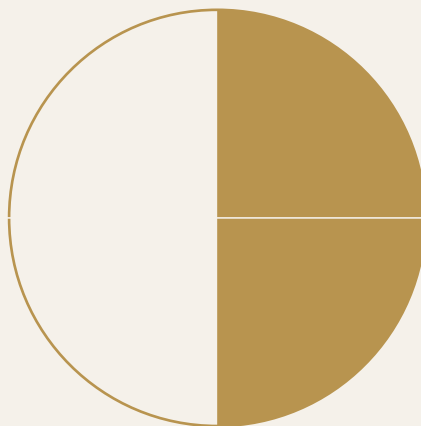


Jos Molina



I build brands that move markets.

A complete bilingual system for presenting one clear idea with precision, evidence and confidence.

Un sistema bilingüe completo para presentar una idea clara con precisión, evidencia y confianza.

GLOBAL EXECUTIVE · BRAND BUILDER · FOUNDER

Evidence builds authority.

The identity pairs executive precision with the energy of someone who builds at moments of market change.

La identidad combina precisión ejecutiva con la energía de quien construye durante cambios de mercado.

POSITIONING / POSICIONAMIENTO

Global perspective.
Category creation.
Measurable growth.

14x

Cannes Lions

\$20B

TVL built

5.5M

Bitso users

CORE IDEA

Build brands that move markets.

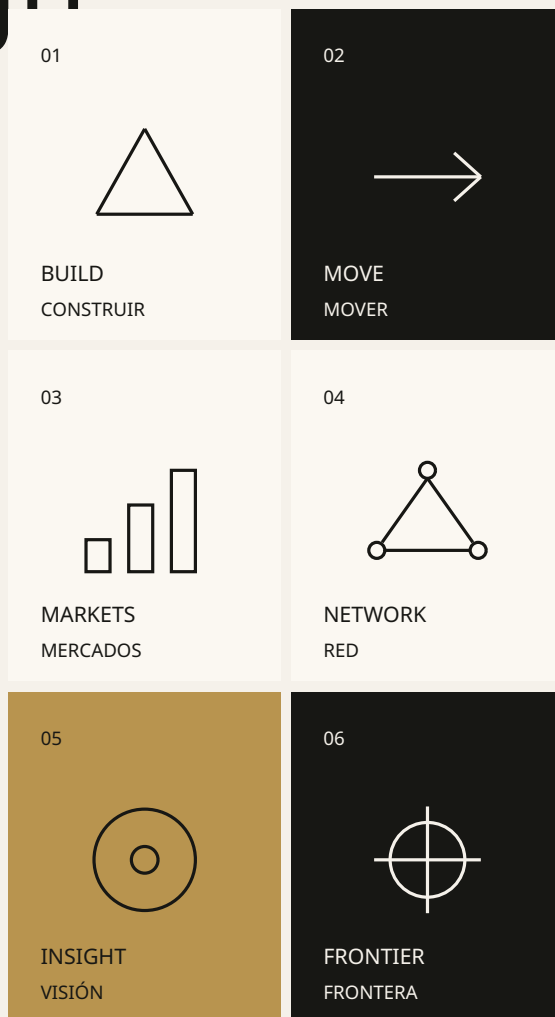
TRAITS / ATRIBUTOS

Precise · Confident · Modest · Global

Motion through geometry.

Six symbols translate the brand's recurring ideas. Use one symbol as a signal, never as decoration.

Seis símbolos traducen las ideas recurrentes de la marca. Usar uno como señal, nunca como decoración.



RULE / REGLA

Keep line weight consistent. Preserve generous space. Pair with evidence-led copy.

Ivory. Ink. One signal.

IVORY / MARFIL
#F5F1EA

PAPER / PAPEL
#DDD5C8

INK / TINTA
#171714

SIGNAL / SEÑAL
#B8944F

USAGE / USO

Ivory is the default canvas. Ink carries the argument.
Gold only signals what matters.

HEADLINES / TITULARES

Aa

SPACE GROTESK

Headlines, statements, metrics

BODY / CUERPO

Aa

DM SANS

Body, labels, documents

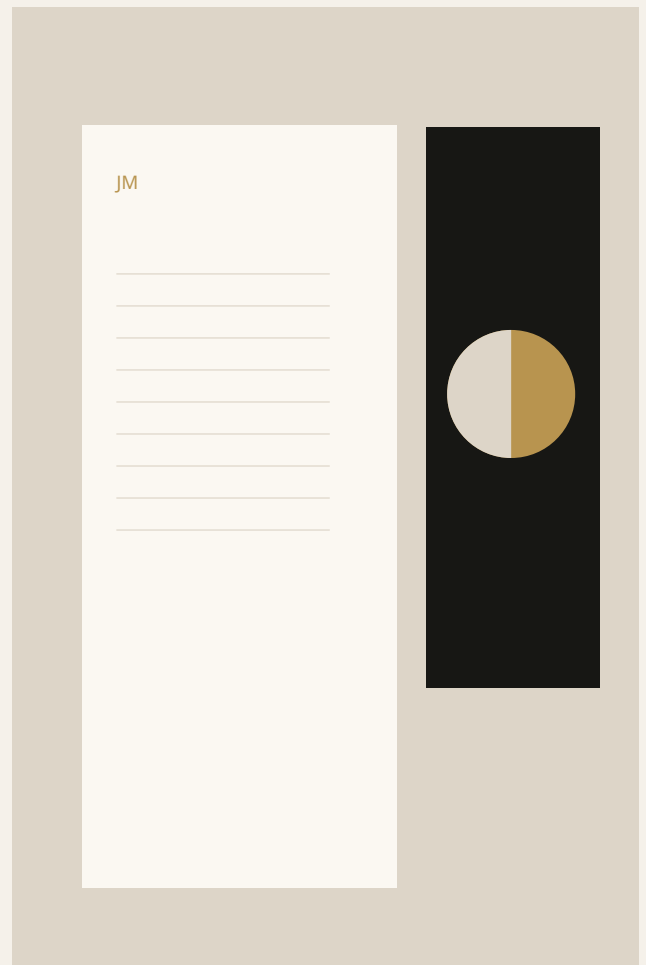
Think clearly. Move decisively.

Pensar con claridad. Moverse con decisión.

Ivory is the canvas.

All authored documents begin on Ivory. Ink carries the argument. Gold only signals what matters.

Todos los documentos comienzan en Marfil. Tinta sostiene el argumento. Dorado señala solo lo importante.



DEFAULT PAPER / PAPEL PREDETERMINADO

Ivory #F5F1EA

HIERARCHY / JERARQUÍA

01 Statement 02 Evidence 03 Detail 04 Source

Precise. Confident. Modest.

Precisa. Segura. Modesta.

USE / USAR

Grew Bitso from
800K to 5.5M users.

Llevó a Bitso de 800K a 5.5M usuarios.

AVOID / EVITAR

“Visionary leader
redefining the future.”

“Líder visionario redefiniendo el futuro.”

PRINCIPLES / PRINCIPIOS

- 01 **Lead with evidence.**
Abrir con evidencia.
- 02 **Use short, declarative sentences.**
Usar frases cortas y declarativas.
- 03 **Be ambitious without self-mythology.**
Ser ambicioso sin mitificarse.
- 04 **Write in English and Spanish.**
Escribir en inglés y español.

One system. Many formats.

Use the same visual grammar across social posts, essays, presentations and executive documents.

Usar la misma gramática visual en redes, ensayos, presentaciones y documentos ejecutivos.

POINT OF VIEW

Markets move when
belief changes.

JOS MOLINA

CASE STUDY

5.5M
users.

JOS MOLINA

SIGNAL

BUILD
WHAT MOVES.

JOS MOLINA

CONSISTENCY CHECK / CONTROL DE CONSISTENCIA

- Ivory-led canvas
- Clear evidence
- One gold signal
- Bilingual when relevant
- No ornamental clutter

One source of truth.

Una sola fuente oficial para toda la marca.

01	COMPLETE BRAND SYSTEM	Sistema completo de marca
02	IVORY DOCUMENT TEMPLATE	Plantilla documental Ivory
03	EDITORIAL SOCIAL TEMPLATE	Plantilla editorial para redes
04	ICON SYSTEM	Sistema de iconografía
05	TYPOGRAPHY FAMILY	Familia tipográfica
06	OFFICIAL PORTRAIT	Retrato oficial
07	JM MONOGRAM	Monograma JM

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josemolina.co/brand-resources