

BRAND BOOK



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This manual captures our spirit and characteristics:
value, verbal identity and visual identity trace the
guidelines of our brand.

BRAND BOOK

BRAND

Identity

Mission

Vision

Slogan

Values

VERBAL IDENTITY

Tone of voice

Brand grammar

VISUAL IDENTITY

logo

Color

Fonts

MOOD BOARD

BUSINESS CARD

BRAND



BRAND

IDENTITY

MIJA group is a franchise manufacturing company which was founded in 2020 from the desire to revolutionise and complement the industry of sewing.

It is a young, ambitious, professional and high quality brand.

MISSION

We are an accessible tailoring partner for small and medium-sized businesses. We build long-term relationships by offering quality, timely services for affordable price.

VISION

MIJA group vision is to become a global sewing brand which provides services in Europe, Asia and America.

SLOGAN

Entrust the sewing to us.

VALUES

FLEXIBILITY

We adapt to the client's needs and find the best solution.

OPERATIONALITY

We respond quickly to requests and make every effort to implement projects on time and with high quality.

CARE

We take care of our team. We create conditions so that employees would be proud of their company and feel happy working at MIJA group.

PARTNERSHIP

We follow the principles of mutual respect and value creation when working with our partners.

VERBAL IDENTITY



TONE OF VOICE

In this way we say words
Polite, friendly and respectful.

BRAND GRAMMAR

in order to ensure coherent communication, we have to
define a few simple guidelines for the creation of content.

Write it

MIJA group

Do not write it

Mija Goup

mija group

Mija - group

MIJAgroup

VISUAL IDENTITY



LOGO

Two words are going separately with each other. The first word is with uppercase letters and second one with lowercase letters. MIJA word has lines around it, lines merge to each other. This shows how many different niches MIJA group connect.

MIJA group logo has output to other logos, all rules valid the same.



HOW TO WRITE LOGO

POSITIVE



NEGATIVE



USING NOT PERMITTED

Logo can't be modified or altered in any way



Logo can't be in other colors than blue and white



Do not use logo on very colorful backgrounds



COLOR

The color palette has been chosen to respect the brand identity and ensure color uniformity across all materials.

BLUE
#101F30

C: 91%
M: 78%
Y: 52%
K: 63%

GRAY
#737373

C: 0%
M: 0%
Y: 0%
K: 55%

WHITE
#FFFFFF

C: 0%
M: 0%
Y: 0%
K: 0%

BLACK
#000000

C: 0%
M: 0%
Y: 0%
K: 100%

GRAY
#3E464F

C: 22%
M: 11%
Y: 0%
K: 69%

YELLOW
#F9C316

C: 0%
M: 16%
Y: 98%
K: 14%

FONTS

LOGO FONT

BESLEY

+

Roboto Condensed

MAIN FONT

MONTSEERRAT

ABCČDEFGHIJKLMN
OPRSŠTUVZŽ

abcčdefghijklmnoprs
štuvzž

1234567890

EXTRA FONT

ROBOTO CONDENSED

ABCČDEFGHIJKLMNPRSŠTU
VZŽ

abcčdefghijklmnoprsštuvzž

1234567890

MOOD BOARD



BUSINESS CARD

