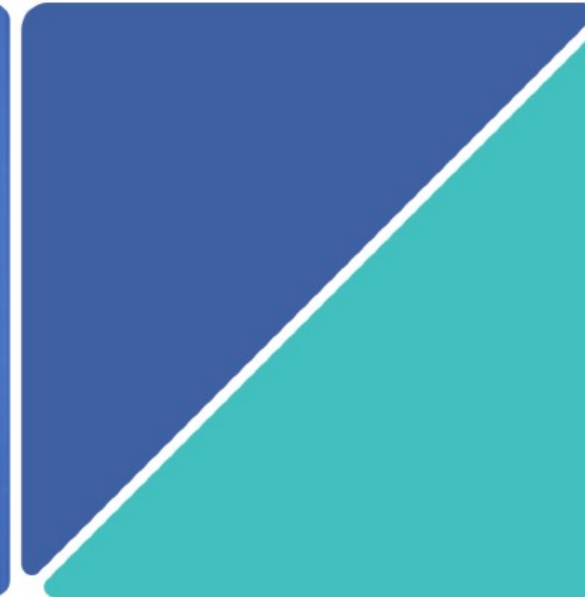
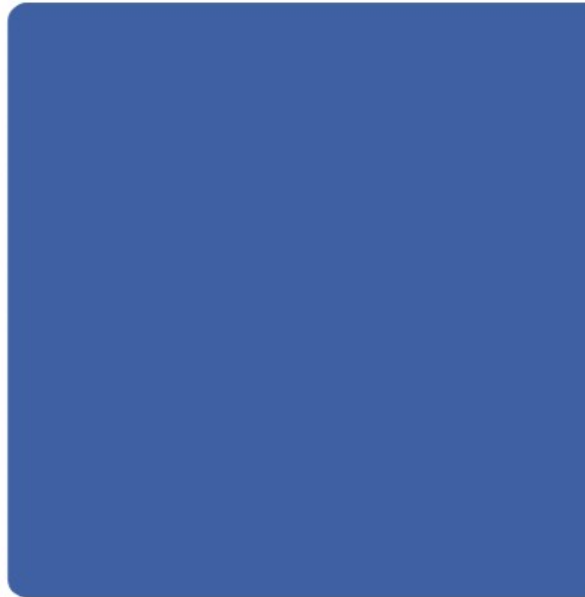




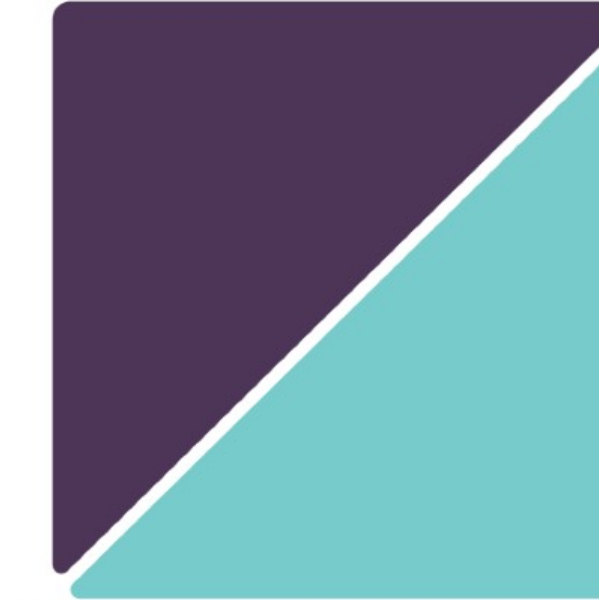
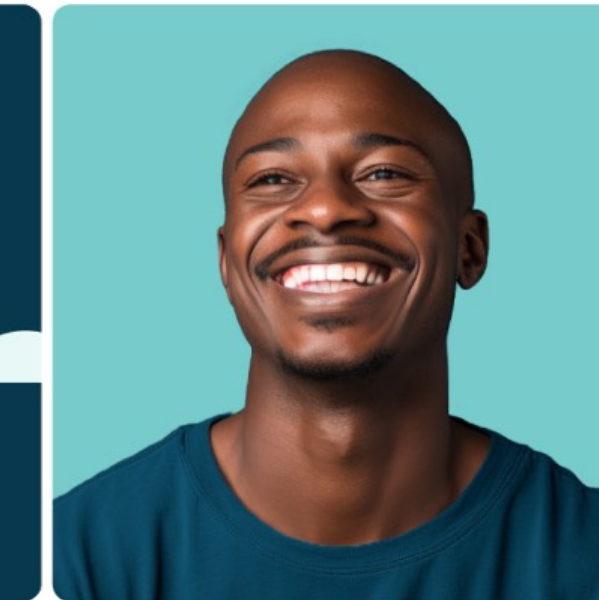
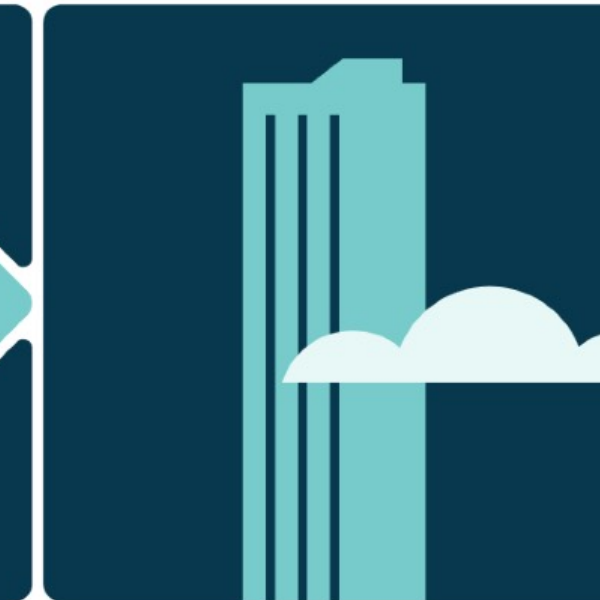
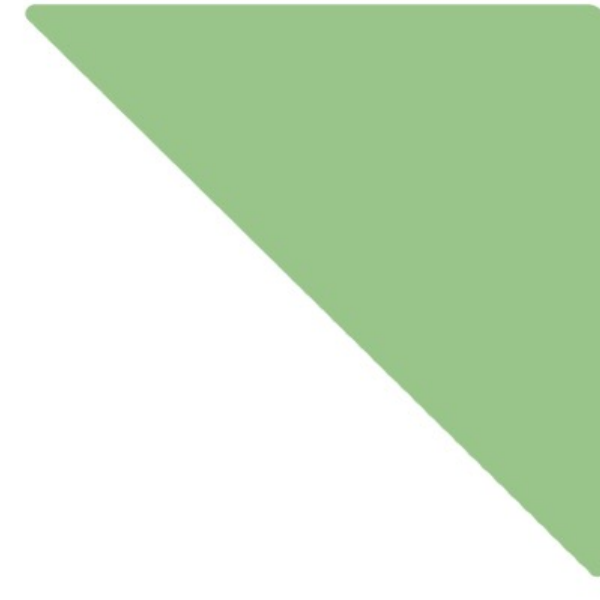
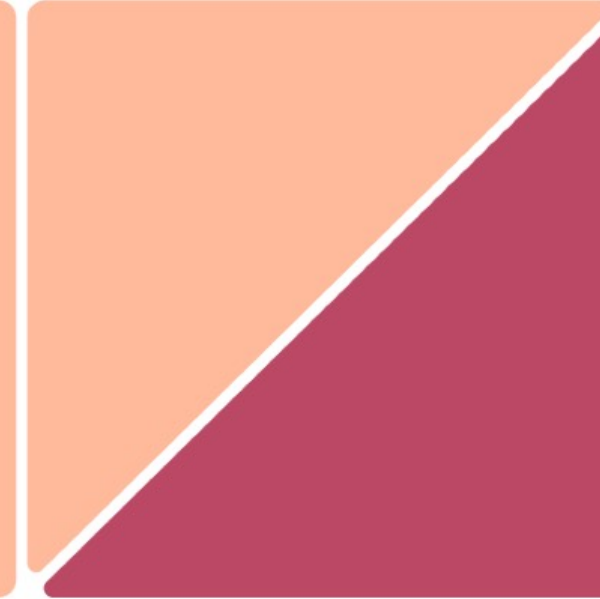
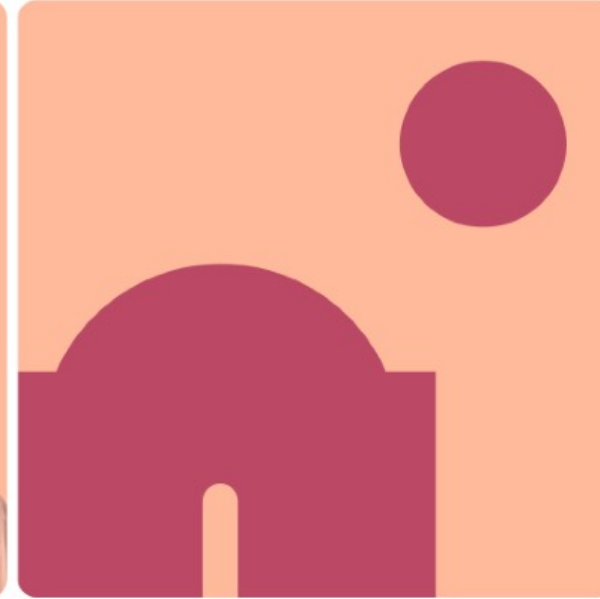
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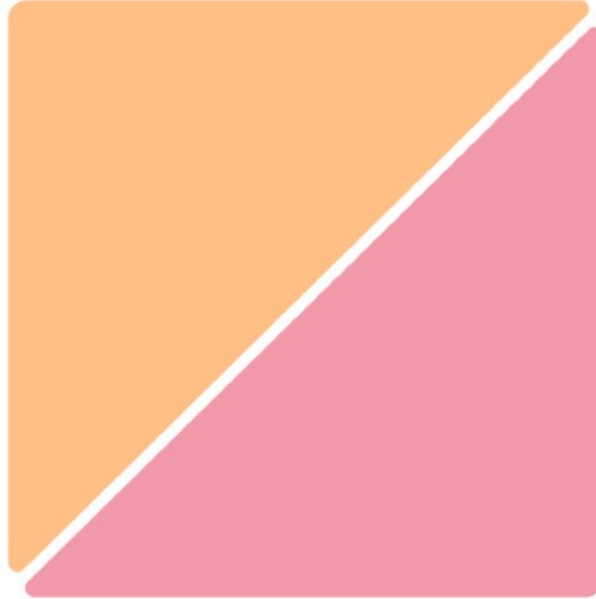
Iterations



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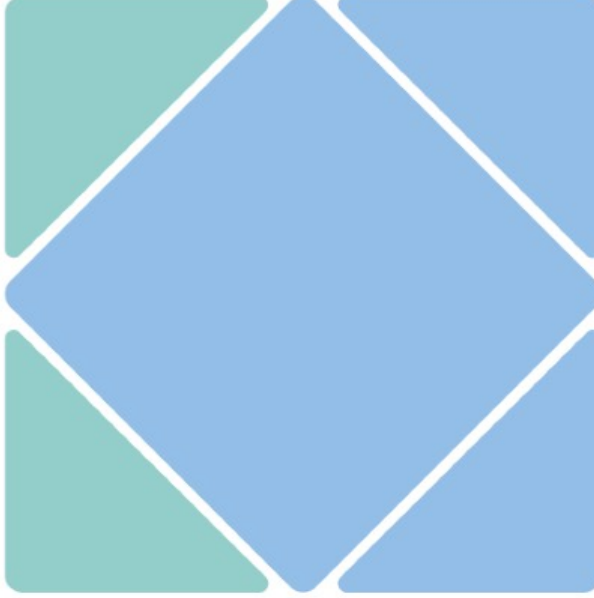
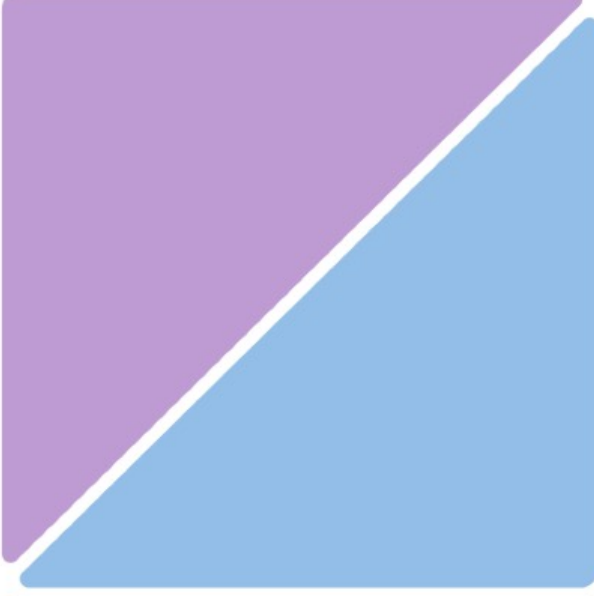
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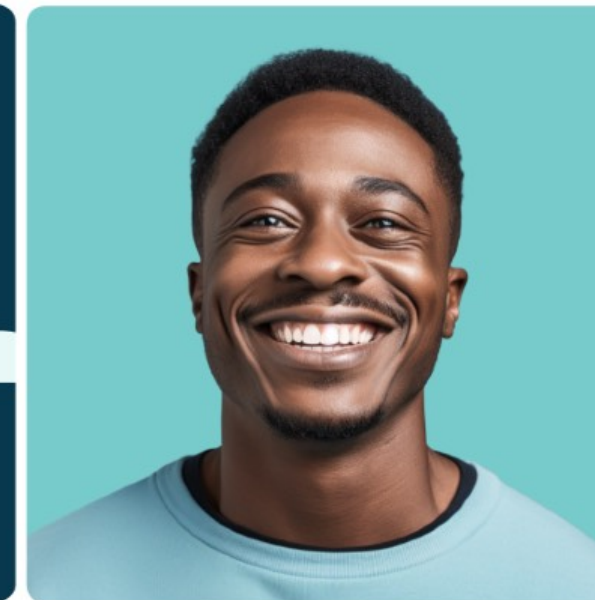
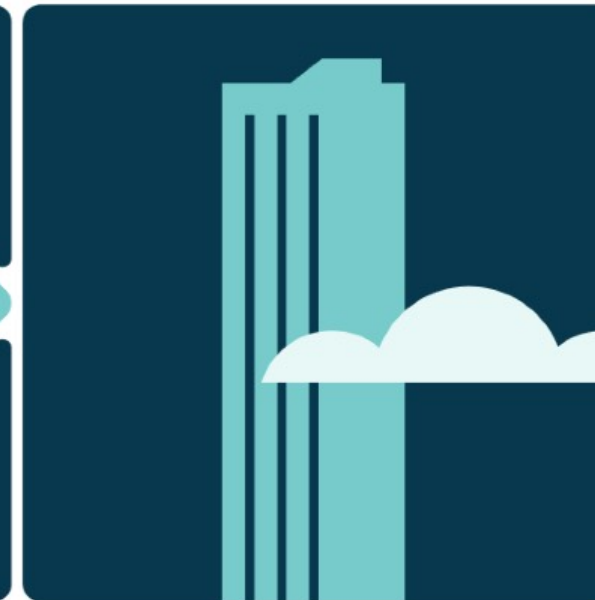
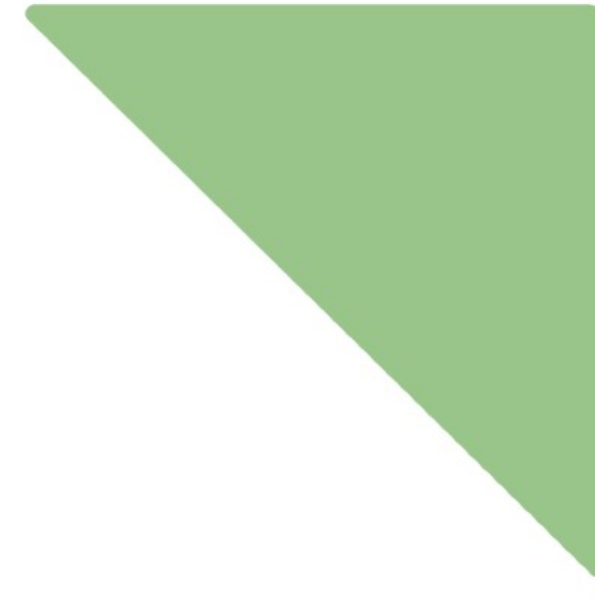
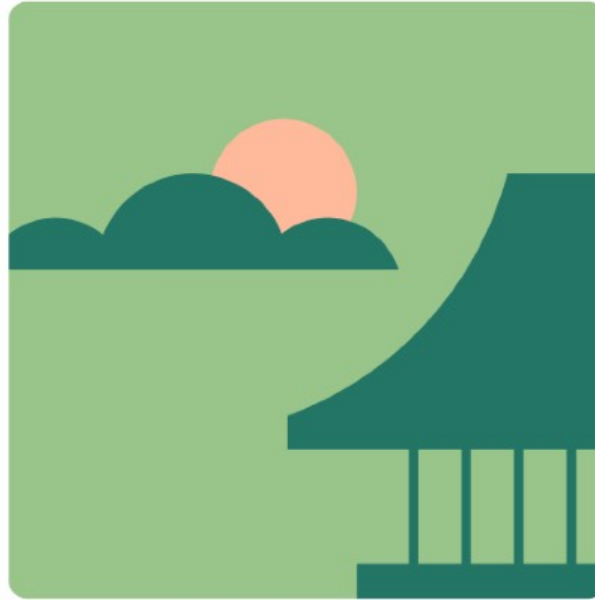
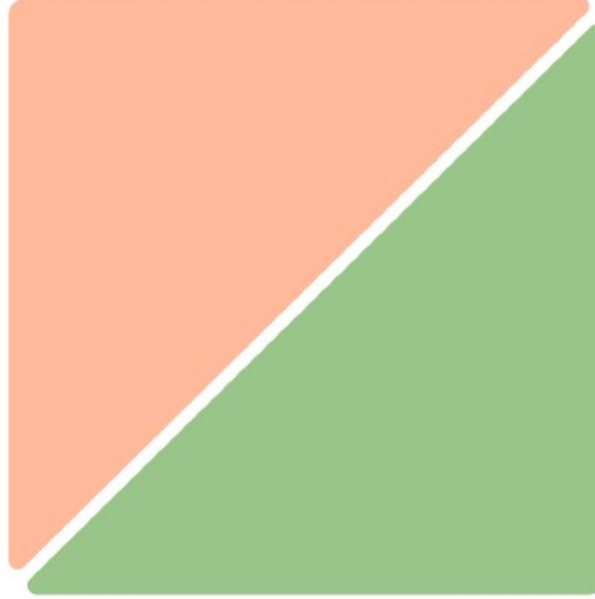
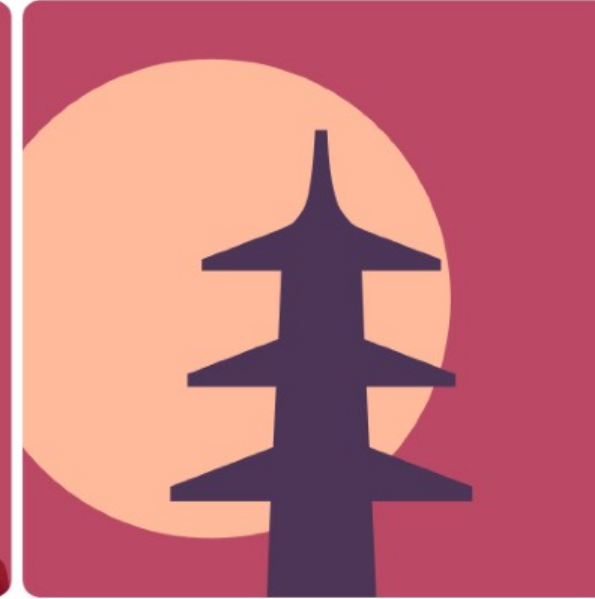
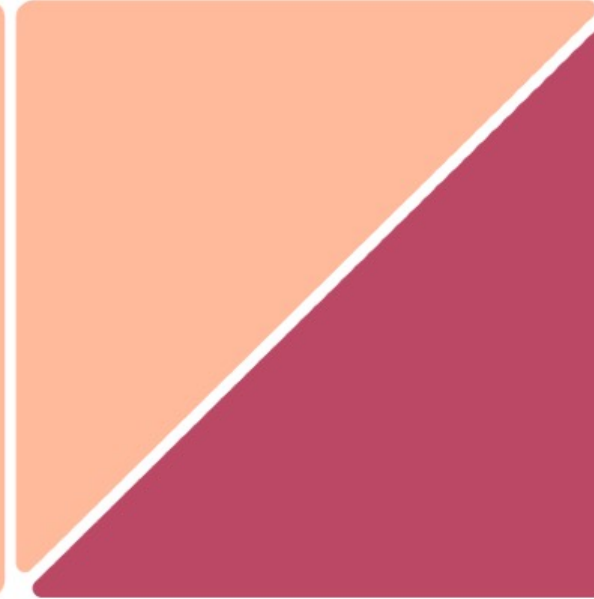
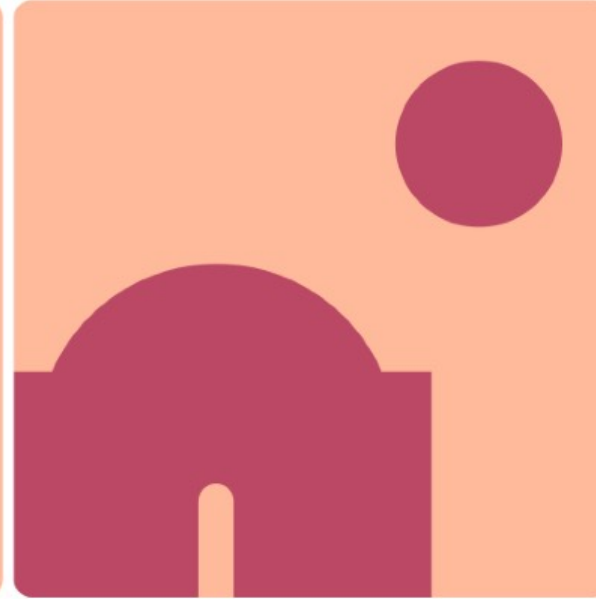


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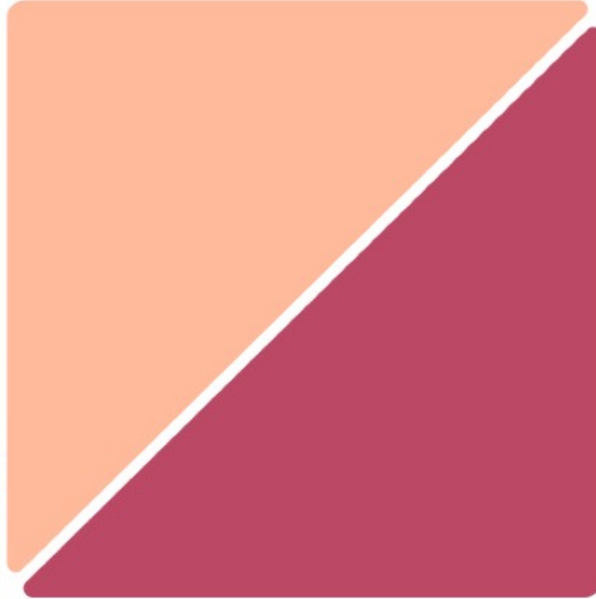




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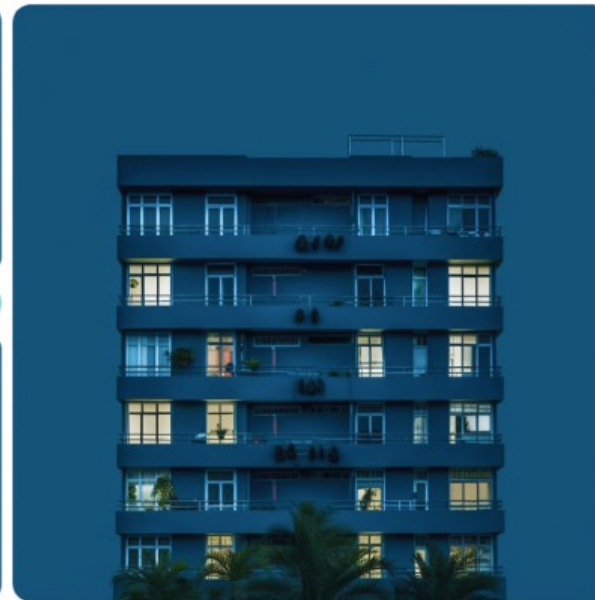
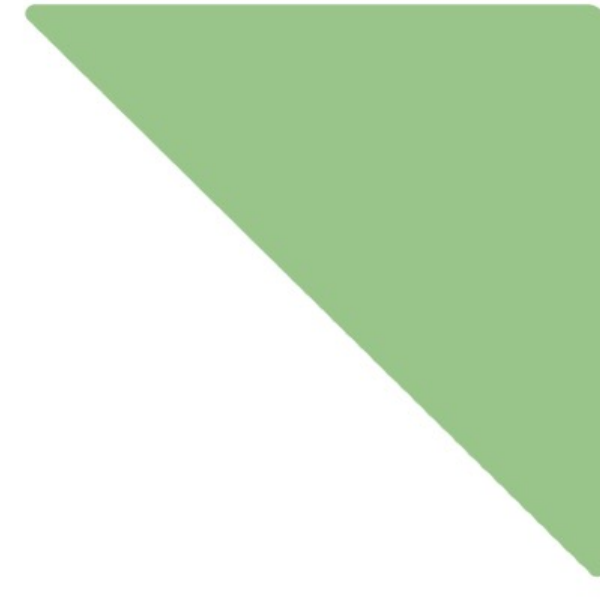
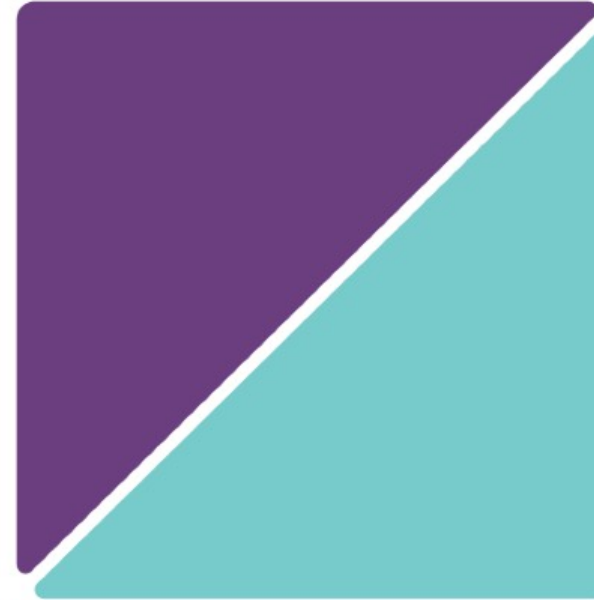
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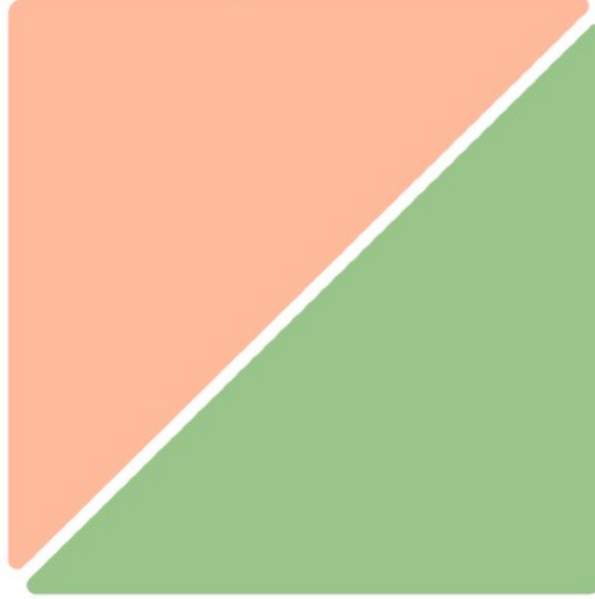
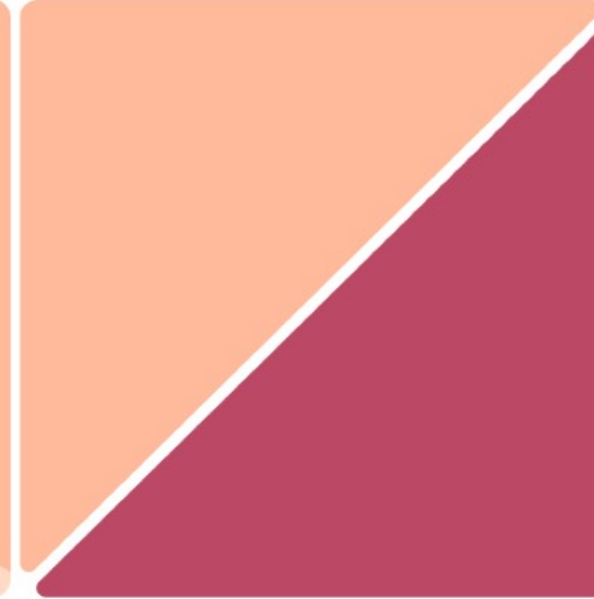


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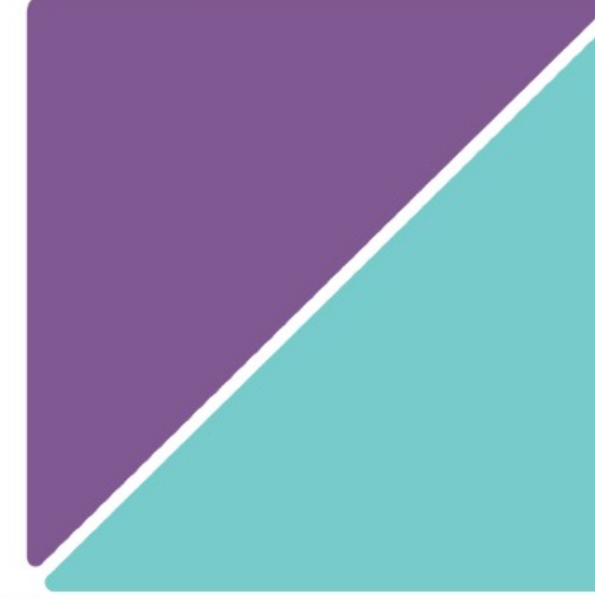


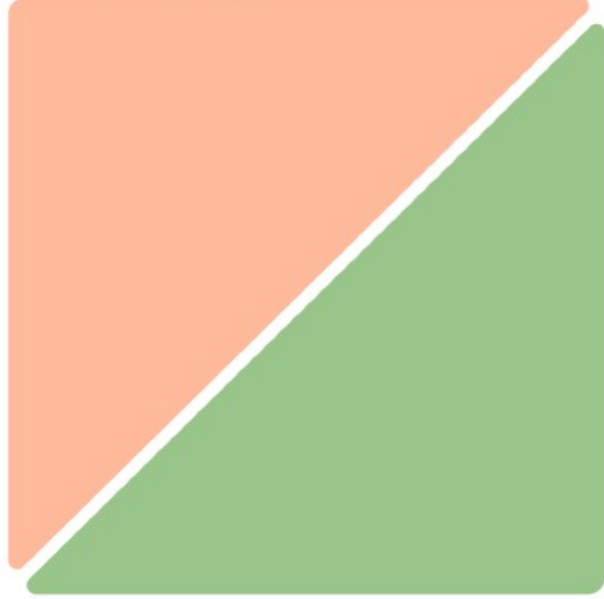
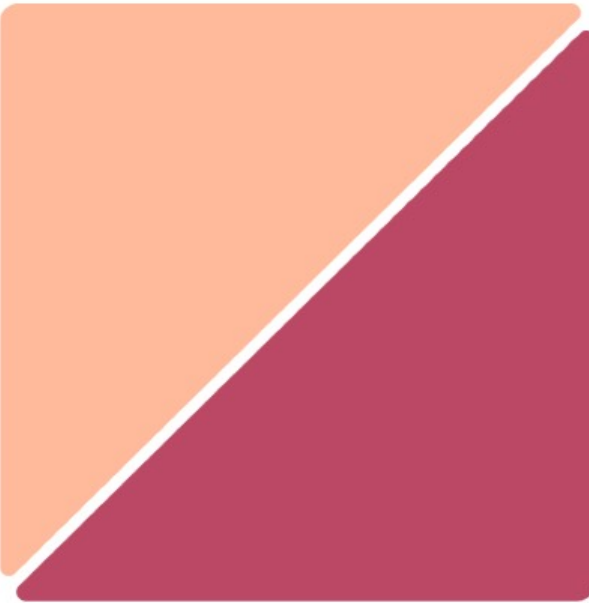
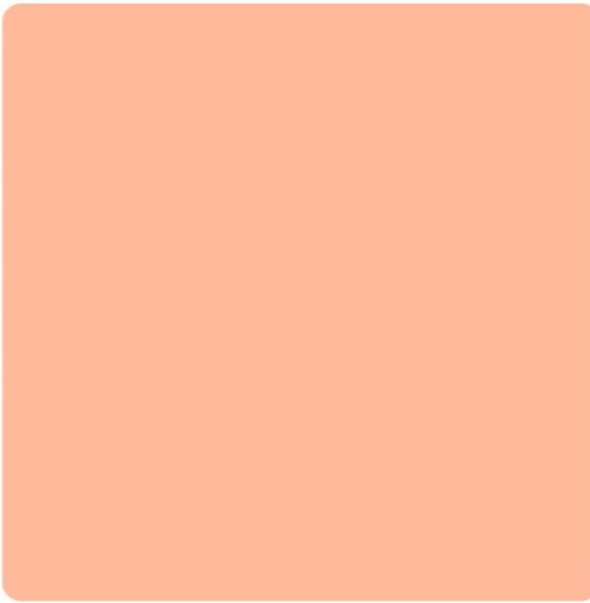


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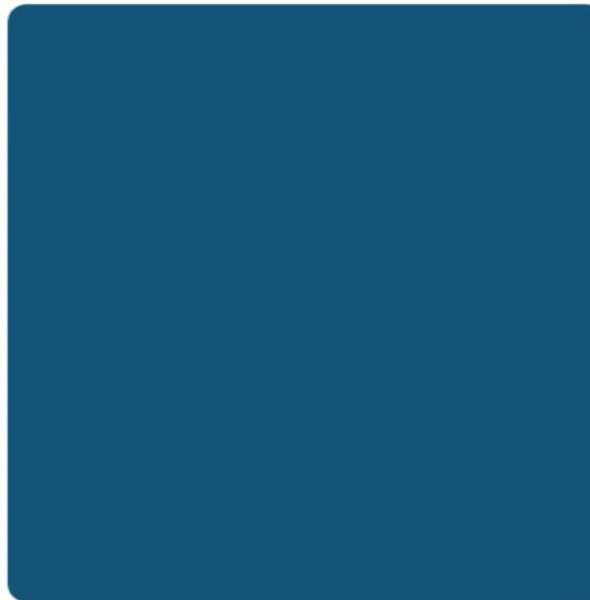
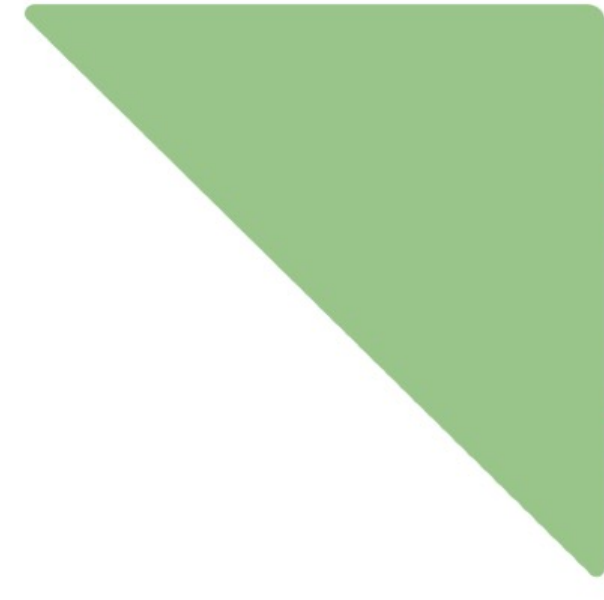
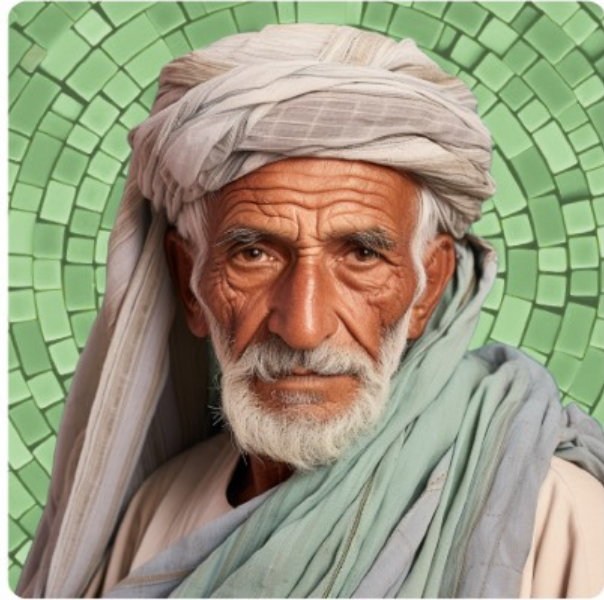
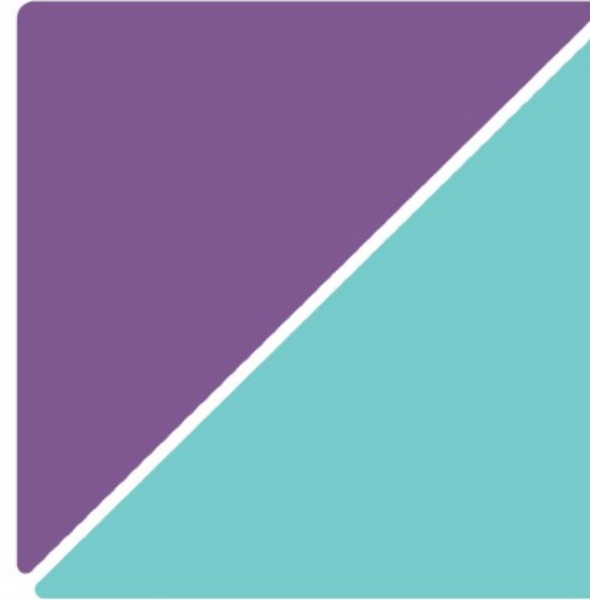


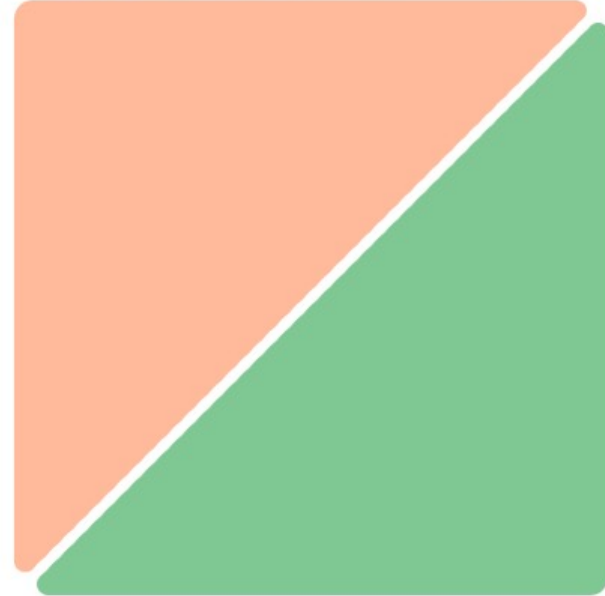
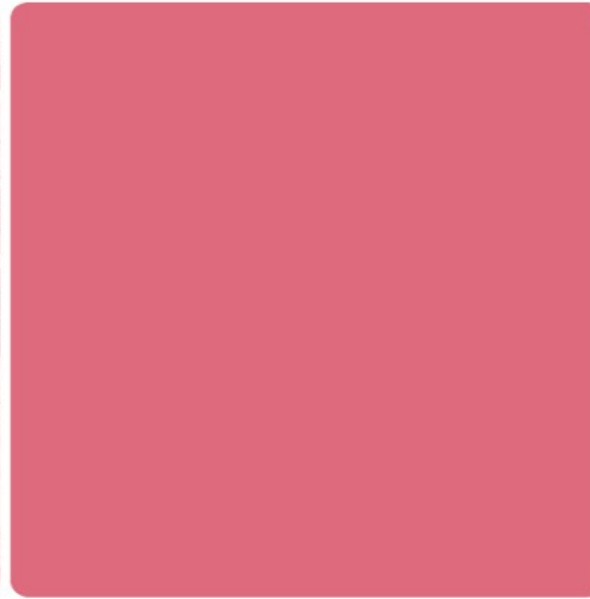
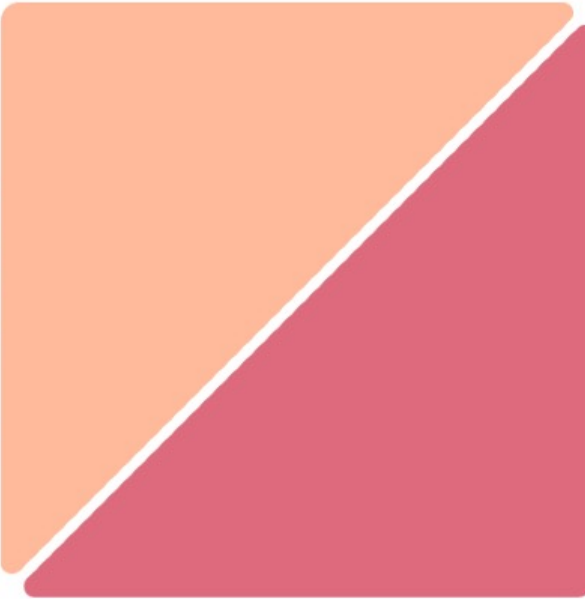


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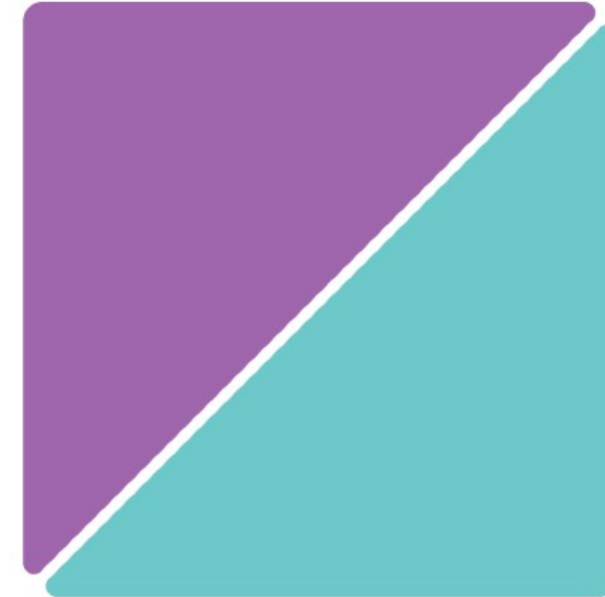


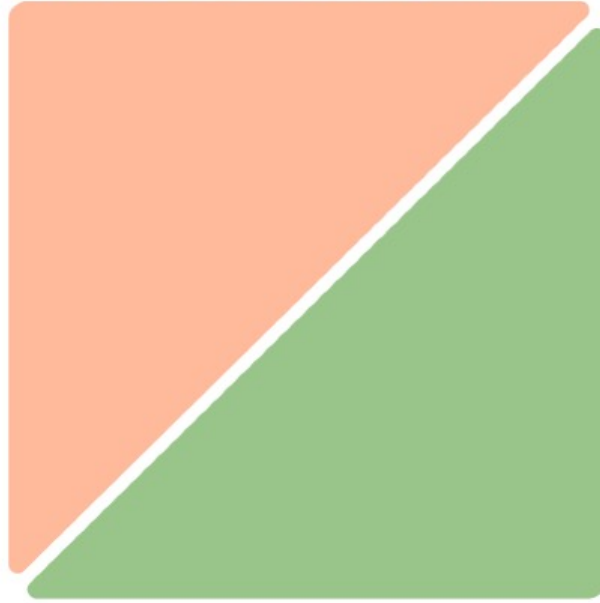
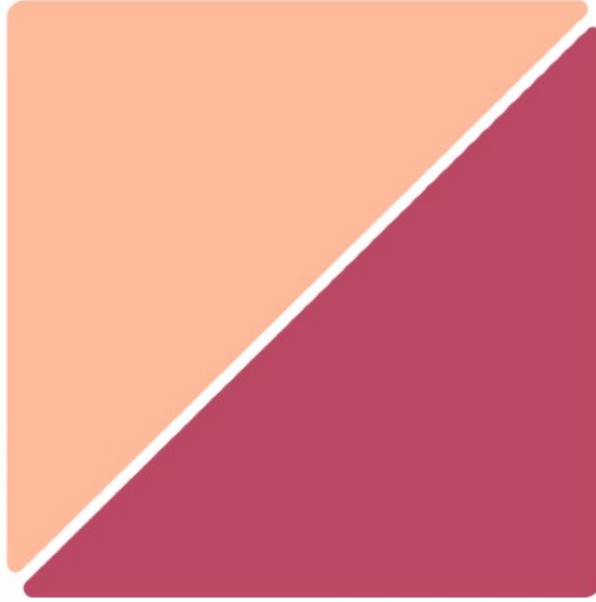
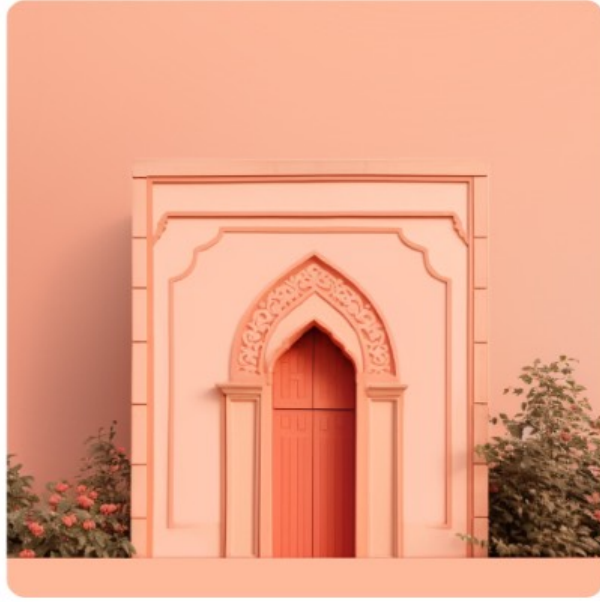


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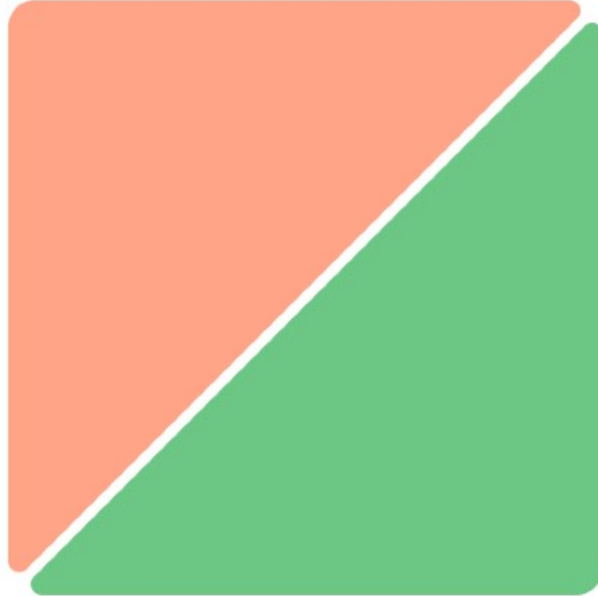
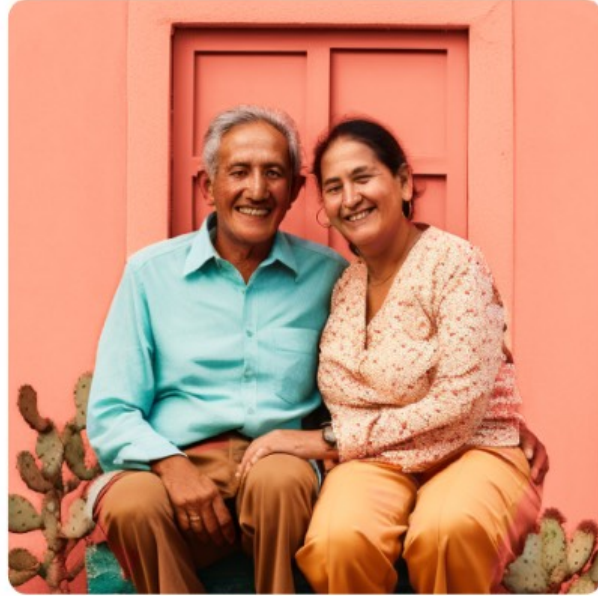


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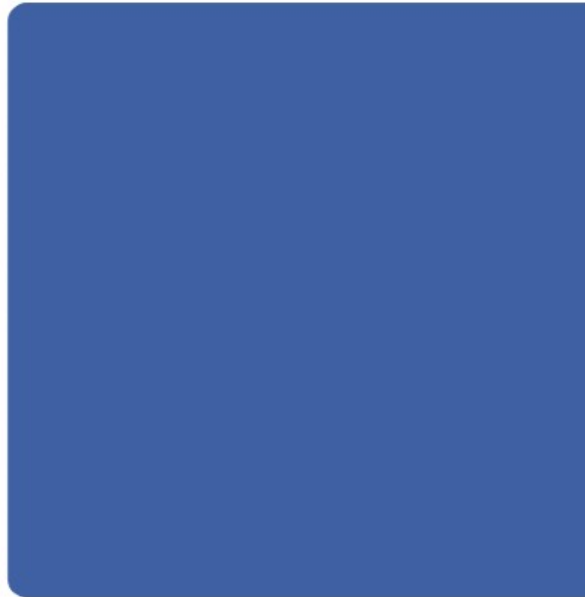
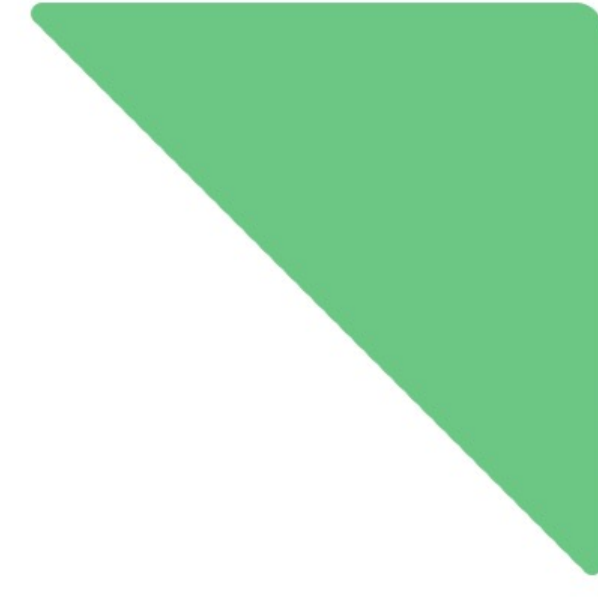




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Illustrators

Arunas Kacinskas



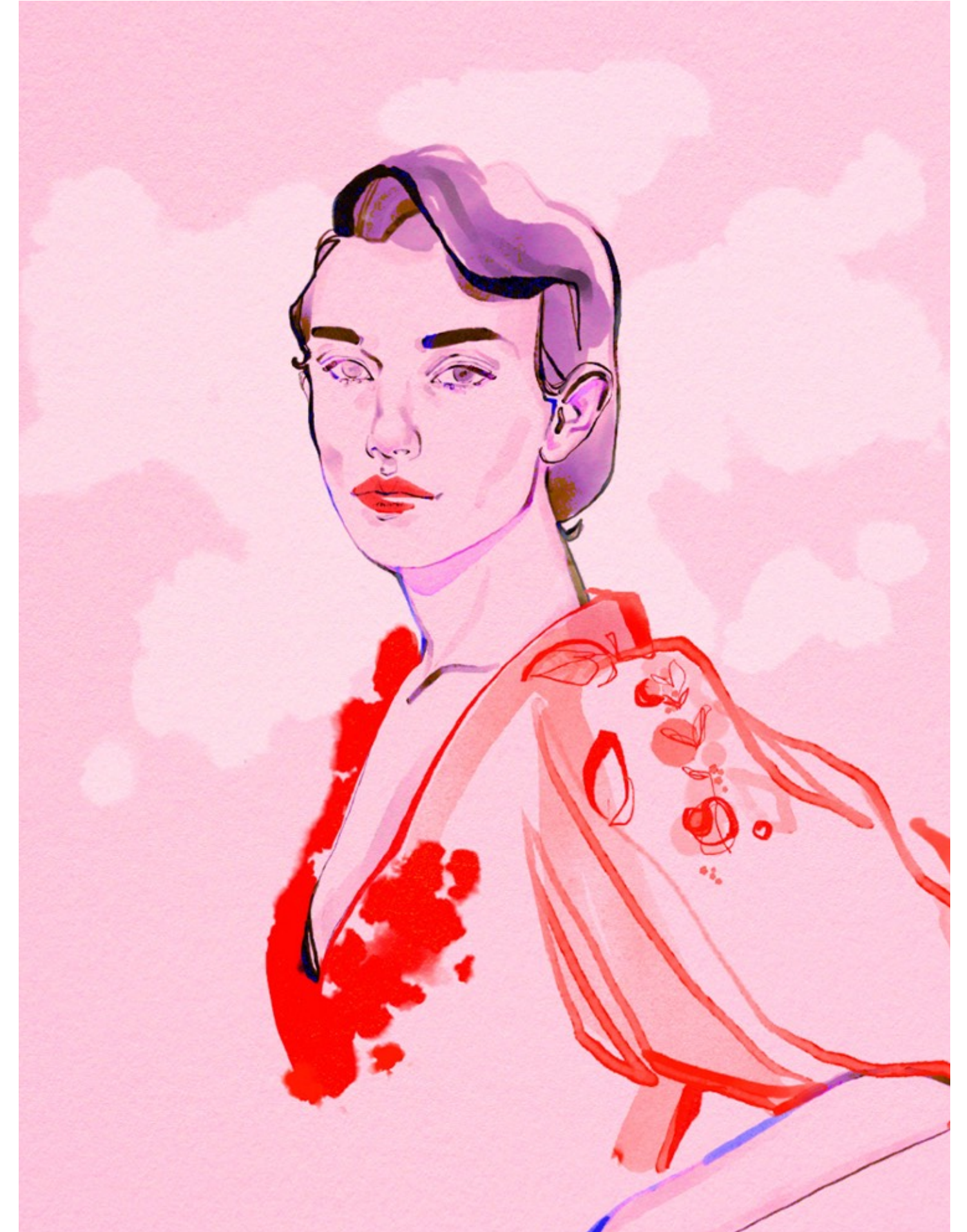
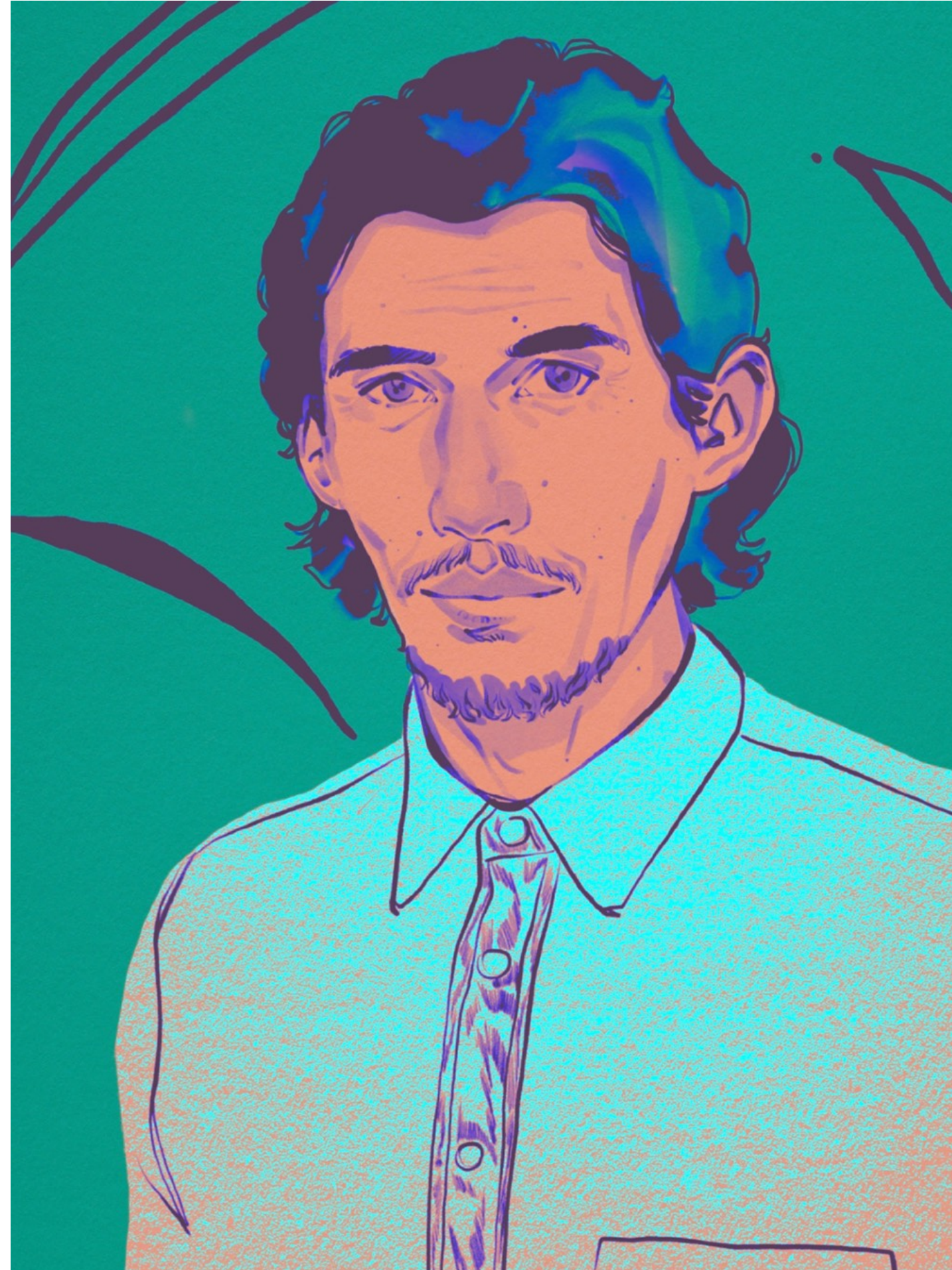
Arunas Kacinskas



Malika Favre



Magdalena Pankiewicz



Others



“Diana”



Emma Make



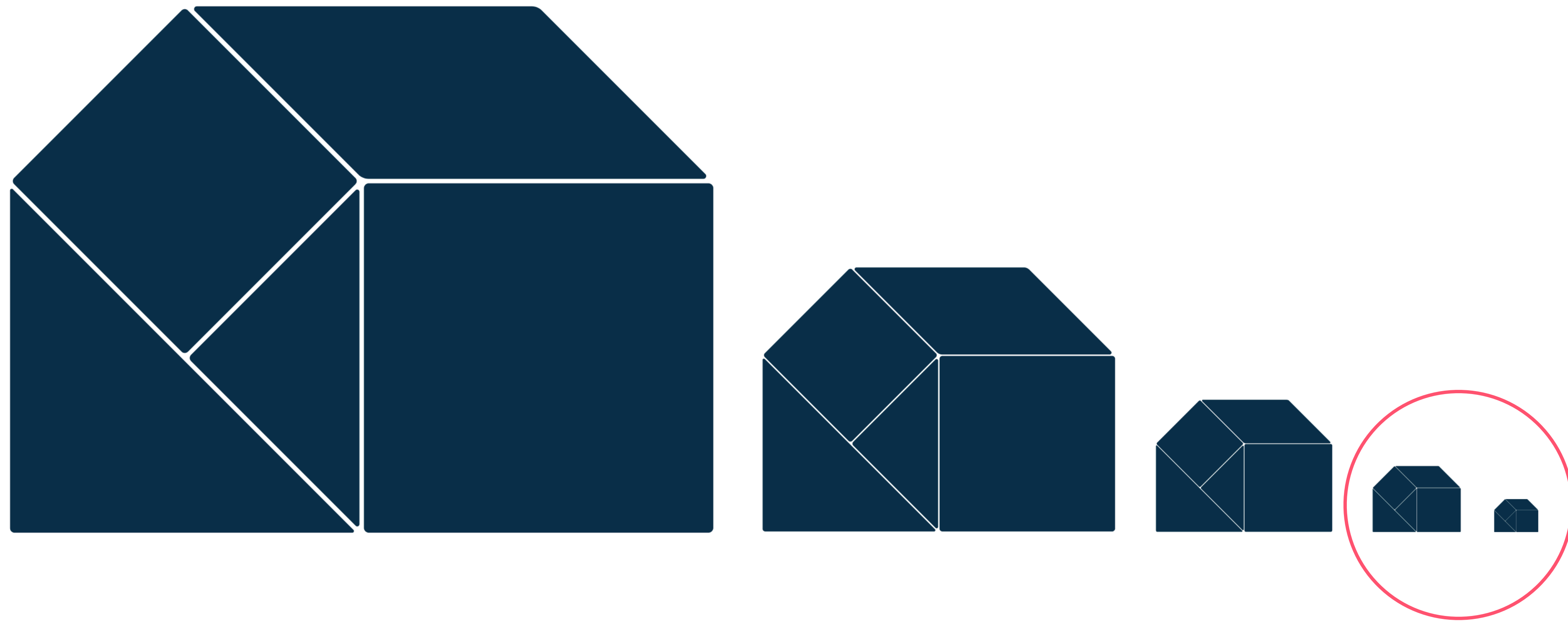
Vinícius Teixeira

Graphic System

Tangrams



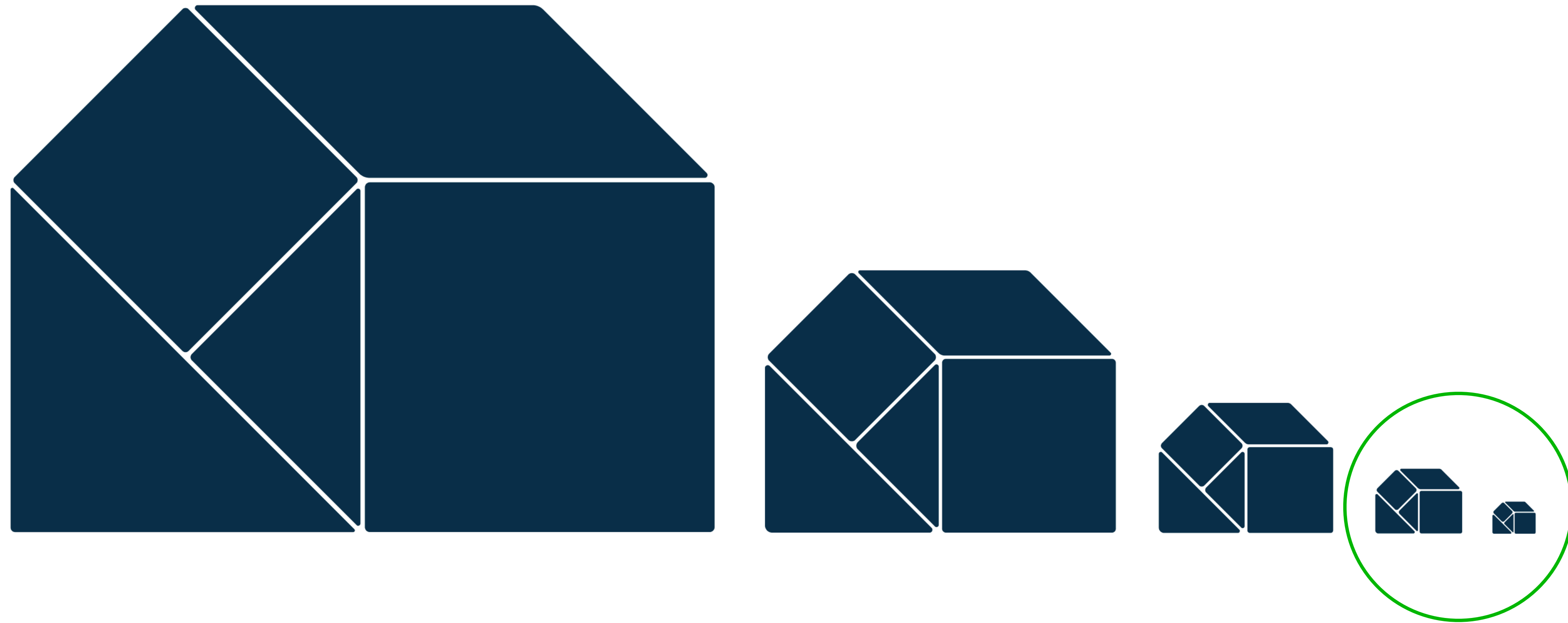




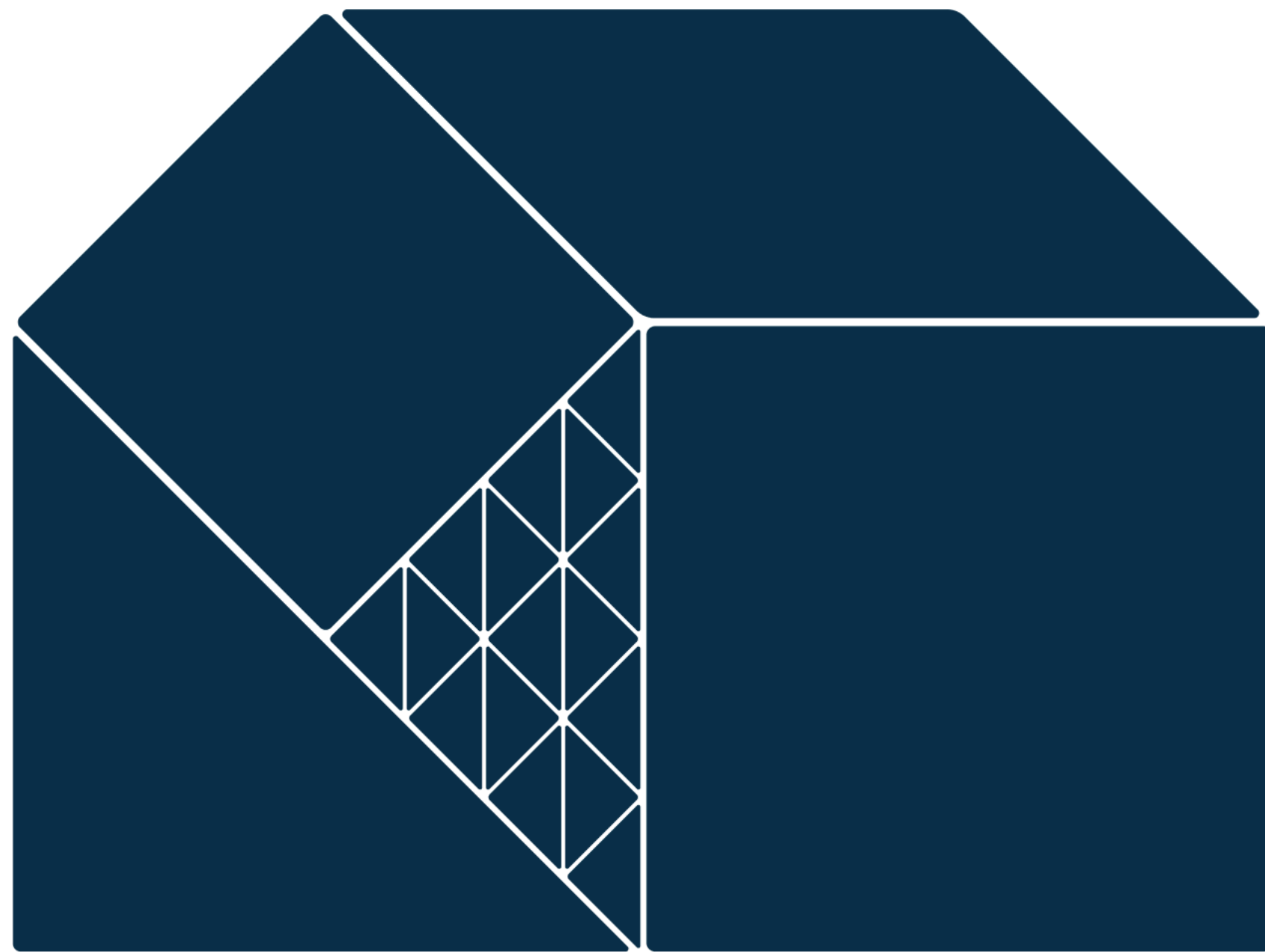
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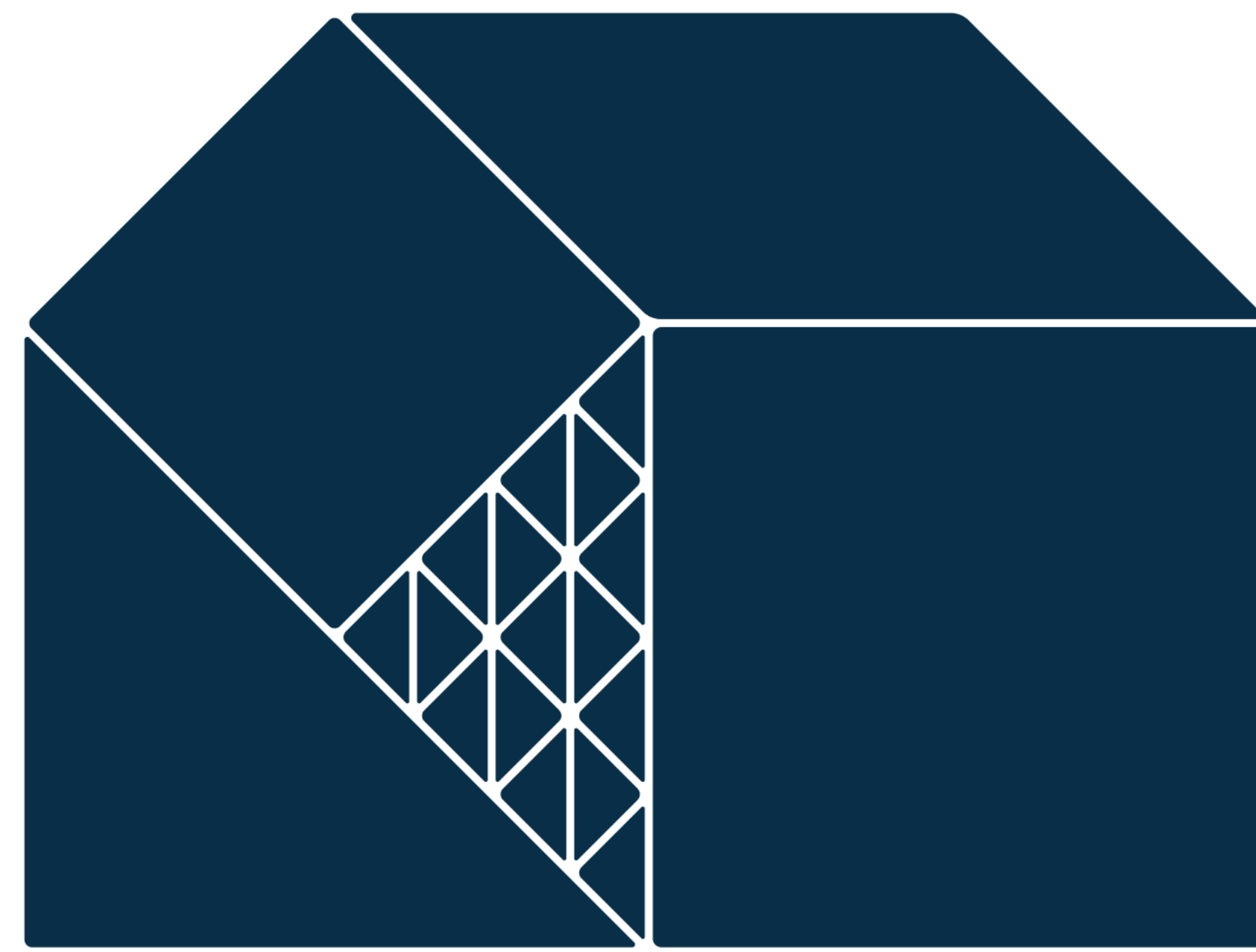
- *Nonlinear Scaling*



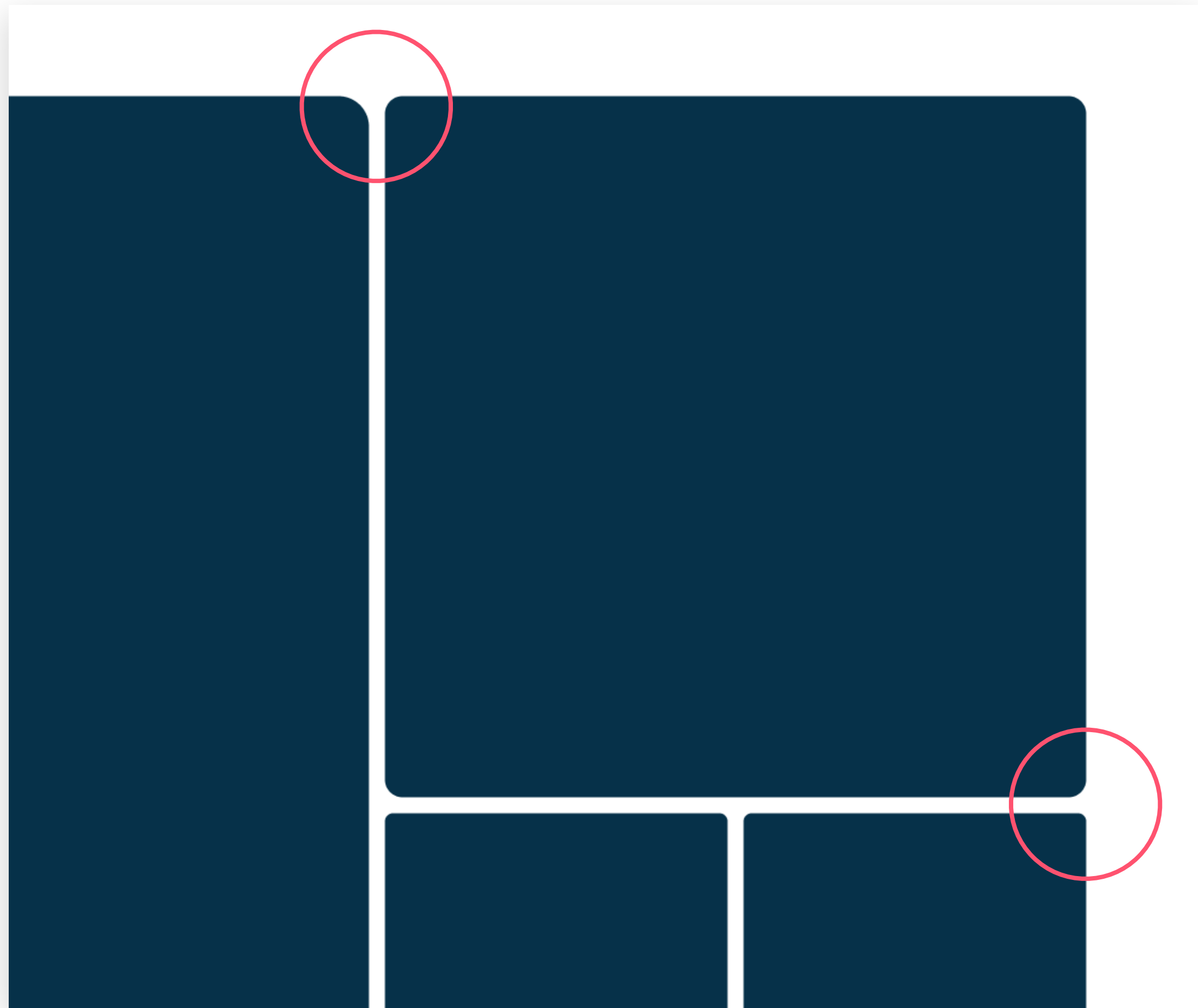
- *Custom Scaling*



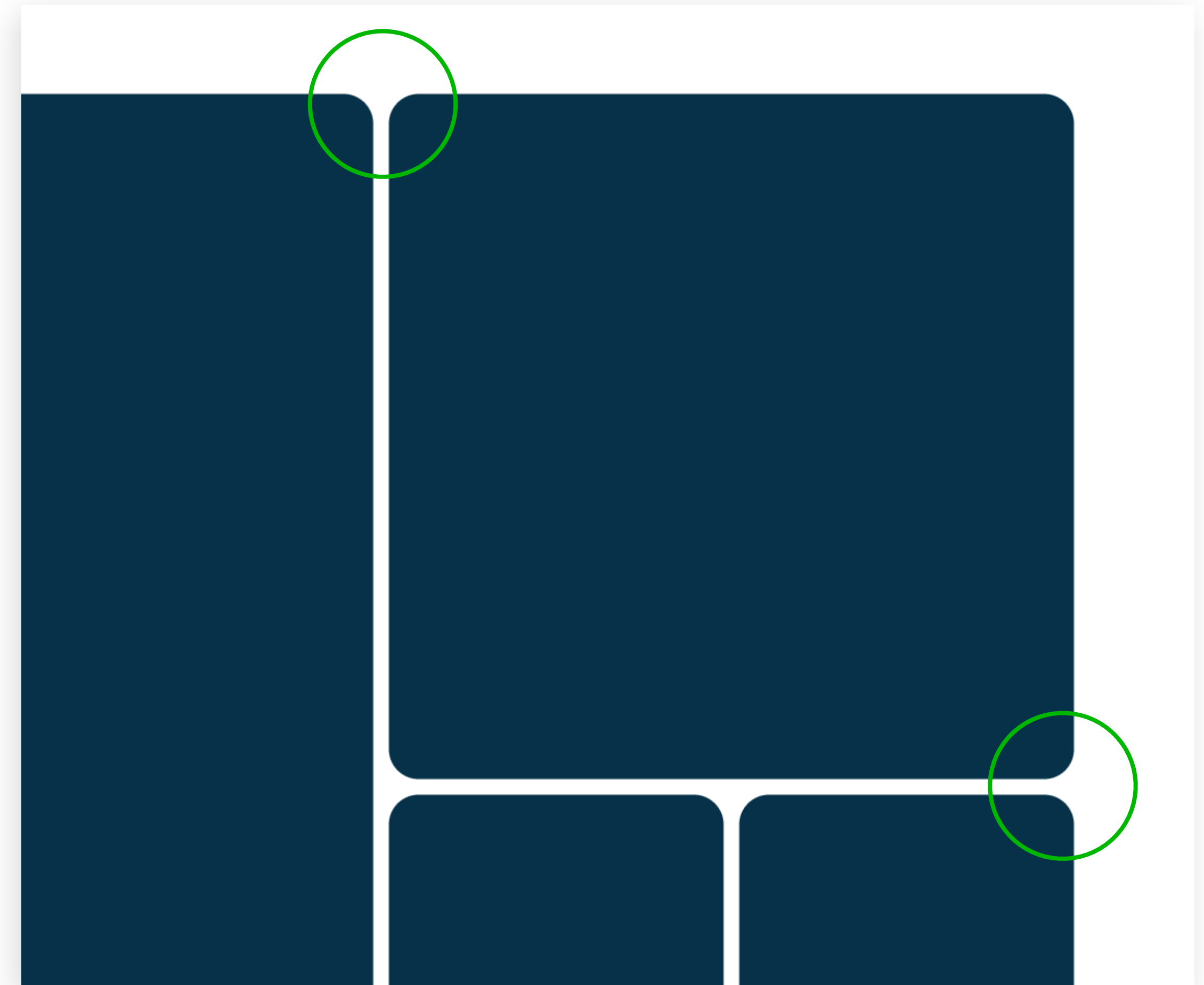
• *Mismatched Lines*



• *Matched Lines*



- *Mismatched Corners*



- *Matched Corners*

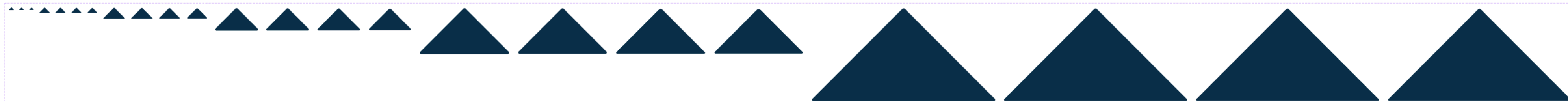
Square



Diamond



Triangle-A



Triangle-L



Parallelogram



◇ **triangle-L** ▾

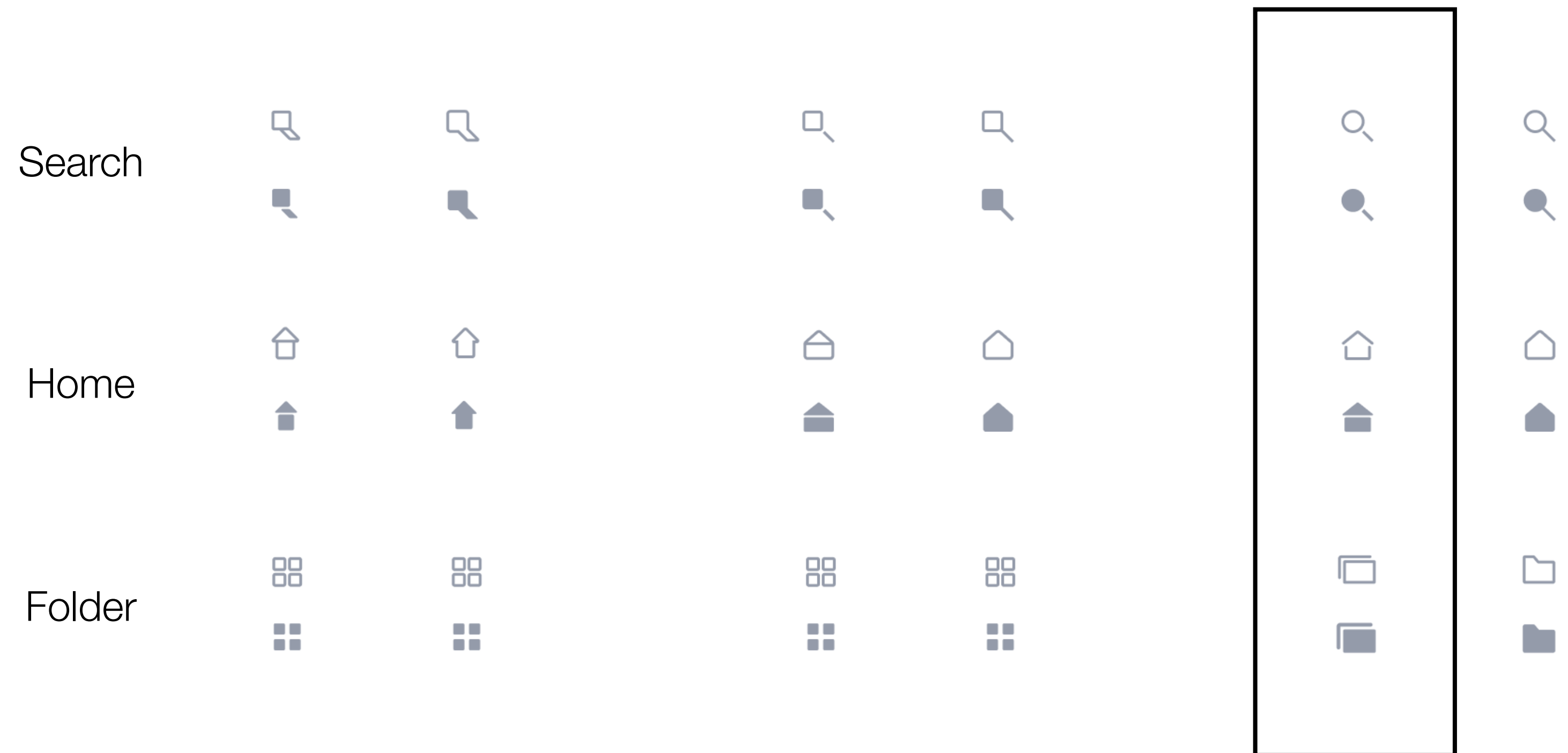
Size M (3) ▾

Line 3 ▾

Graphic System

Icons

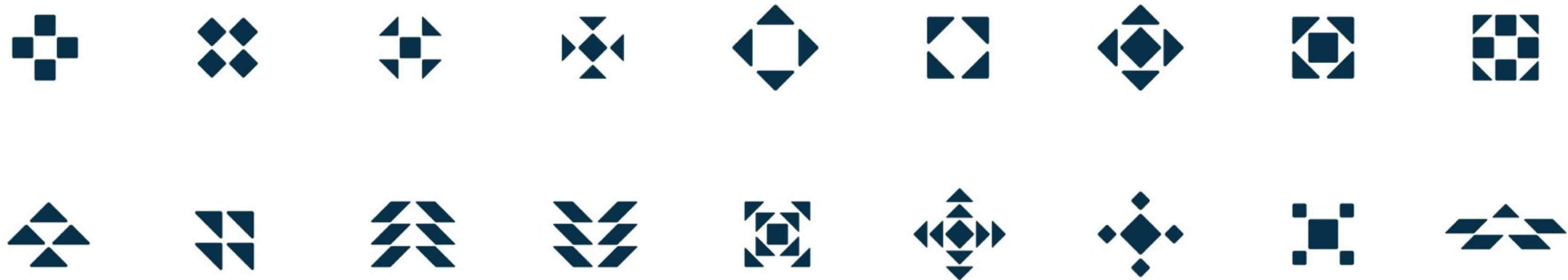
Literal ←————→ *Subtle*



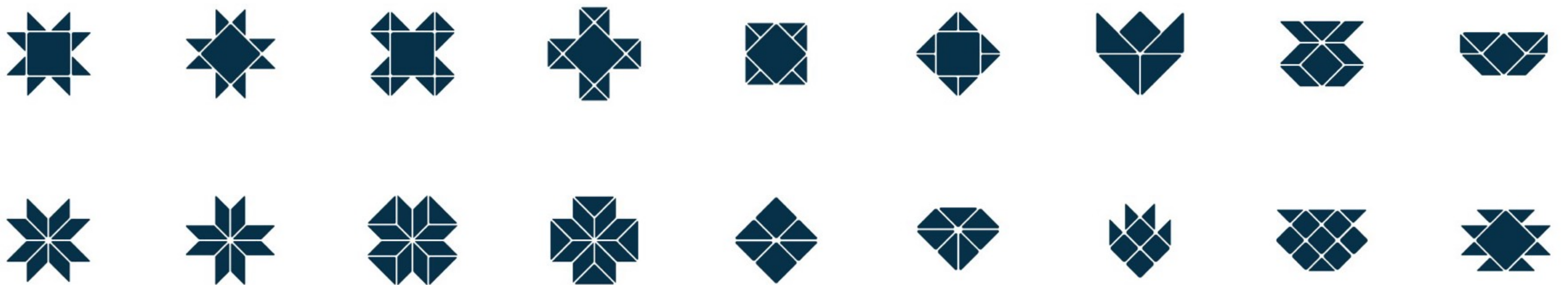
Graphic System

Glyphs

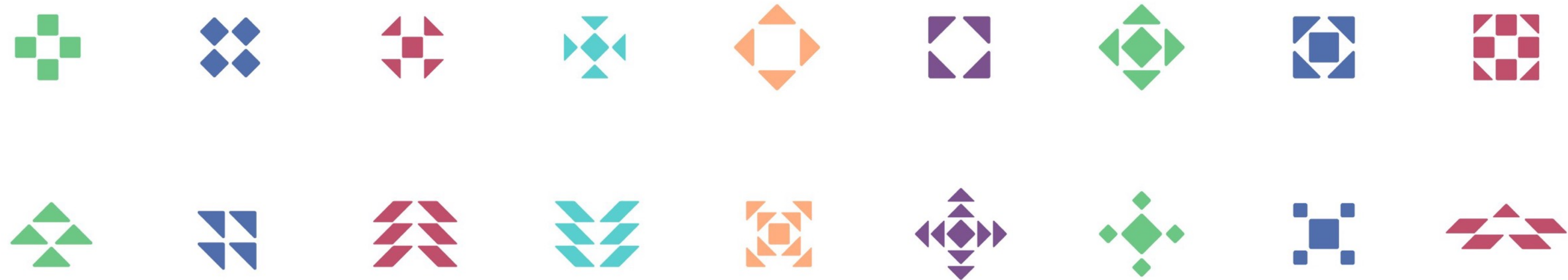
Open Glyphs



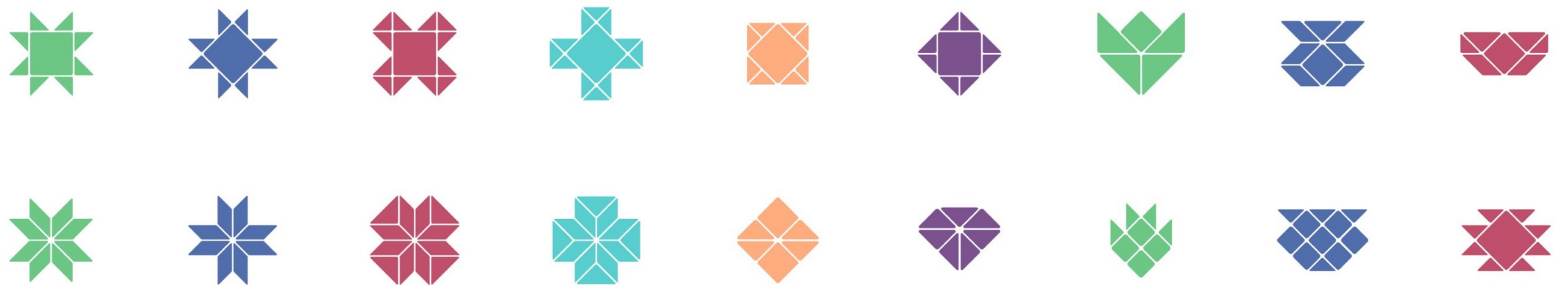
Closed Glyphs



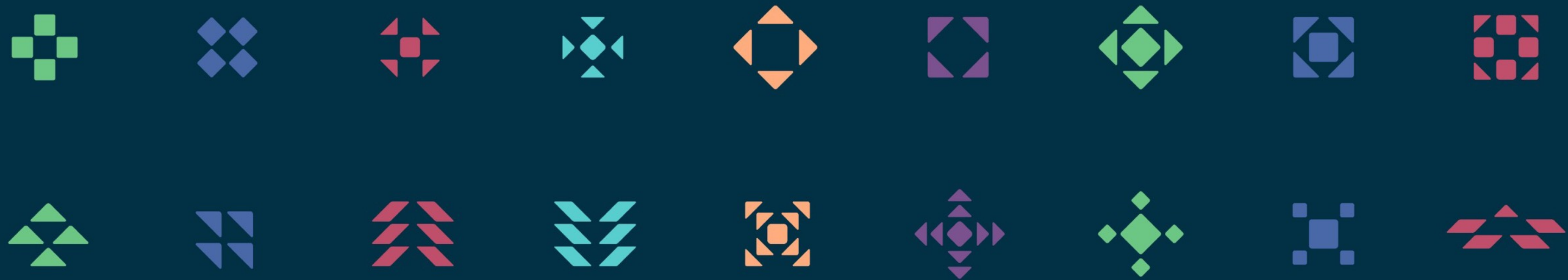
Open Glyphs – single color



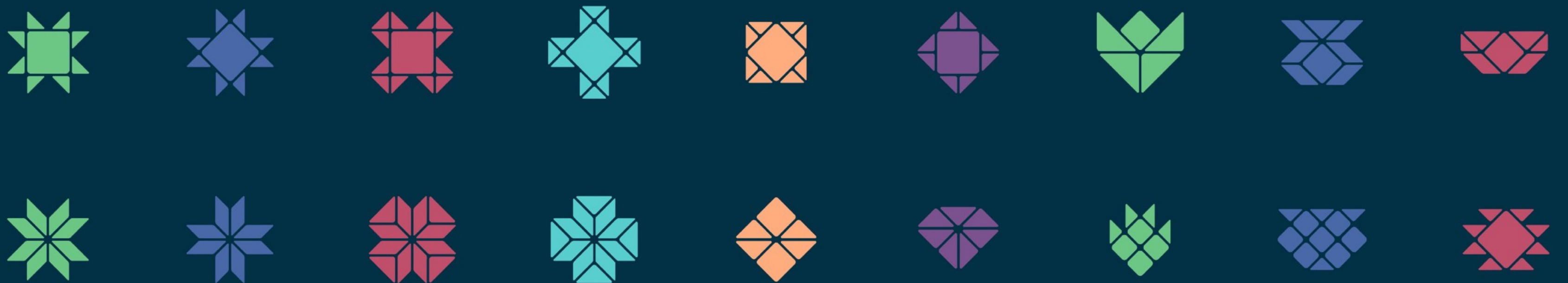
Closed Glyphs – single color



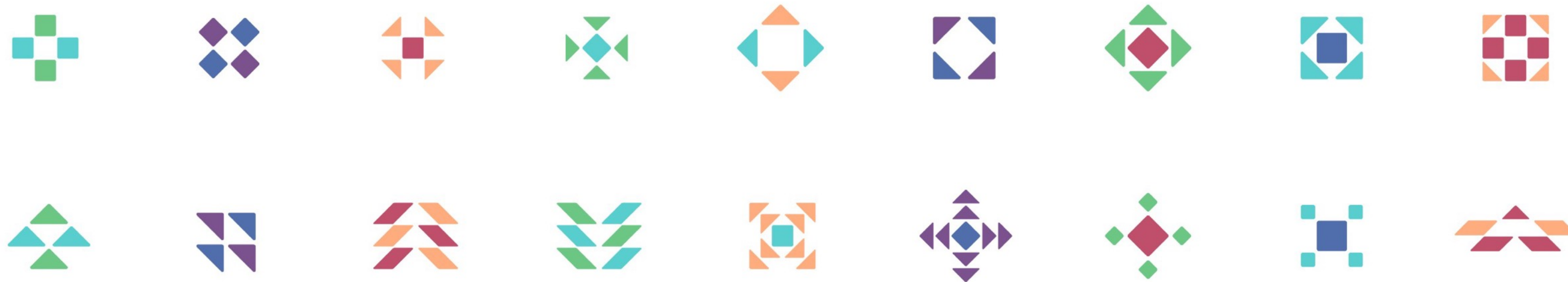
Open Glyphs – single color



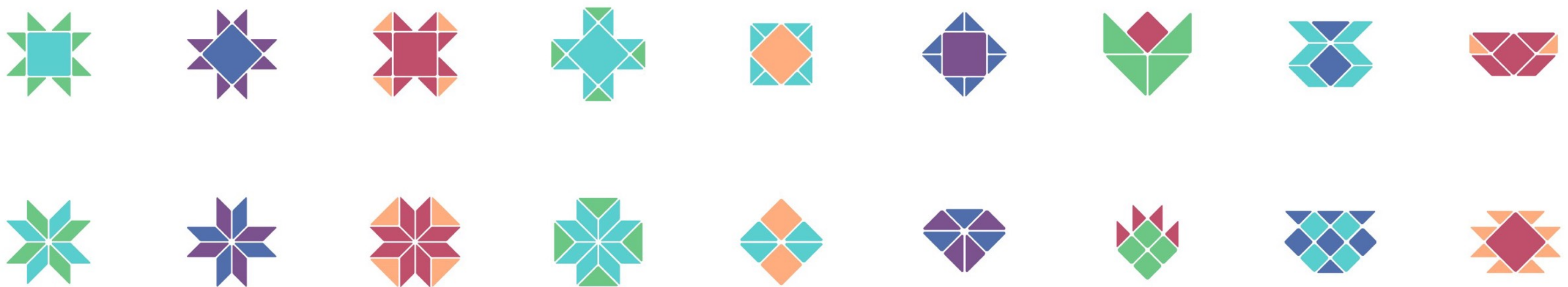
Closed Glyphs – single color



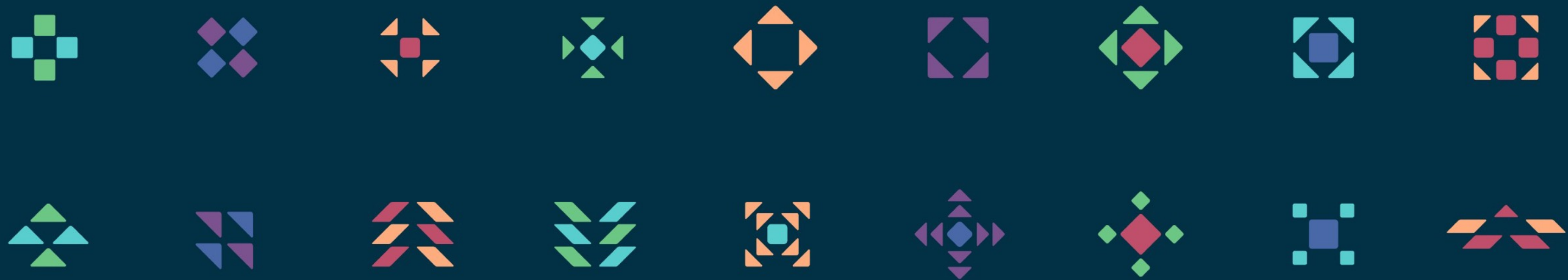
Open Glyphs – dual color



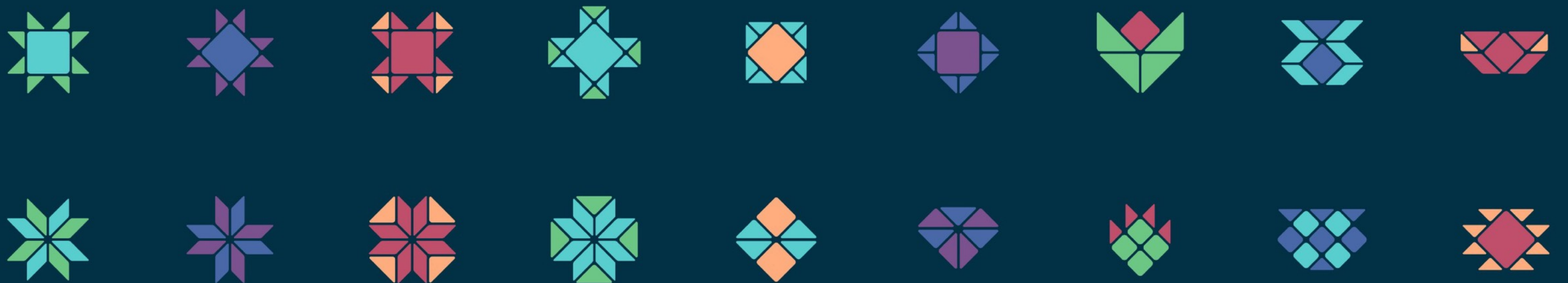
Closed Glyphs – dual color



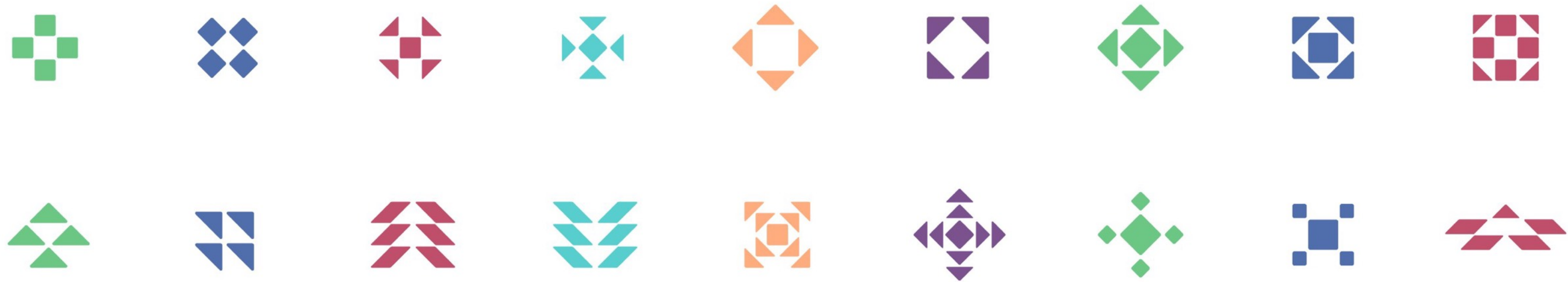
Open Glyphs – dual color



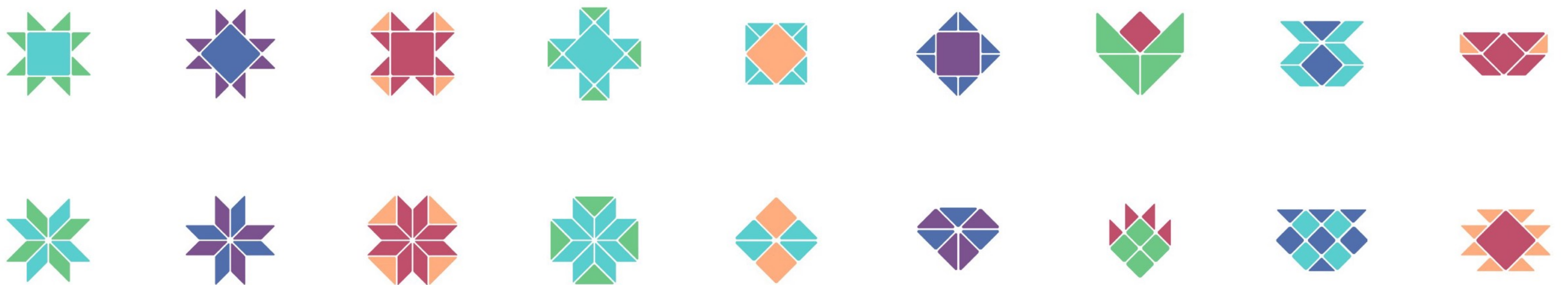
Closed Glyphs – dual color



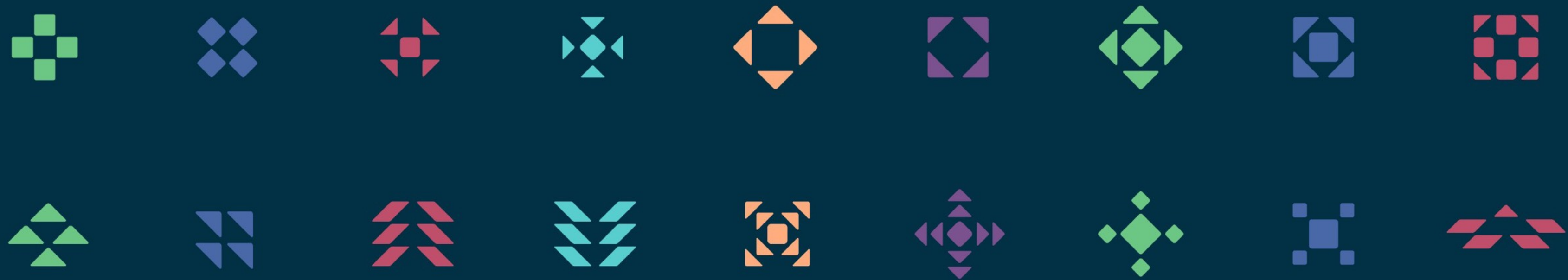
Open Glyphs – single color



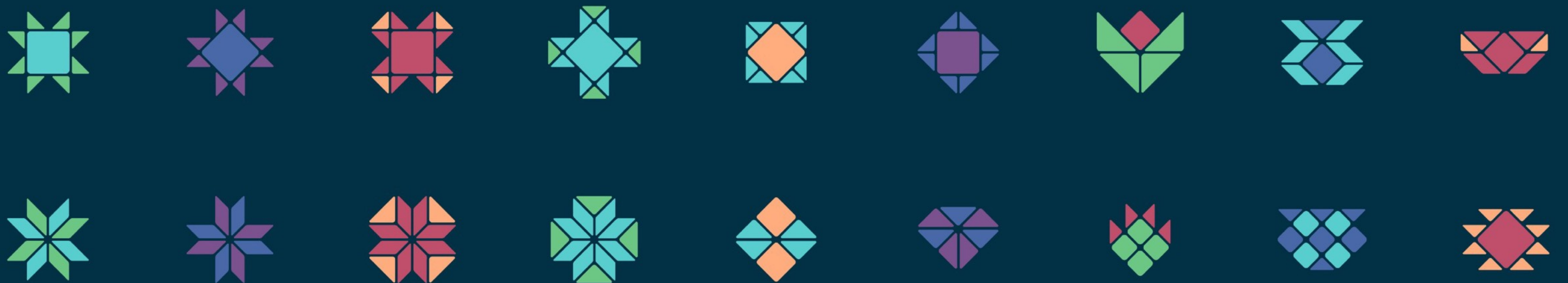
Closed Glyphs – dual color



Open Glyphs – single color



Closed Glyphs – dual color



Graphic System

Illustration

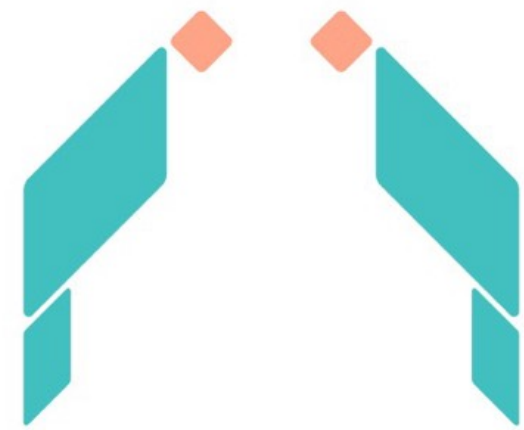
● Option 1

Dual color
on white



Recommended

Some *curated collections* based on your interests.



Greetings

Blurb explaining what the collection is about and how you can use it

Preview



Religious Rituals

Blurb explaining what the collection is about and how you can use it

Added to library



Gender Identity

Blurb explaining what the collection is about and how you can use it

Preview



Business Norms

Blurb explaining what the collection is about and how you can use it

Preview



Gifting

Blurb explaining what the collection is about and how you can use it



Social Hierarchy

Blurb explaining what the collection is about and how you can use it



Family

Blurb explaining what the collection is about and how you can use it



Healthcare

Blurb explaining what the collection is about and how you can use it

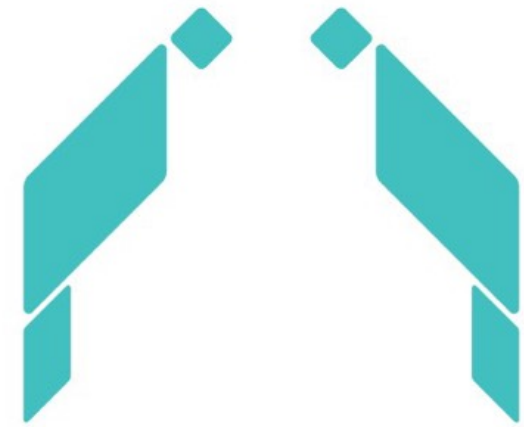
● Option 2

One color
on white



Recommended

Some *curated collections* based on your interests.



Greetings

Blurb explaining what the collection is about and how you can use it

Preview



Religious Rituals

Blurb explaining what the collection is about and how you can use it

Added to library



Gender Identity

Blurb explaining what the collection is about and how you can use it

Preview



Business Norms

Blurb explaining what the collection is about and how you can use it

Preview



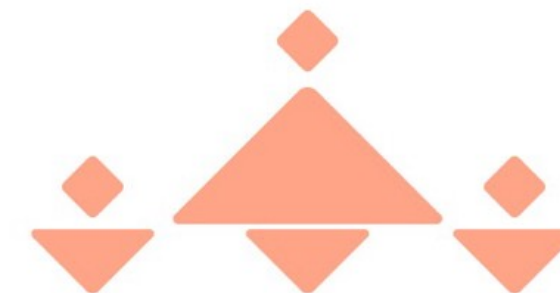
Gifting

Blurb explaining what the collection is about and how you can use it



Social Hierarchy

Blurb explaining what the collection is about and how you can use it



Family

Blurb explaining what the collection is about and how you can use it



Healthcare

Blurb explaining what the collection is about and how you can use it

● Option 3

White on
color card



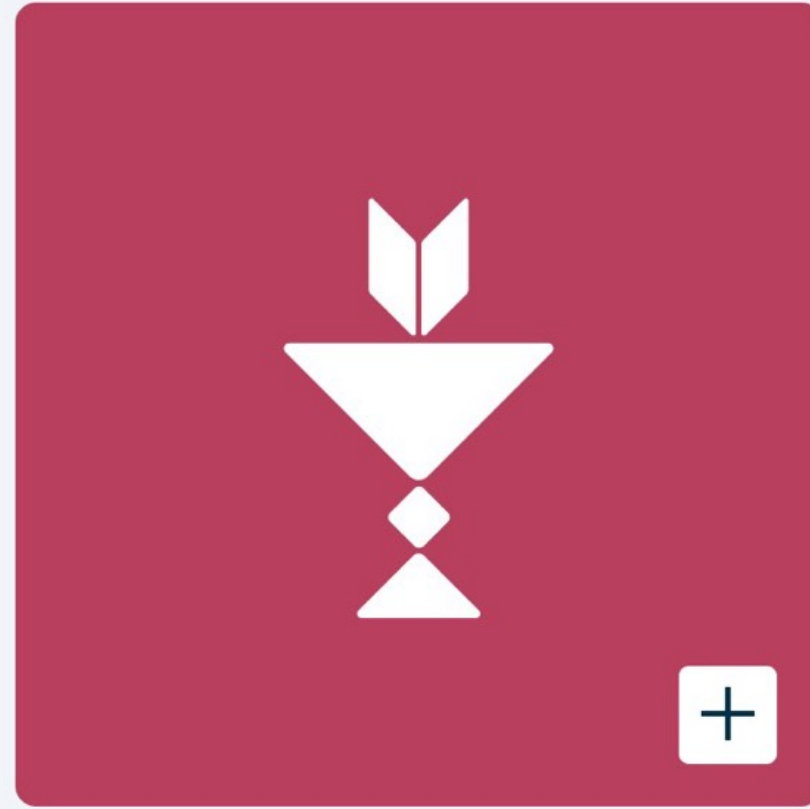
Recommended

Some *curated collections* based on your interests.



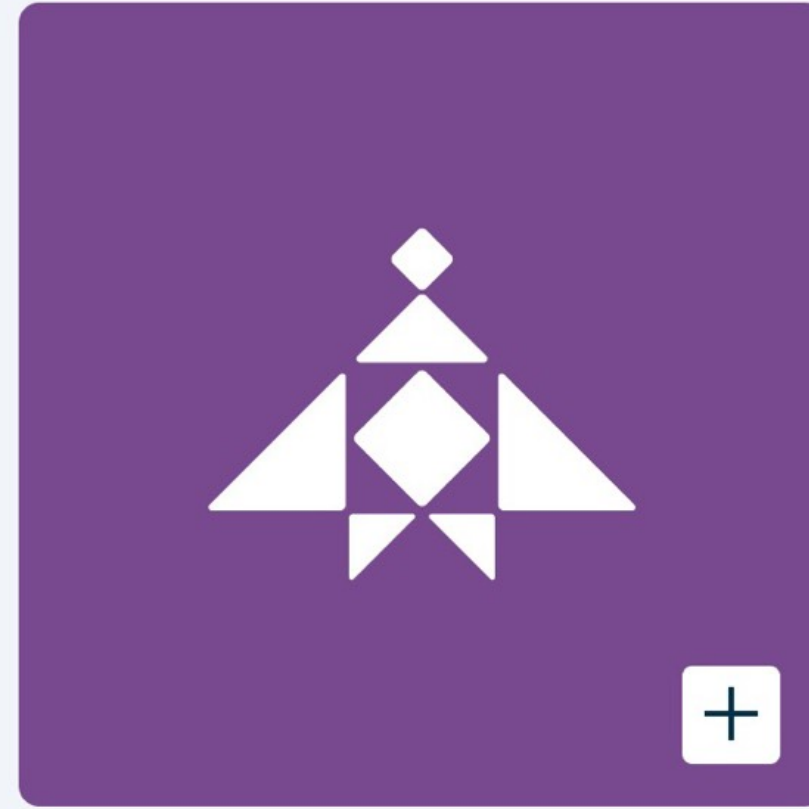
Greetings

Blurb explaining what the collection is about and how you can use it



Religious Rituals

Blurb explaining what the collection is about and how you can use it



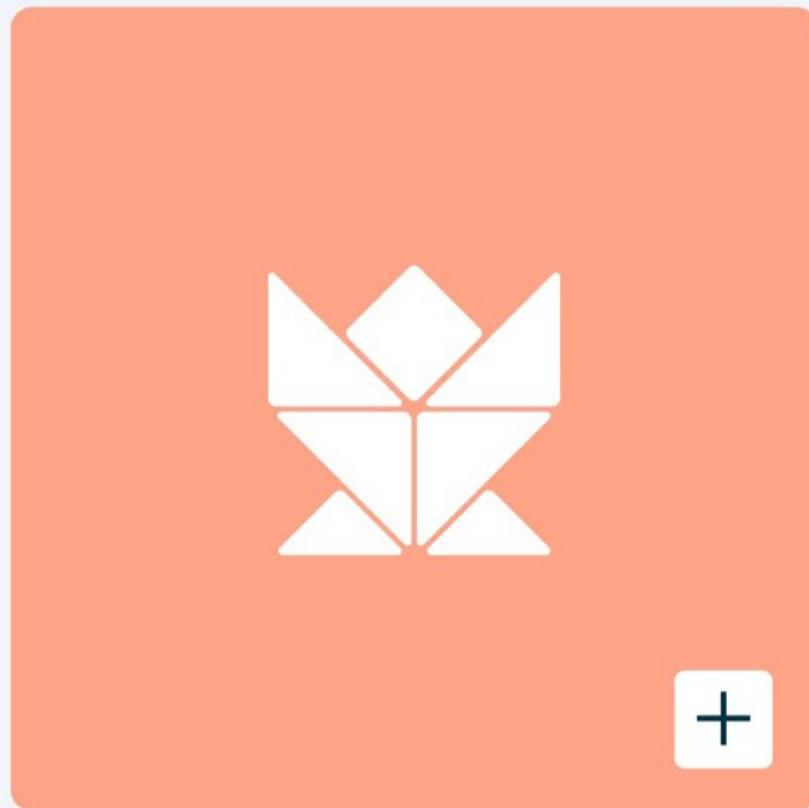
Gender Identity

Blurb explaining what the collection is about and how you can use it

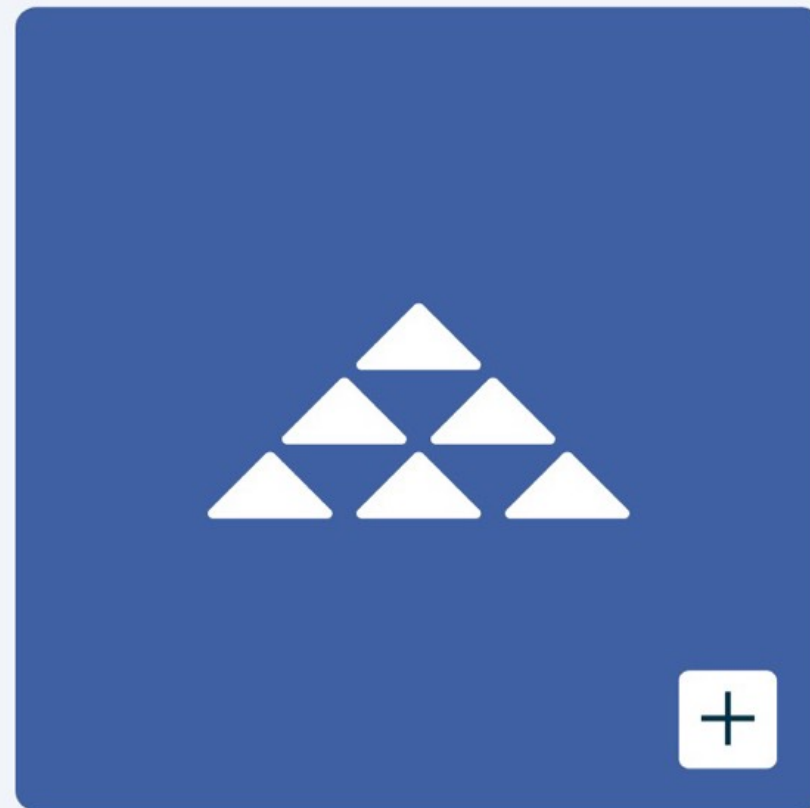


Business Norms

Blurb explaining what the collection is about and how you can use it



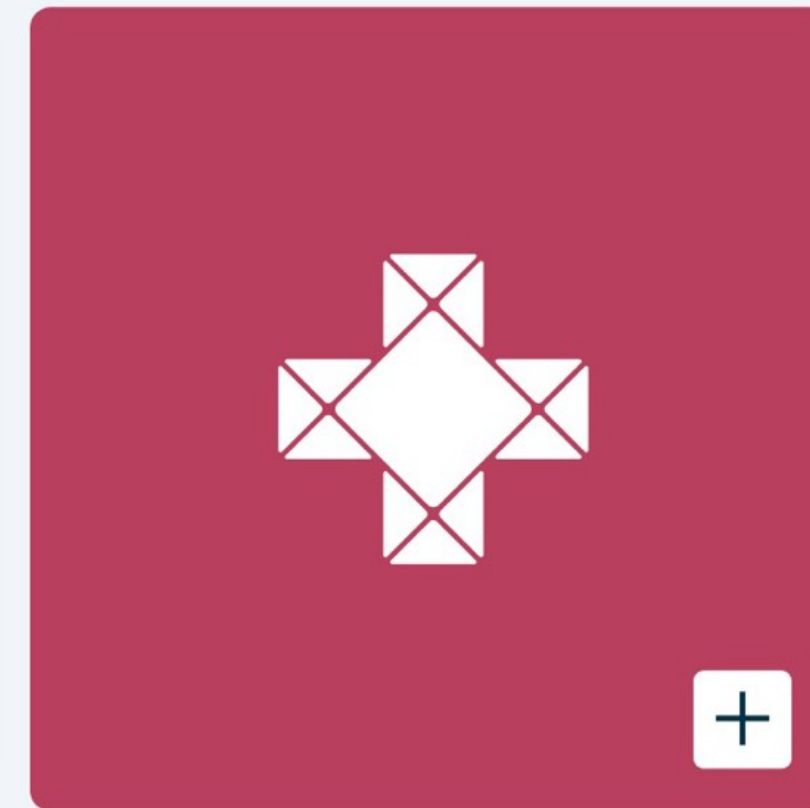
Gifting



Social Hierarchy



Family



Healthcare

● Option 4

White + pop
color on
color card



Recommended

Some *curated collections* based on your interests.



Greetings

Blurb explaining what the collection is about and how you can use it



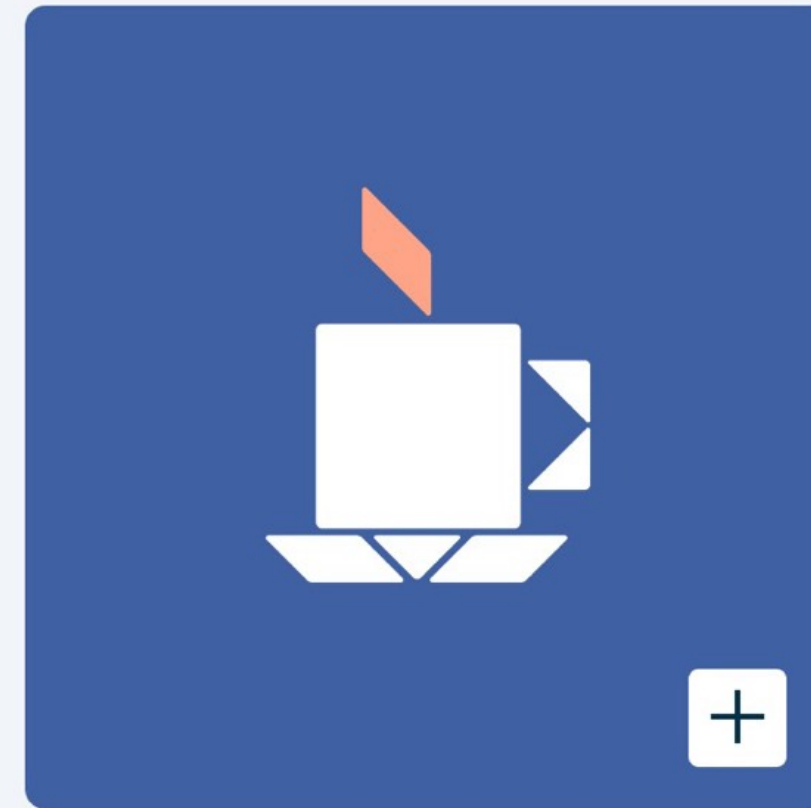
Religious Rituals

Blurb explaining what the collection is about and how you can use it



Gender Identity

Blurb explaining what the collection is about and how you can use it

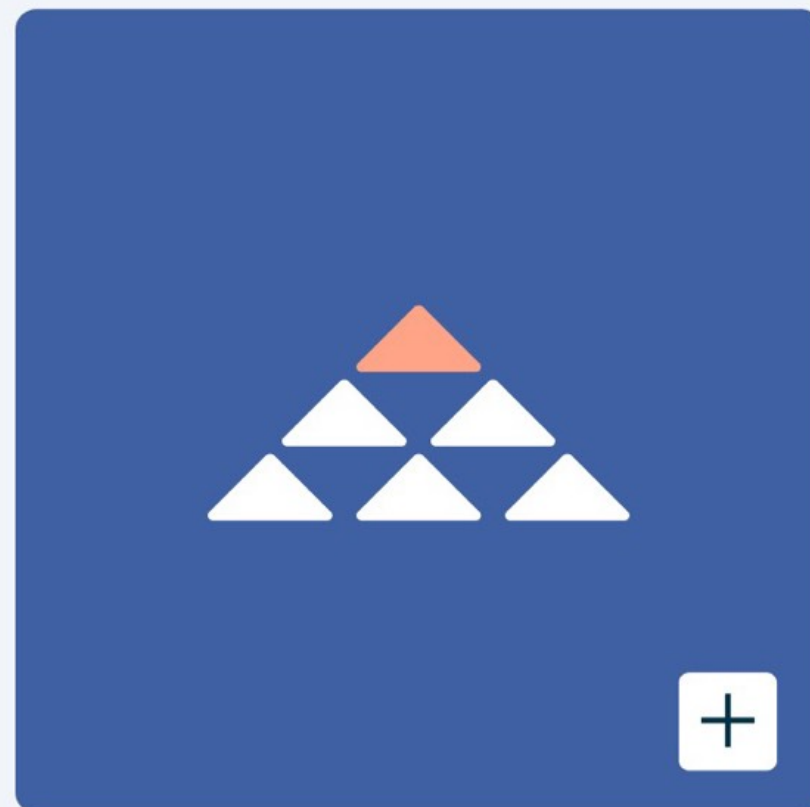


Business Norms

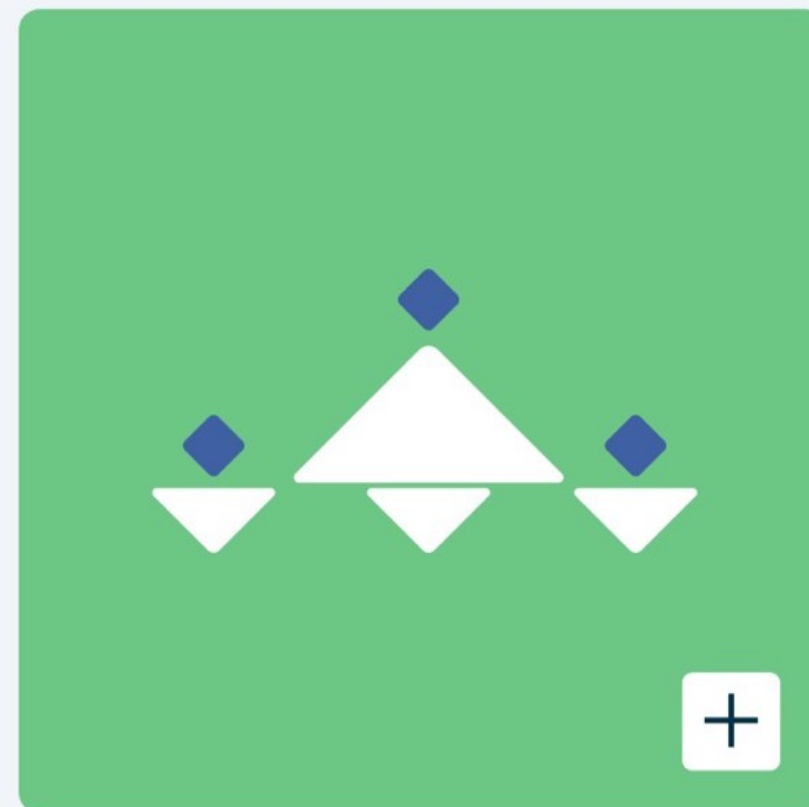
Blurb explaining what the collection is about and how you can use it



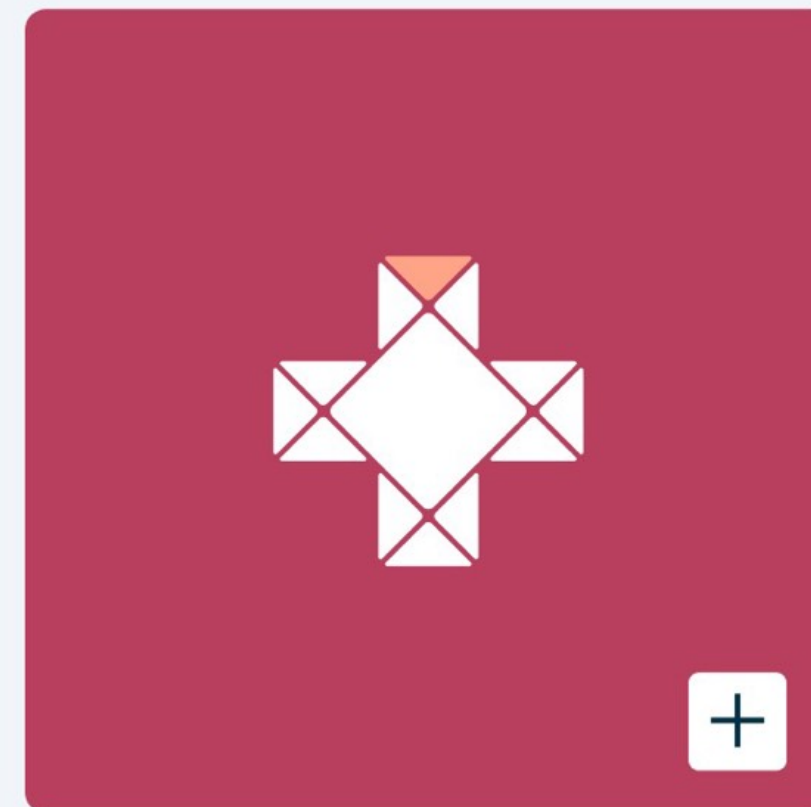
Gifting



Social Hierarchy



Family



Healthcare

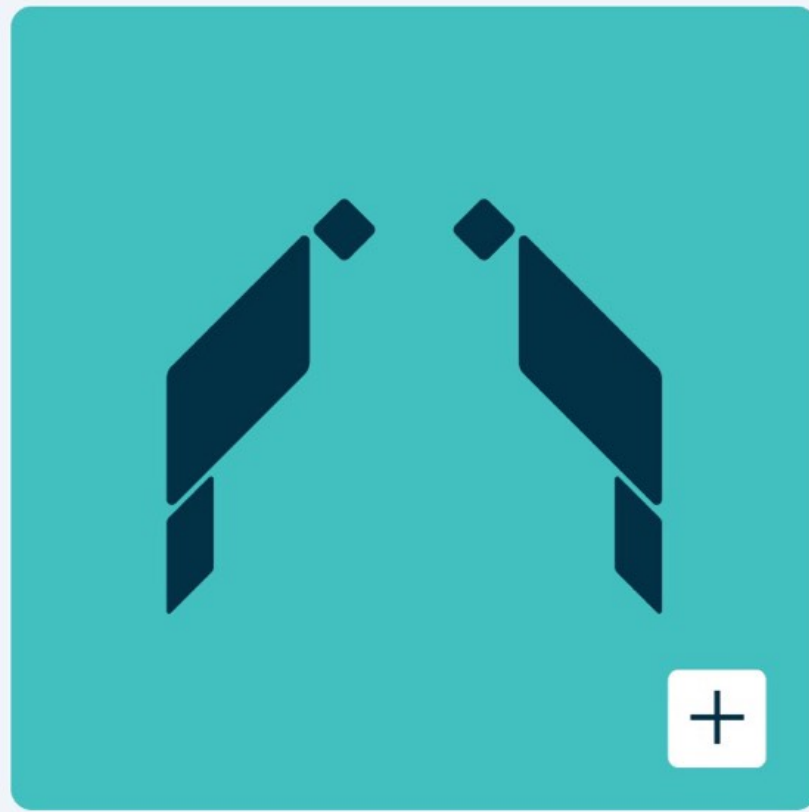
● Option 5

One color
on color
card



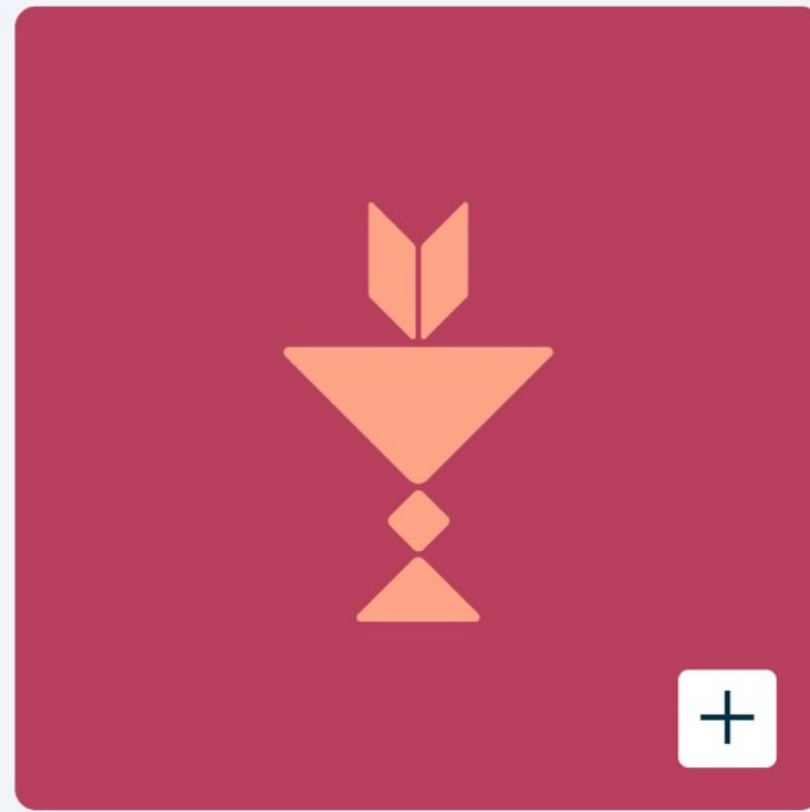
Recommended

Some *curated collections* based on your interests.



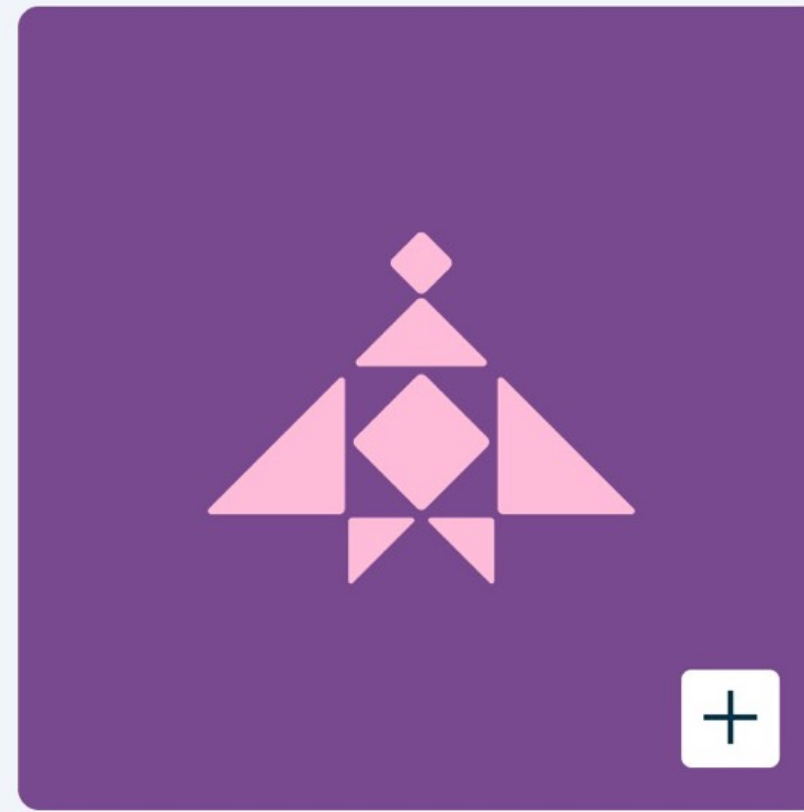
Greetings

Blurb explaining what the collection is about and how you can use it



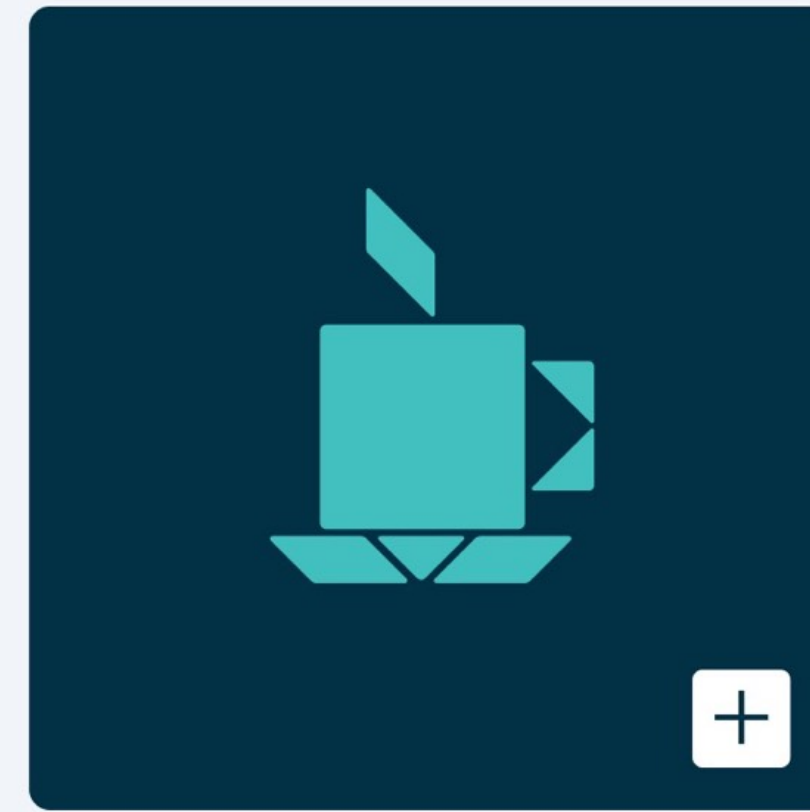
Religious Rituals

Blurb explaining what the collection is about and how you can use it



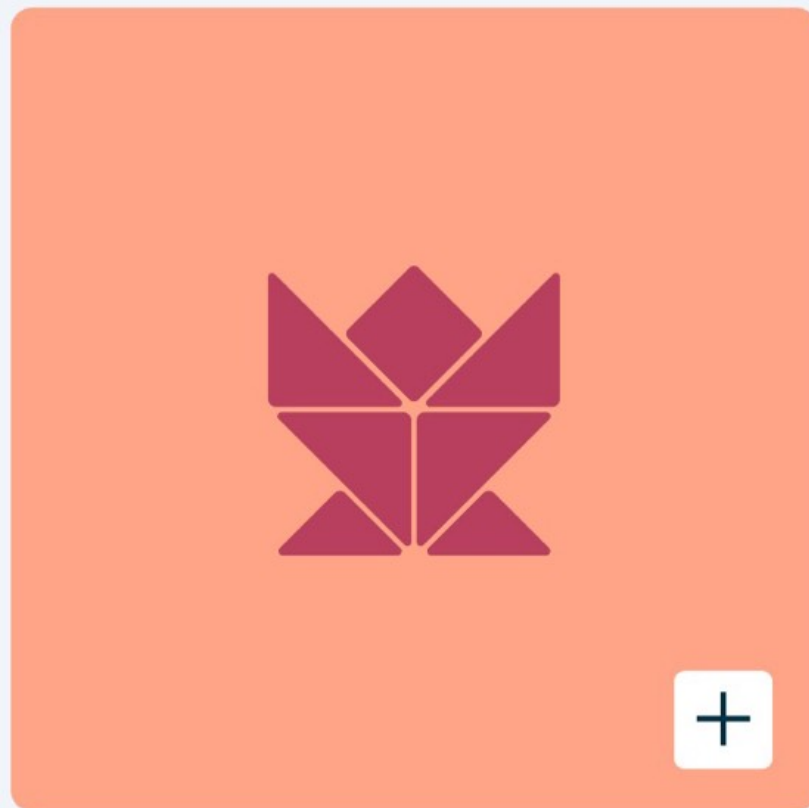
Gender Identity

Blurb explaining what the collection is about and how you can use it

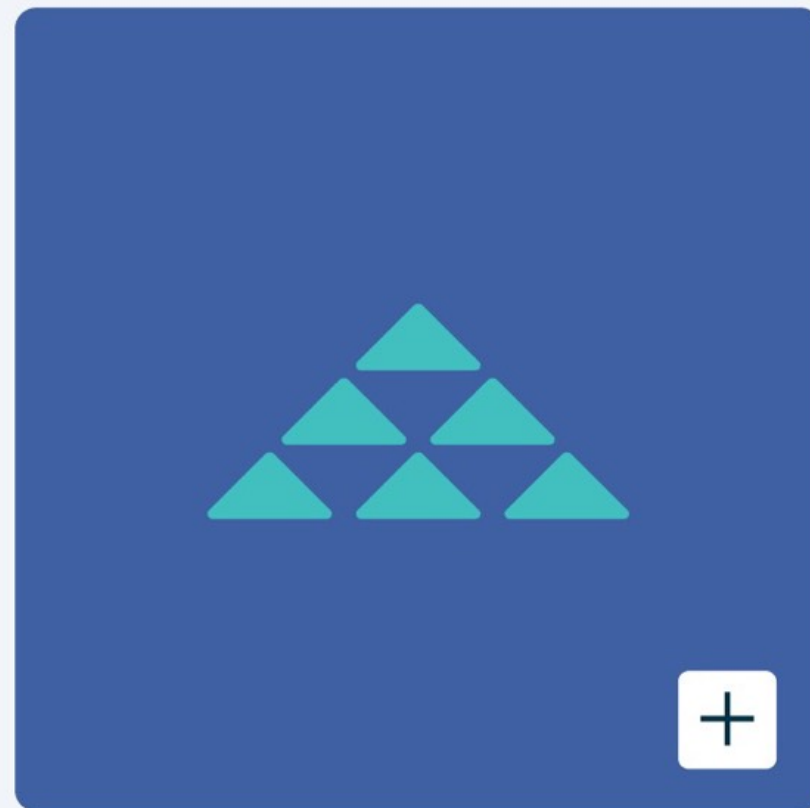


Business Norms

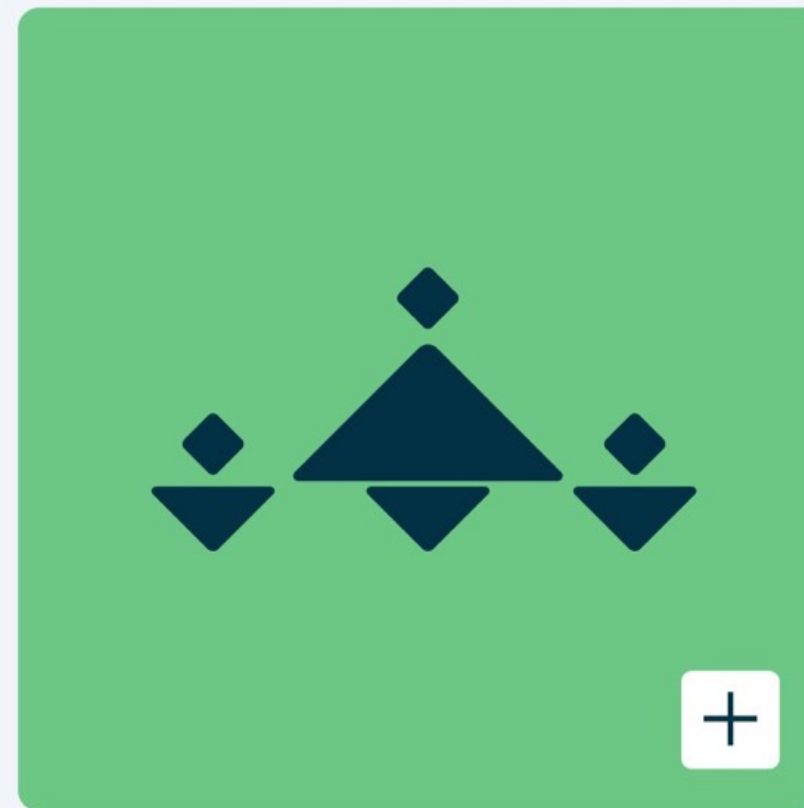
Blurb explaining what the collection is about and how you can use it



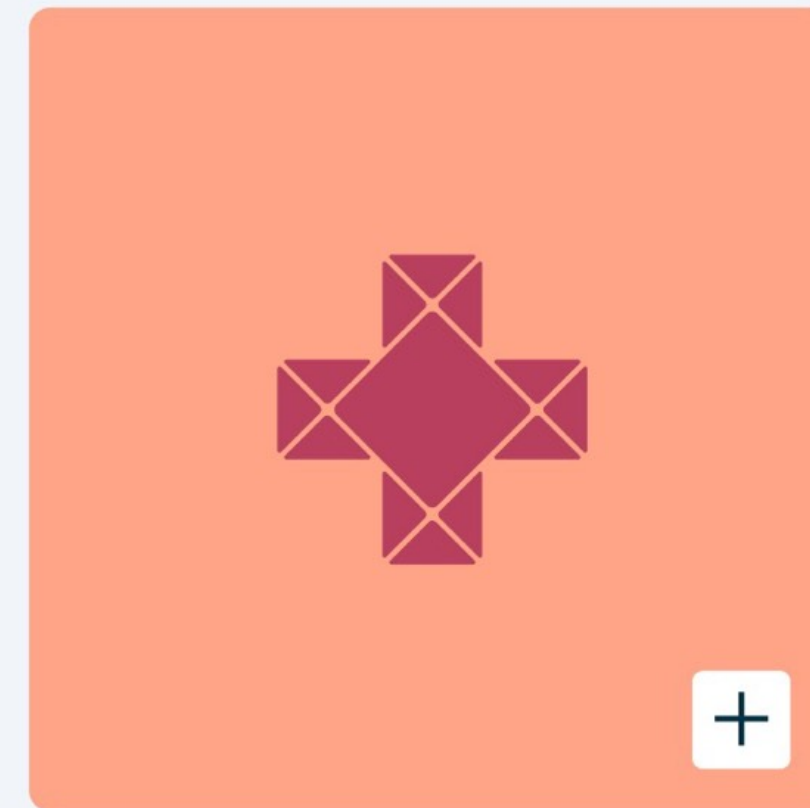
Gifting



Social Hierarchy



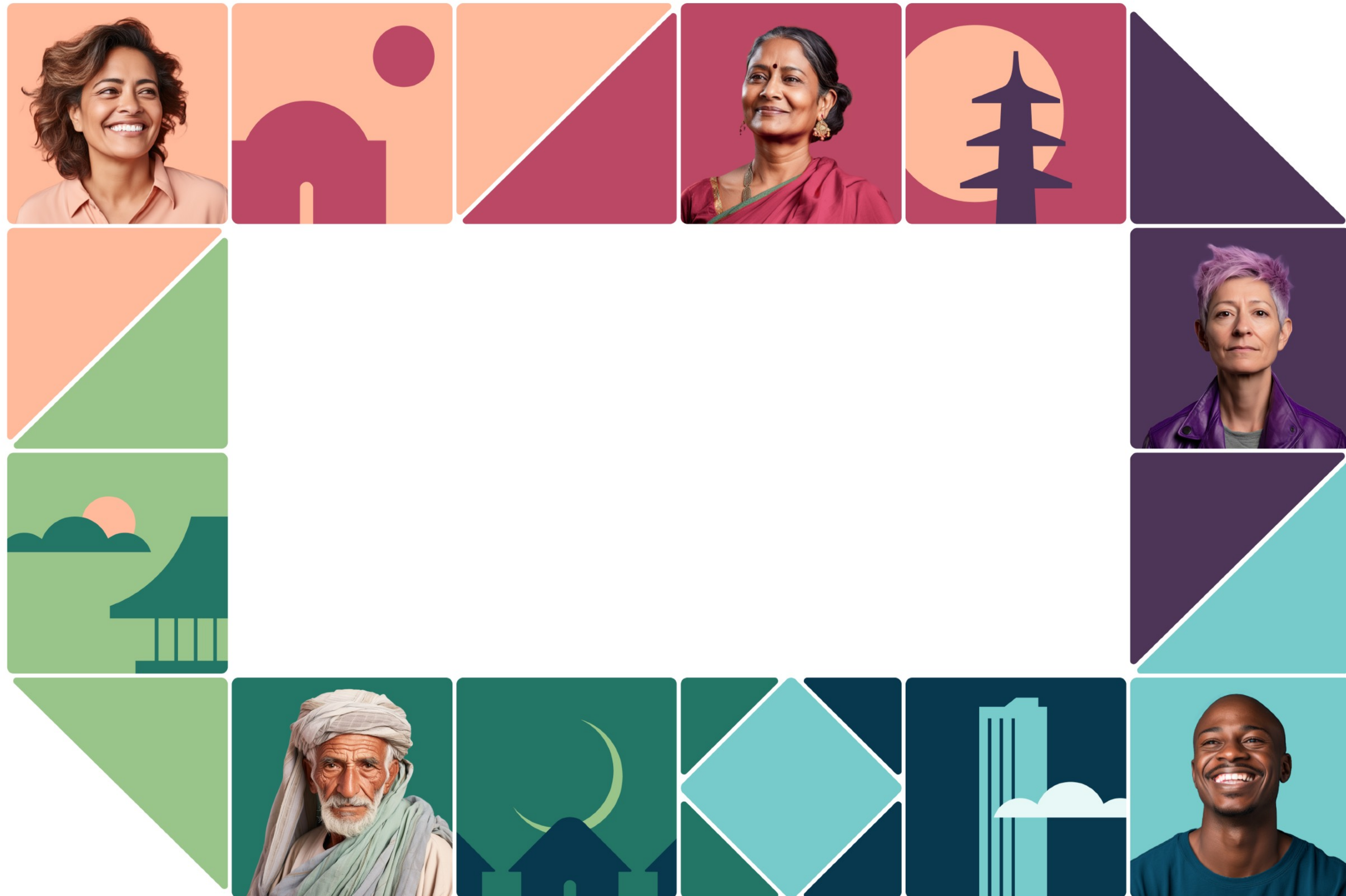
Family

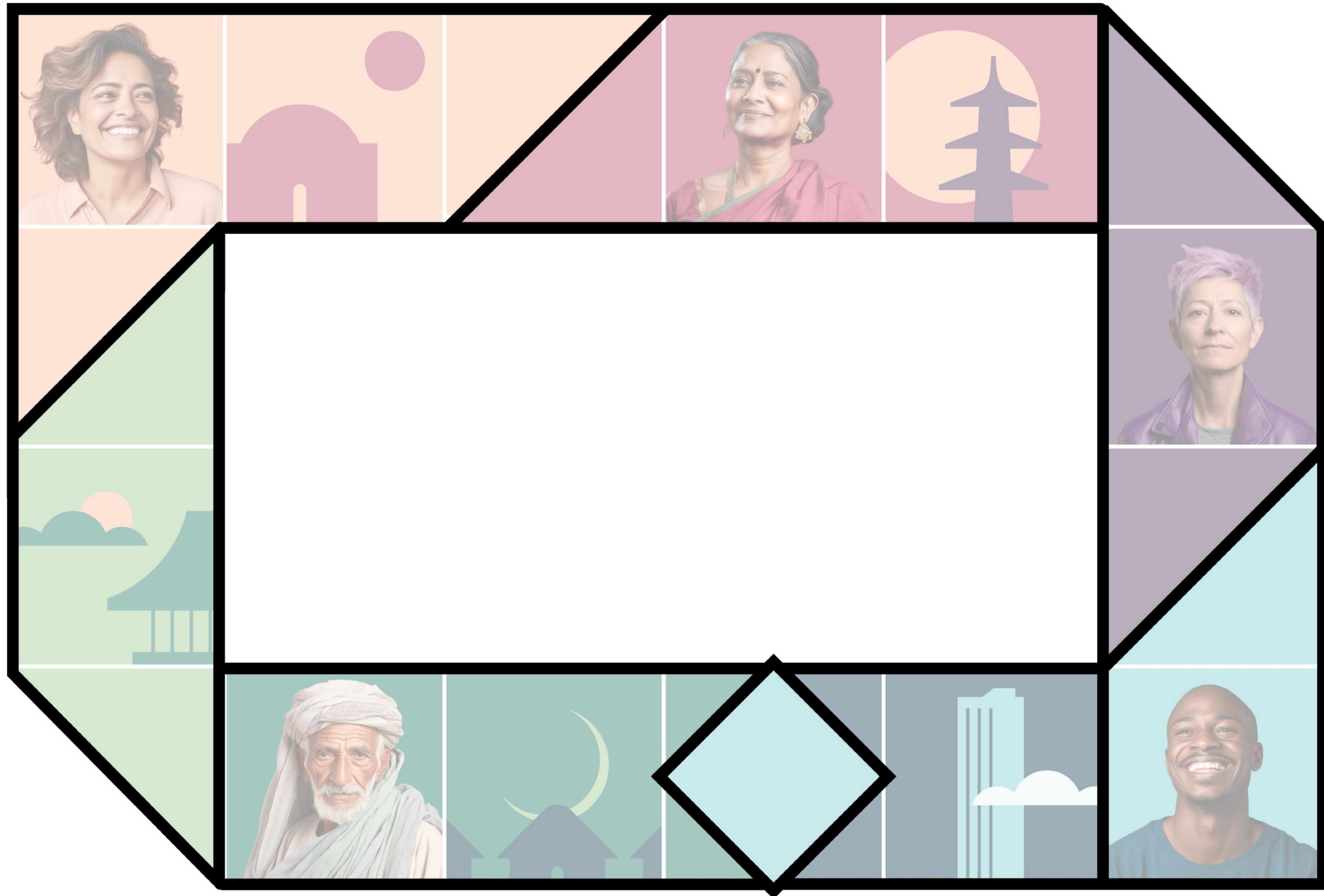


Healthcare

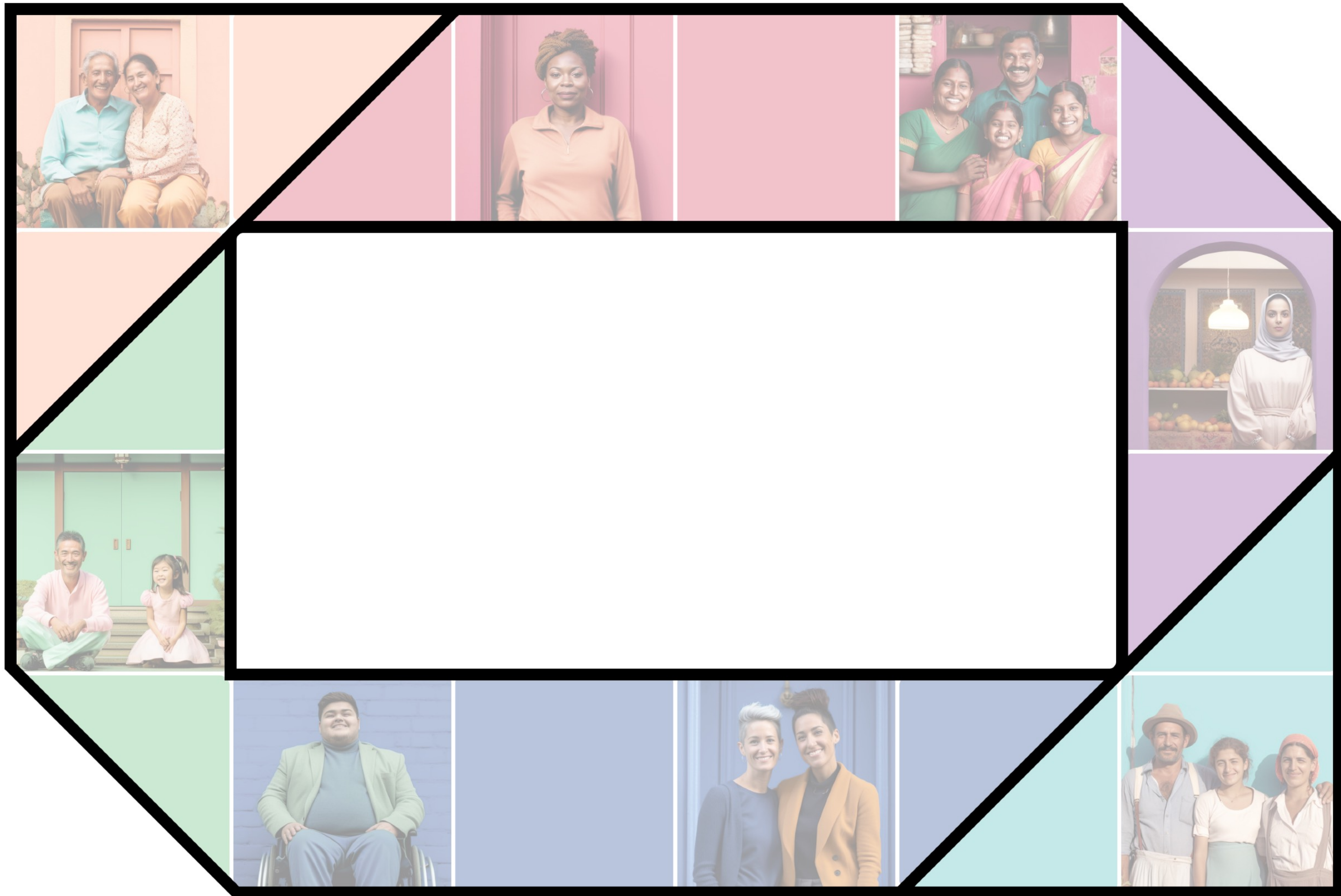
Graphic System

Composition











Welcome



Inbox*



Mosaica <hello@mosaica.co> [Unsubscribe](#)
to me ▾

8:02 AM (34 minutes ago)



Welcome to Mosaica



Loreet semper,


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Expand your knowledge of other cultures

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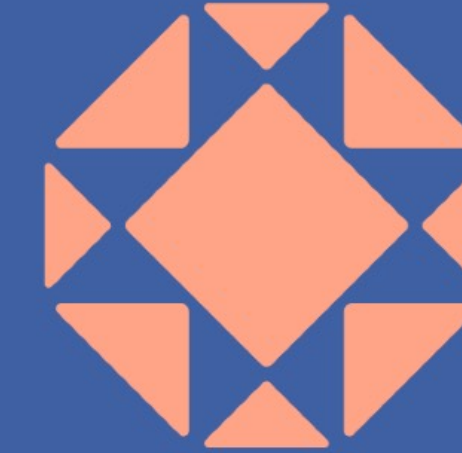




Learn about people from 80+ cultures

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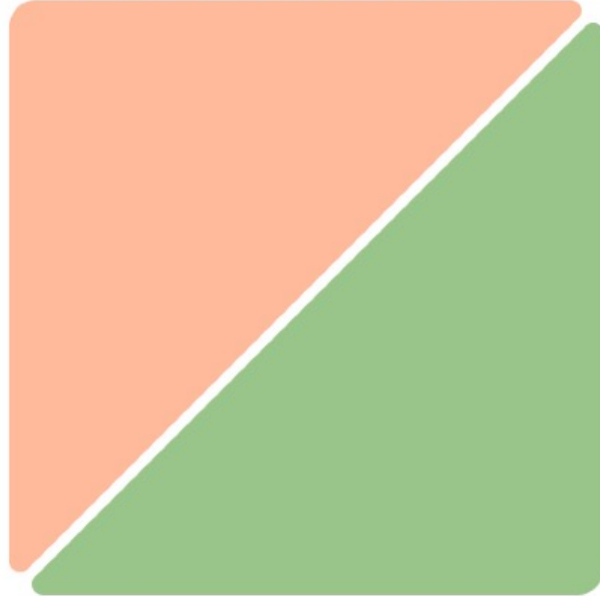
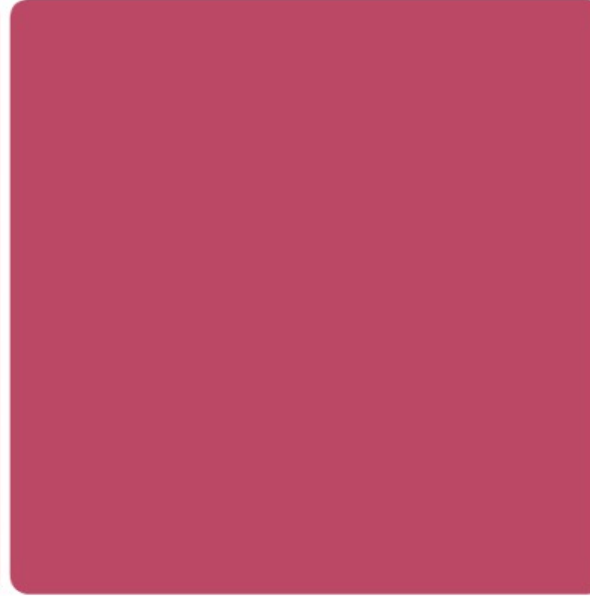
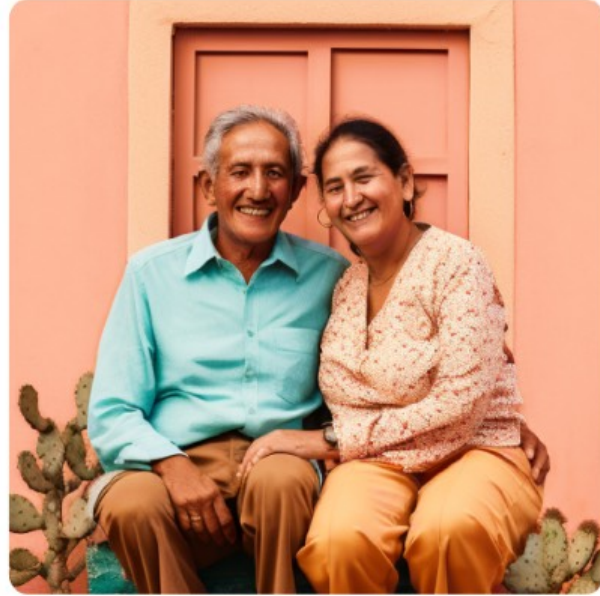
Learn about people from 80+ cultures

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Colors

● Option 1

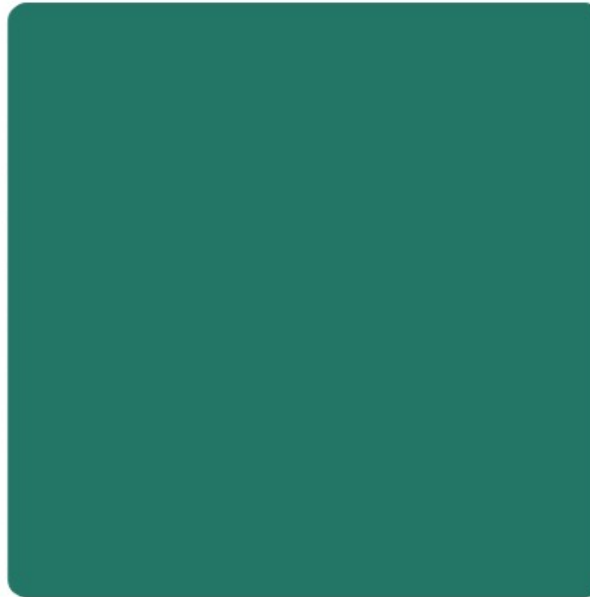
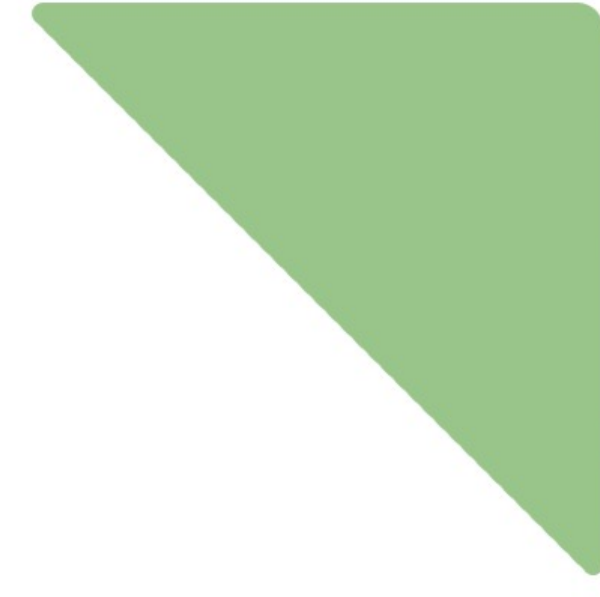
Original colors



Your guide to humankind

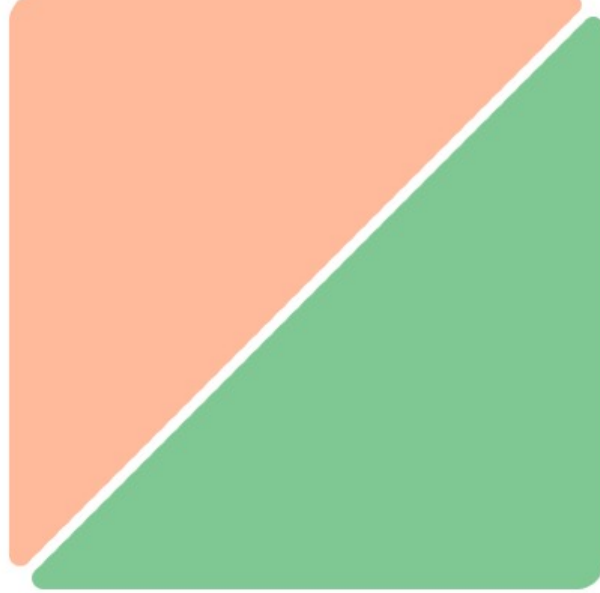
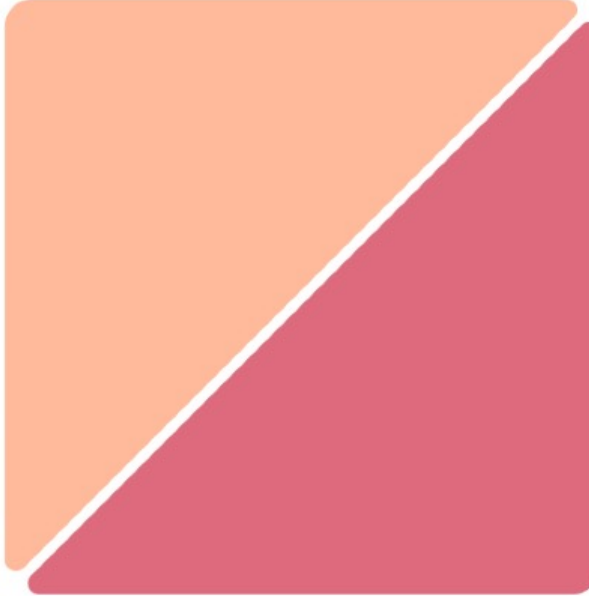
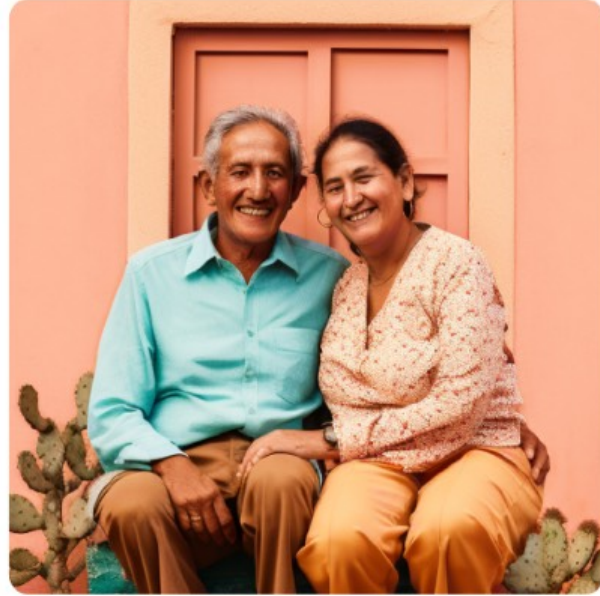
Understand the *diverse cultures & experiences* of the people you interact with daily.

Try it for free



● Option 2

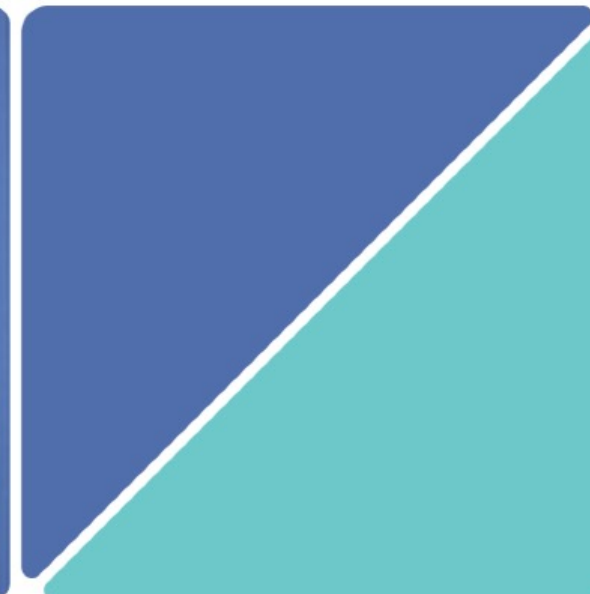
Brighter colors



Your guide to humankind

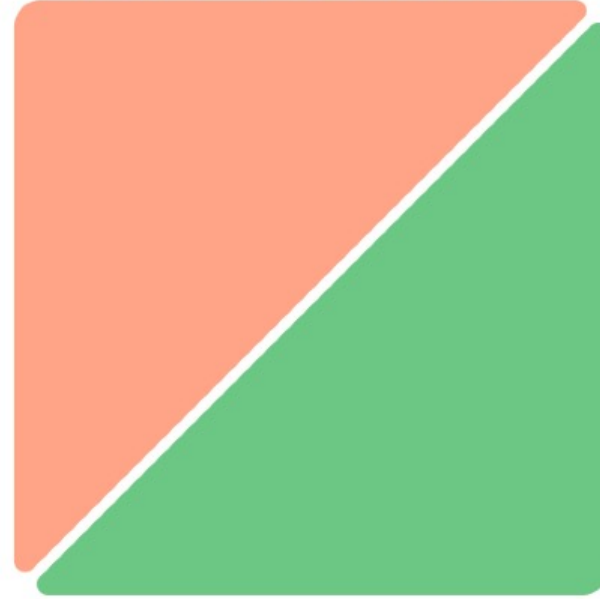
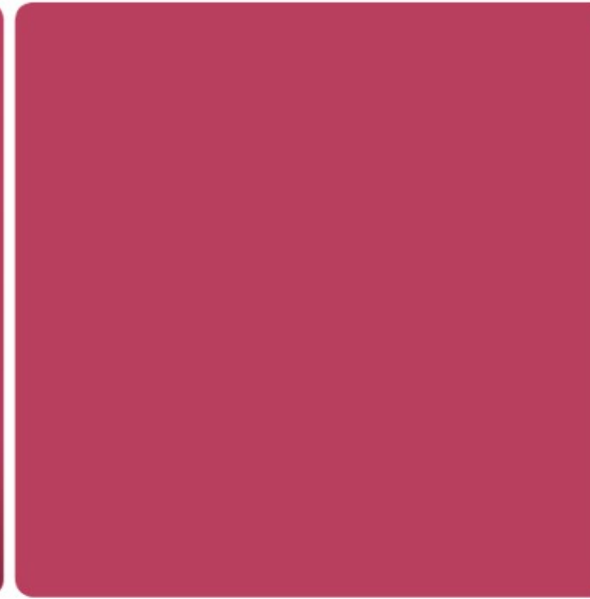
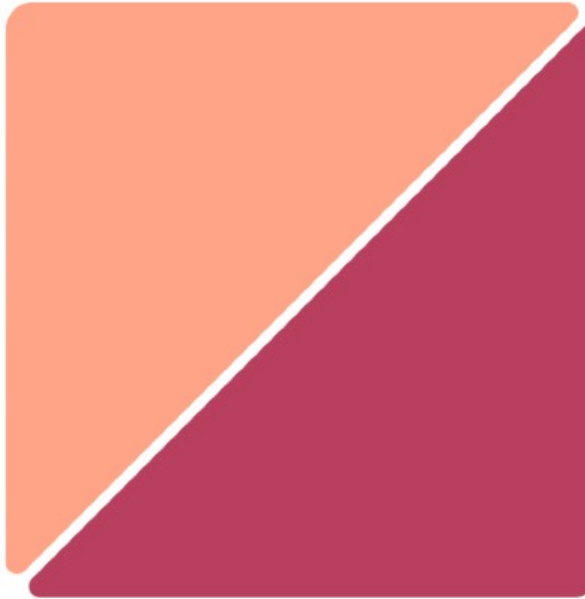
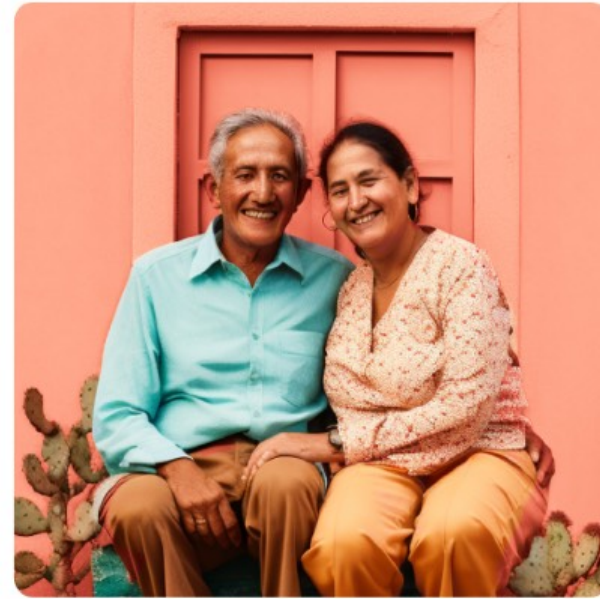
Understand the *diverse cultures & experiences* of the people you interact with daily.

Try it for free



● Option 3

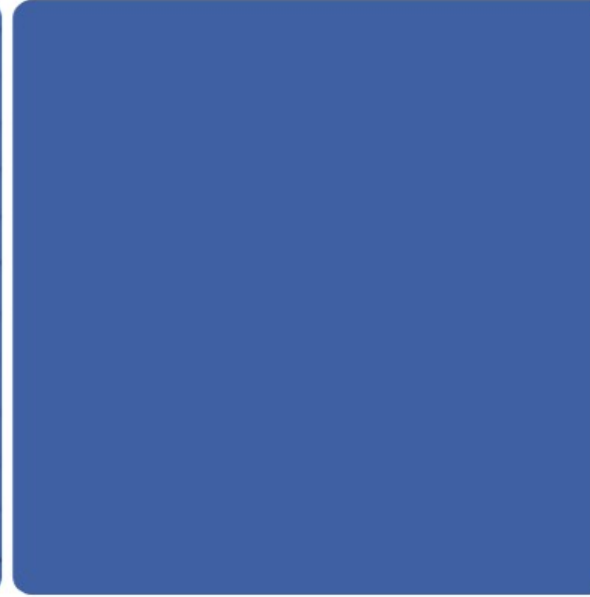
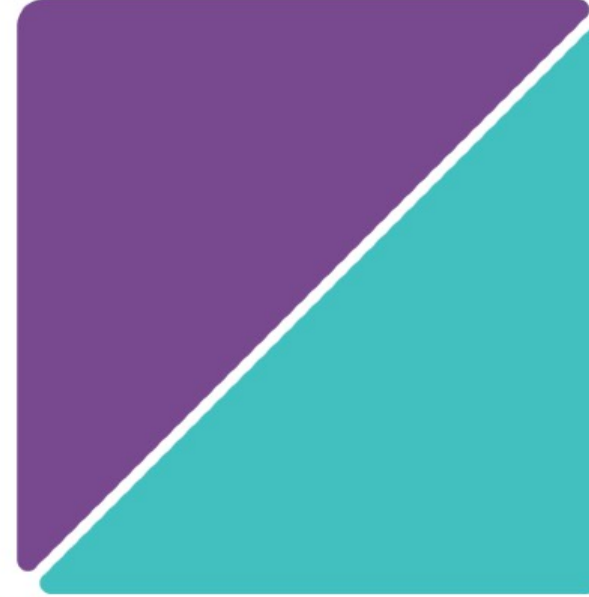
Balanced colors



Your guide to humankind

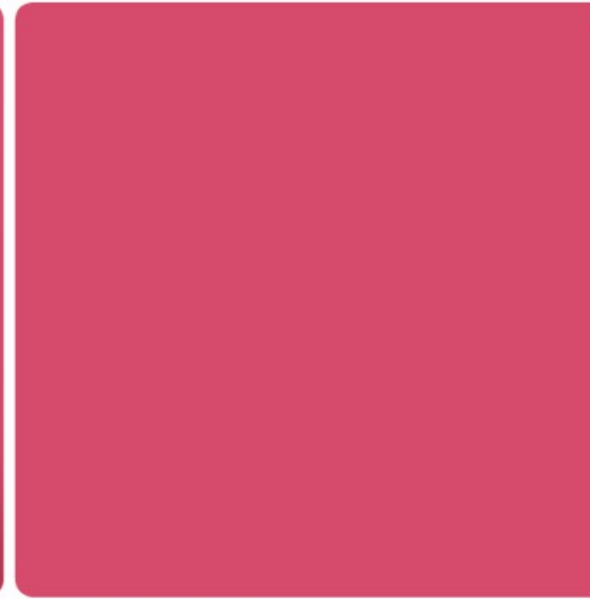
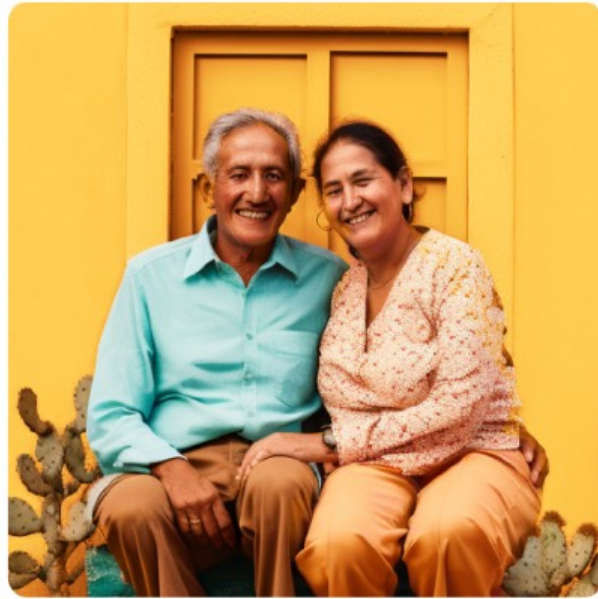
Understand the *diverse cultures & experiences* of the people you interact with daily.

Try it for free



● Option 4

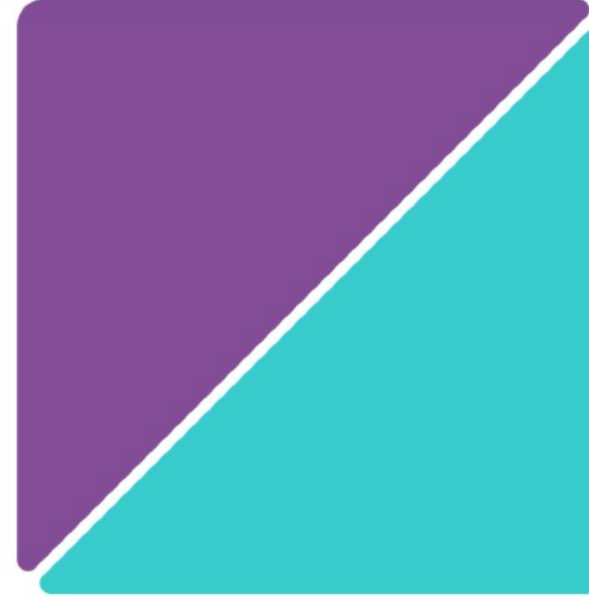
Vibrant colors



Your guide to humankind

Understand the *diverse cultures & experiences* of the people you interact with daily.

Try it for free





1. Original



2. Bright



3. Balanced



4. Vibrant

Typography

Nohemi Medium for bold, friendly headlines

Kepler Display for large body copy: it's beautiful & versatile.

Kepler Regular is a much more readable version for smaller body copy.

Helvetica Neue (or one of the many Helveticish typefaces) works for smaller, functional text (buttons, links, descriptions, etc).

Logo

Logotype



original



new

Logomark alternates



1



2



3



4



5



6

Thanks!