A marketplace identity built around an M

The Muqto style guide turns a grocery cue into a mark, a set of greens and a visual system for everyday use.

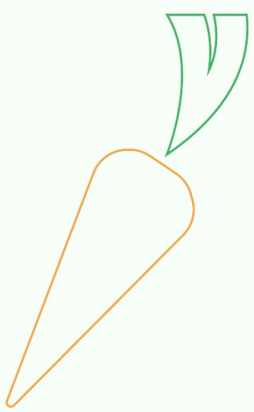
Muqto

Style Guide

Put a grocery cue inside the letter

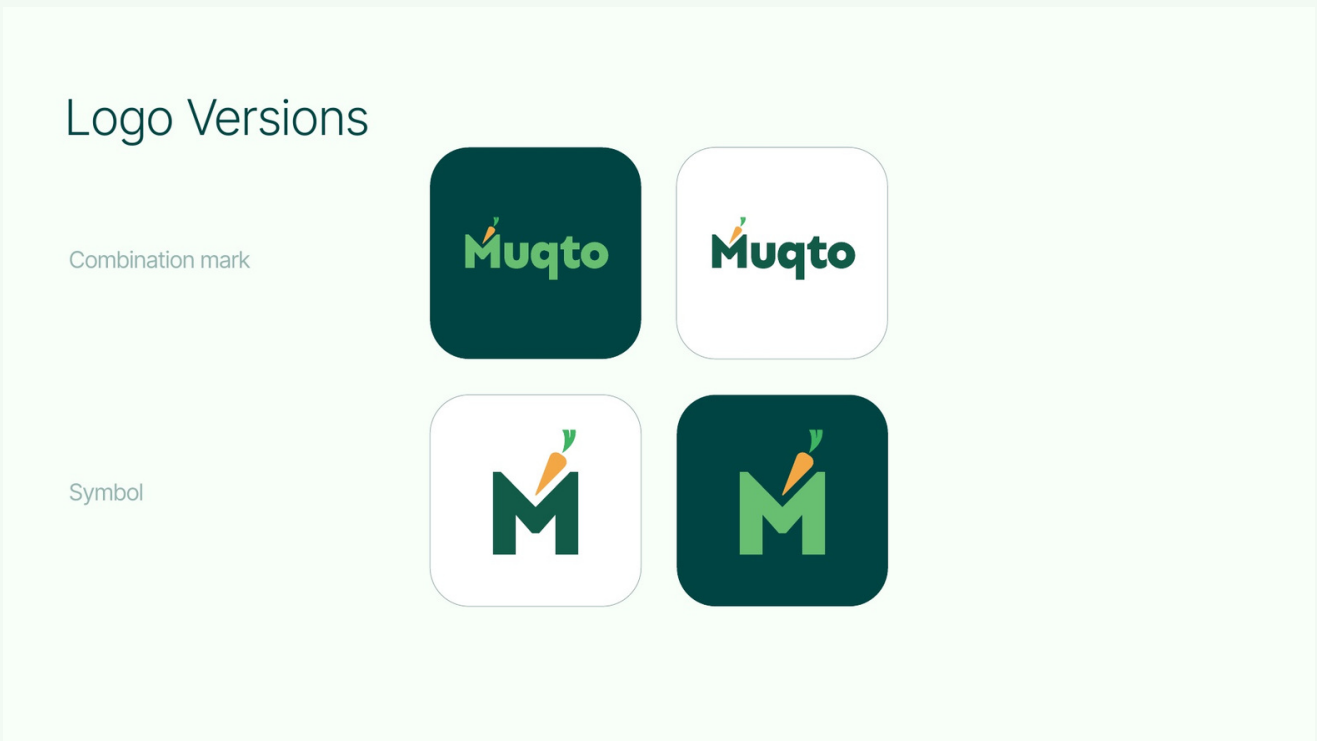
The carrot fits into the diagonal of the M. The guide also pulls it out as an outline for larger compositions.

Identifier



Give the wordmark and symbol their own versions

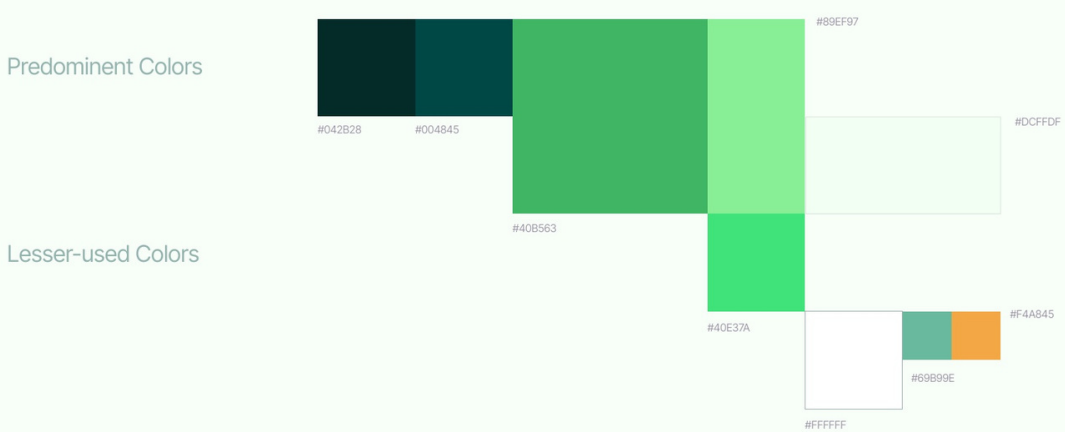
The guide pairs full and compact versions and gives each a light and dark treatment.



Give each green a job

Forest green anchors the mark and dark surfaces. Brighter greens give it range, with warmer accents reserved for details.

Color Palette



Keep the letterforms quiet around the mark

The guide specifies light Inter Tight and shows the relationship between headings and supporting copy.



Test the name on a sign and a phone

An earlier yellow-and-blue concept puts a cart beside the name. These applications record how that direction looked across physical and digital formats.





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