

BRAND BOOK



THE MAZI GROUP

VISUAL & VERBAL IDENTITY

EDITION 2025

Innovating Industries — While Making No Compromises

A SINGLE IDENTITY

The Mazi Group is a holding company that unites five distinct ventures under one strategic vision — **Mazi Beauty, Upvendo, On The Go, Glam Switch** and **Bella Gloss**. Each brand speaks to its own market, yet all draw from a shared corporate identity built on innovation, discipline and an uncompromising standard of quality.

This Brand Book is the reference for how that identity looks, sounds and behaves. It exists to keep every touchpoint — from an investor deck to a single social post — unmistakably **The Mazi Group**. Use it as the source of truth.

CONSISTENCY
IS THE QUIET
SIGNATURE OF
A SERIOUS
COMPANY.

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WHO WE ARE

The Mazi Group is a multi-brand holding company headquartered across the United States and Europe. We build and scale ventures in fast-moving consumer and technology sectors — cosmetics, retail automation, personal care and beauty devices — operating each as an independent brand while sharing leadership, R&D and a single strategic vision. Our purpose is summed up in two words: **Innovating Industries.**

5

DISTINCT CONSUMER BRANDS

2

CONTINENTS OF OPERATION

2018

FOUNDED

INVESTOR-CENTRIC

One vision across many brands diversifies risk and steadies performance across the group.

DIVERSE PORTFOLIO

Four complementary ventures, sourced and scaled under one roof.

PROVEN GROWTH

A steady, year-over-year trajectory in reach and market presence.

STREAMLINED R&D

Agile iteration that turns market signals into shipped product.

OUR STORY

The Mazi Group began with a simple conviction: that too many industries ask their customers to compromise. To choose between quality and price, between speed and care, between innovation and trust. We were built to refuse that trade-off.

What started as a single venture has grown — deliberately — into a group of brands that each take on a different sector, but share one operating philosophy: solve the real problem, ship something genuinely better, and never cut the corner the customer can feel.

Today, under the discipline of a single group, our brands move faster together than any could alone. That is the story of The Mazi Group — and it is still being written.



FOUNDER & CHIEF EXECUTIVE OFFICER

WHAT WE STAND FOR

OUR VISION

- 01** Set a clear example of how industries should evolve.
- 02** Create products made for a fast-paced society.
- 03** Establish a new standard for clean & sustainable products.

OUR MISSION

- 01** Innovate industries while making no compromises.
- 02** Break with old industry promises — and deliver.
- 03** Diversify through real results, innovation & true promises.

OUR VALUES

- 01** Innovation & integrity in everything we ship.
- 02** Resilience & continuous improvement.
- 03** Collaboration across every brand & team.

THE PROMISE

INNOVATING INDUSTRIES
WHILE MAKING **NO COMPROMISES**

FOR WHOM

Customers and investors who refuse to choose between quality, innovation and value.

WHAT WE OFFER

A diversified group of forward-built brands engineered around real problems.

WHY IT MATTERS

We turn the compromise the market accepts into the standard we set.

HOW IT FEELS

Premium, precise, modern — confident without noise.

BRAND ARCHITECTURE

A branded-house at the top, a house-of-brands below. The Mazi Group is the endorsing parent; each subsidiary carries its own name, accent and audience.

THE MAZI GROUP
HOLDING · INNOVATING INDUSTRIES

MAZI BEAUTY

Clean, DTC cosmetics & skincare

UPVENDO

AI self-order kiosk technology

ON THE GO

Portable personal-care mists

GLAM SWITCH

Advanced hairstyling devices

BELLA GLOSS

Founded by Annelies Schetters

SUPPORTED BY TMG INNOVATION LABS — THE GROUP'S SHARED R&D ENGINE

THE LOGO

The Mazi Group's mark is a single, interlocking monogram — an **M** and a **Z** drawn as one continuous geometric gesture. Built from clean, architectural strokes of even weight, it reads as precise, modern and quietly premium.

Beneath it sits the wordmark — **THE MAZI GROUP** — set in Montserrat Regular, widely tracked capitals. The lock-up of monogram and wordmark is the primary, preferred form of the logo.

MONOGRAM
M/Z ligature

WORDMARK
Montserrat Regular · 0.428em

CONSTRUCTION
Even-weight geometric strokes

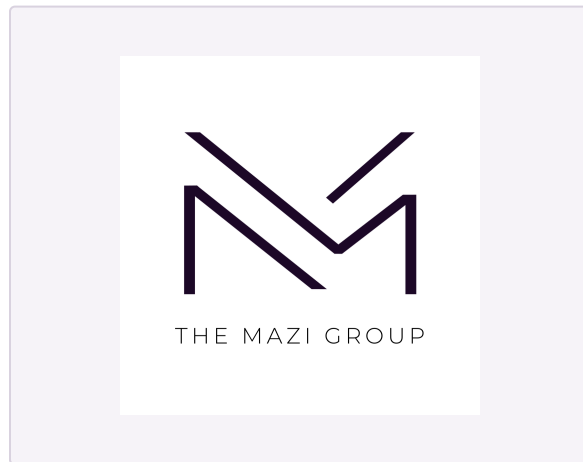


PRIMARY LOCK-UP

LOGO

VARIATIONS

Choose the variation with the strongest contrast against its background. On busy imagery, always place the logo over a calm, darker area or a solid field.



PRIMARY · PLUM ON LIGHT



REVERSED · PORCELAIN ON PLUM



ON PLUM GRADIENT



ON BLACK

FULL LOCK-UP

Monogram + wordmark. The default for covers, headers and formal documents.

MONOGRAM ONLY

For avatars, favicons, watermarks and tight spaces where the wordmark is unreadable.

SINGLE COLOUR ONLY

The mark is always one flat colour — plum, porcelain, black or white. Never multicolour.

CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE = HEIGHT OF THE MONOGRAM (×)



Keep a margin equal to the monogram's height clear of all text, edges and other graphics on every side.



DIGITAL MINIMUM

Lock-up — 120 px wide

Monogram — 32 px wide



PRINT MINIMUM

Lock-up — 30 mm wide

Monogram — 8 mm wide

Below these sizes, switch to the monogram-only mark to preserve legibility.

WHAT NOT TO DO

The mark's authority comes from restraint. Reproduce it exactly as supplied — never redraw, restyle or decorate it.



Don't rotate or tilt



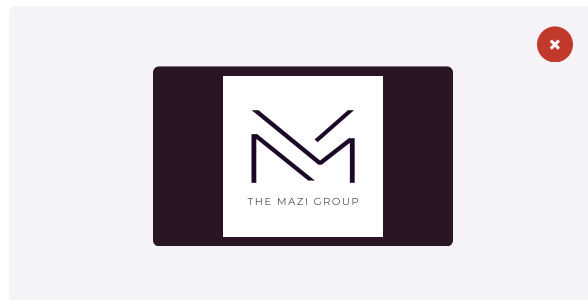
Don't stretch or distort



Don't recolour the mark



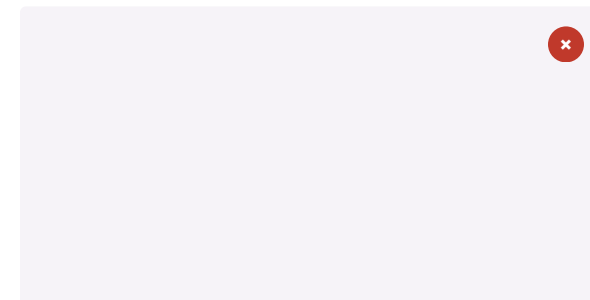
Don't use low contrast



Don't place dark mark on dark



Don't add effects or shadows



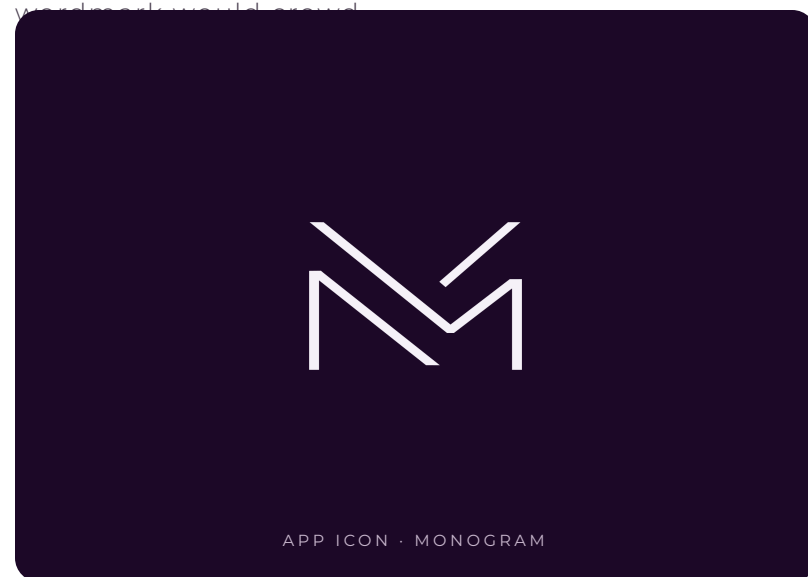
Don't crop the mark



Don't alter proportions

LOGO APPLICATION

Pick the lock-up that fits the space and give the mark room to breathe. Full lock-up for covers and formal documents; the monogram alone for avatars, app icons and anywhere the wordmark would crowd.



Give it air

Always honour the clear space. When in doubt, scale the mark down — never trim the margin.



Contrast first

Dark mark on light fields, reversed on plum or imagery. Never low-contrast, tone-on-tone.



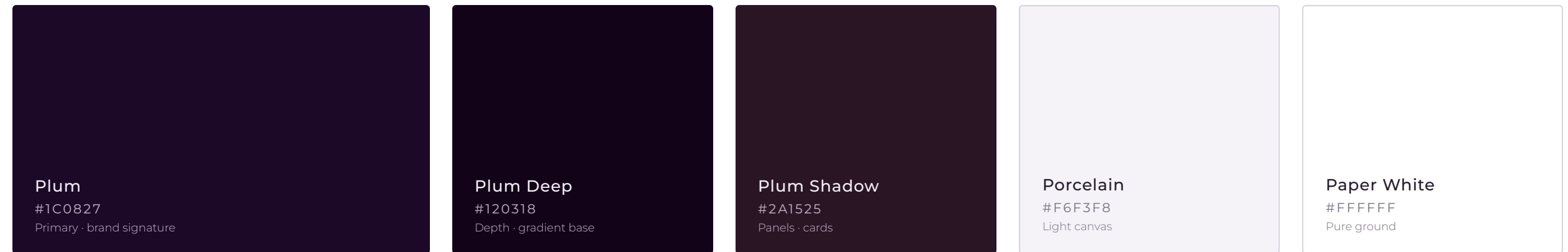
Monogram when tight

Below ~32 px or in square formats, drop the wordmark and lead with the M monogram.

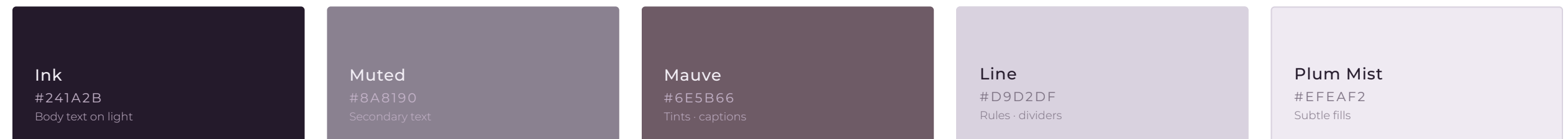
COLOUR PALETTE

One signature colour does the heavy lifting: a deep aubergine we call **Plum**. Everything else is a disciplined supporting cast of plum tints and warm neutrals.

CORE



NEUTRALS & TEXT



COLOUR IN USE

Plum and its neutrals do almost all the work. Accent colour is a seasoning — it flags a sub-brand or a single highlight, never a background that competes with the plum.

THE 70 / 20 / 10 BALANCE



70% Plum & deep tints — the field the brand lives on

20% Porcelain & white

10% One accent

DO

-  Set white or porcelain type on plum for primary surfaces.
-  Use plum tints to build depth and hierarchy in one family.
-  Let one accent mark a sub-brand, a rule or a single highlight.

DON'T

-  Flood a full layout or page background with an accent colour.
-  Place plum type on plum — keep type-to-ground contrast high.
-  Mix several accents in one composition — pick one and commit.

SUB-BRAND ACCENTS

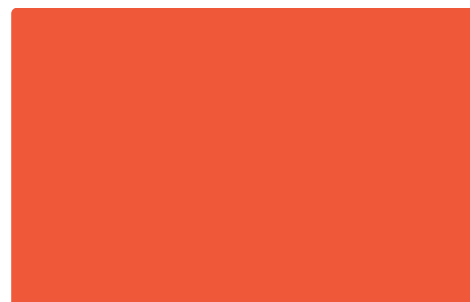
The Mazi Group's plum is the constant. Each subsidiary then carries one accent colour to signal its identity within group materials. Accents are used sparingly — for highlights, rules and category cues — never as a full background that competes with the plum.



MAZI BEAUTY

#BBB2E9 · Lavender

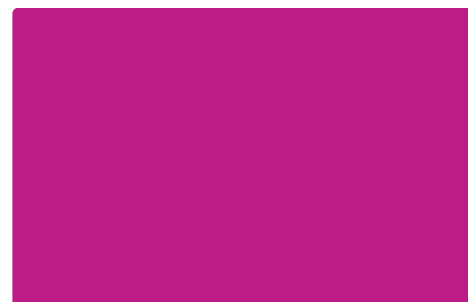
The founding brand — clean cosmetics & skincare positioned as quiet luxury.



UPVENDO

#F0583A · Coral

Energetic and tech-forward. Signals approachable, human automation.



ON THE GO

#BD1B85 · Magenta

Bold and youthful. Portable personal-care with personality.



GLAM SWITCH

#736BAA · Violet

Refined and modern. Premium beauty & styling devices.



BELLA GLOSS

#BB2649 · Crimson

Founded by Annelies Schetters. Bold, glossy lip & colour, powered by The Mazi Group.

A blue sky tone (#5399BE) appears in architectural photography but is an art-direction cue, not a brand colour.

TYPE SYSTEM

The brand runs on a single typeface — **Montserrat**. Its full weight range, from Thin to Black, carries everything: the stacked headings, tracked labels, numerals and all running body copy (set in **Light**). One family keeps every page unmistakably The Mazi Group.

The signature device is the **two-weight stacked heading** — a Montserrat Bold word above a Montserrat Light word of the **same size**. **Amsterdam Four** is reserved for signatures only.

EXACT SPECS

Body — Montserrat Light · tracking **0.076em** · leading **1.4**

Headings — Bold + Light · tracking **0.076em** · leading **1.4**

Wordmark — Montserrat Regular · tracking **0.428em**

Aa

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz · 0123456789

Thin — display & numerals

Extra-Light — large statements

Light — body copy, labels & stacks

Regular — wordmark & captions

Medium — emphasis

SemiBold — accents

Bold — stacked headings

HEADLINE SYSTEM

Every section opens with the same two-weight lock-up. Only the words change — the construction stays identical, which is what makes the book feel composed rather than decorated.

The first word is set in **Montserrat Bold** as the anchor; the second drops to **Light** at the **same size** directly beneath it. The contrast lives in **weight**, never in size or colour.

THE RULE

Line 1 — Montserrat **Bold**

Line 2 — Montserrat **Light**, set in caps

Both — **same size** · tracking **0.076em** · leading **1.4**

ANATOMY OF A HEADING

OUR | **Montserrat Bold**
the anchor word

STORY | **Montserrat Light**
same size · set in caps

Both words share one cap-height and one tracking value, so the pair reads as a single object — a bold statement answered by a quiet one.

BUILT IN THREE STEPS

01

OUR
STORY

Choose two words — a subject and its qualifier.

02

OUR
STORY

Set the first word in Bold; keep the second Light.

03

OUR
STORY

Match the size, add tracking, stack them tight.

TYPE IN USE

HIERARCHY

SECTION HEADLINE

TRACKED LABEL / KICKER

Body copy is set in Montserrat Light at a generous line-height, justified or left-aligned. Keep measure comfortable and let the plum and white space carry the composition. Emphasis is added with **Medium weight**, never with colour in running text.

PRINCIPLES

Letter-spacing is a feature

Tracked caps (0.3–0.5em) give the brand its calm, premium cadence. Use them for labels, kickers and short statements.

Two weights, one heading

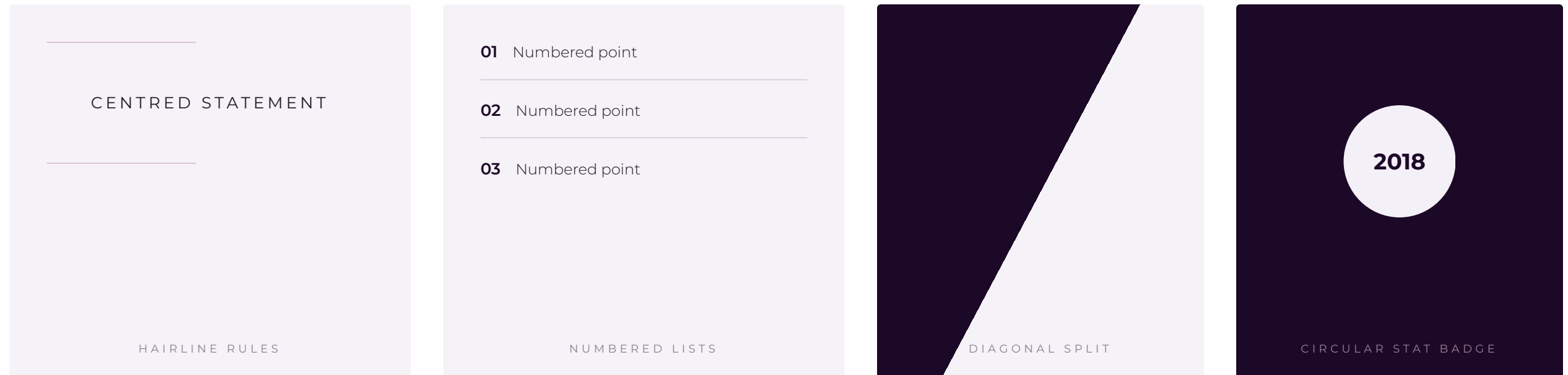
Pair a Bold word with a Light word to create the signature Mazi Group headline lock-up.

Restraint over decoration

Never more than two weights in a single block of display type. White space is part of the typography.

GRAPHIC LANGUAGE

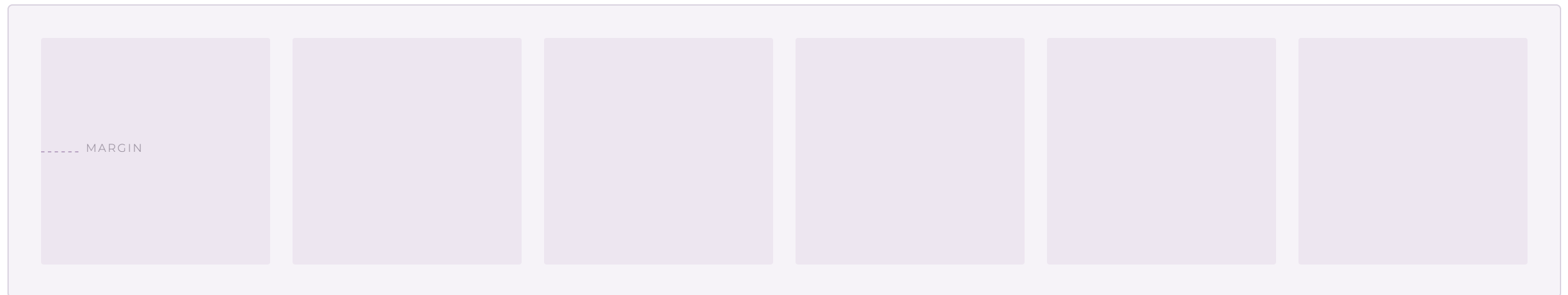
A small kit of recurring devices makes any layout read as The Mazi Group — even without the logo.



GRID & LAYOUT

Every spread sits on the same quiet scaffolding: a wide outer margin, a six-column field and generous white space. Structure stays invisible — it is what lets the type and imagery feel calm.

SIX-COLUMN FIELD · 96 PX OUTER MARGIN



Anchor to the left

Headings and body align to the left edge of the field. Imagery may bleed to the page edge.

One idea per spread

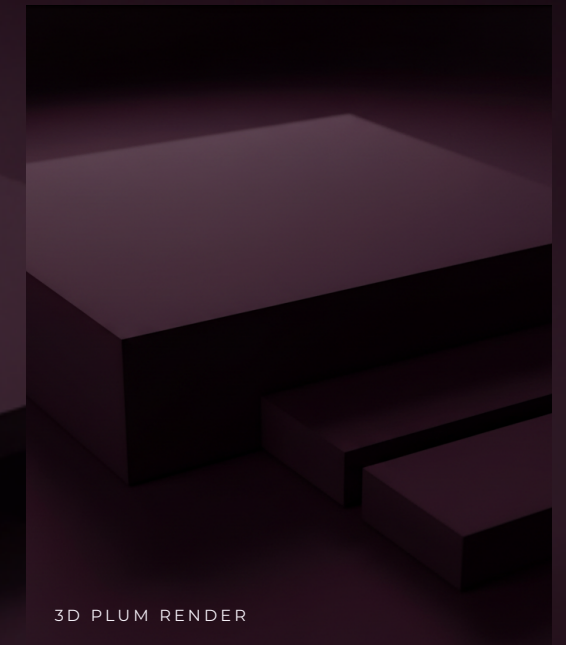
Resist filling the page. Negative space carries as much weight as the content itself.

Consistent rhythm

Kicker, headline, rule, body — the same vertical cadence opens every section.

ART DIRECTION

Two image worlds carry the brand: abstract 3D plum renders and clean architectural light.



TONE

Monochrome, low-key, sculptural. Light falls softly across geometric forms in plum.

DO

Keep imagery calm and tonal. Leave negative space for type. Favour depth and shadow.

AVOID

Bright, clashing colour. Busy stock photography. Literal or cluttered scenes.

VOICE & TONE

The Mazi Group speaks like a confident operator, not a hype machine. We make ambitious claims and then back them with specifics. Sentences are clear and well-built; the tone is premium but never cold. We talk about **real results, real products and true promises.**

SOUNDS LIKE

"WE DON'T ADAPT TO THE FUTURE.
WE BUILD IT — WITHOUT COMPROMISE."

WE ARE / WE ARE NOT

Confident	vs	Arrogant
Precise	vs	Robotic
Ambitious	vs	Boastful
Premium	vs	Exclusionary
Clear	vs	Jargon-heavy
Visionary	vs	Vague
Warm	vs	Casual



VOICE IN USE

The same idea, said two ways. We trade hype and hedging for plain, confident sentences that name the benefit and back it up.

	OFF - BRAND	ON - BRAND
PRODUCT	A truly revolutionary, game-changing experience.	Built to do one job exceptionally well.
LAUNCH	We're so excited to finally maybe share this!	It's here. Here is what it does.
MISSION	We want to try to help make things a bit better.	We refuse the trade-off between quality and price.
SUPPORT	Sorry for any inconvenience this may have caused.	Here's what happened and what we've fixed.

THE TEST

If a sentence could come from any brand, rewrite it until it could only come from The Mazi Group.

THE SUB-BRANDS

Each brand owns its market and its accent, while inheriting the group's plum, typography and tone. When co-branded, the Mazi Group monogram endorses the subsidiary — never the reverse.

MAZI BEAUTY

CLEAN COSMETICS · DTC

Premium clean beauty and skincare, pivoting to a direct-to-consumer model built on data and loyalty. The group's founding category.

UPVENDO

RETAIL AUTOMATION

AI-powered self-order kiosks and ordering technology for hospitality and small retail — labour savings and a better guest experience.

ON THE GO

PERSONAL CARE

Portable, pocket-sized personal-care mists and sanitisation — convenience and reliability for everyday life on the move.

GLAM SWITCH

BEAUTY DEVICES

Advanced, user-friendly hairstyling tools and beauty devices that pair high performance with an effortless experience.

BELLA GLOSS

LIP & COLOUR

Founded by Annelies Schetters and powered by The Mazi Group — bold, glossy lip and colour cosmetics with personality.



TMG INNOVATION LABS · THE GROUP'S SHARED R&D ENGINE

The shared R&D engine behind every brand — and the launchpad for what comes next.

INSIDE THE BRANDS

Each subsidiary owns a distinct audience and promise, while inheriting the group's plum, typography and tone. Same parent, different rooms.

MAZI BEAUTY CONSCIOUS SHOPPERS WHO WANT EFFICACY WITHOUT COMPROMISE. AUDIENCE Clean Cosmetics PROMISE Clean, effective beauty, sold direct.	UPVENDO HOSPITALITY & SMALL RETAIL CUTTING LABOUR COST. AUDIENCE Retail Automation PROMISE Self-order kiosks that pay for themselves.	ON THE GO PEOPLE WHO REFRESH BETWEEN MOMENTS, ANYWHERE. AUDIENCE Personal Care PROMISE Pocket-sized care with personality.	GLAM SWITCH HOME STYLISTS WHO WANT SALON RESULTS. AUDIENCE Beauty Devices PROMISE High performance, effortless to use.	BELLA GLOSS EXPRESSIVE CUSTOMERS WHO LEAD WITH COLOUR. AUDIENCE Lip & Colour PROMISE Bold, glossy colour by Annelies Schetters.
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Read across and the logic holds: five audiences, five promises, one operating standard — the discipline that makes the group more than the sum of its brands.

BRAND IN APPLICATION

Real, published pieces — built on the plum palette, Montserrat type and the 3D render language.



SOCIAL POSTS & COLLATERAL · @THEMAZIGROUP

DIGITAL DOMAINS

mazigroup.us · mazi.beauty · upvendo.com · otgo.store

RULE OF THUMB

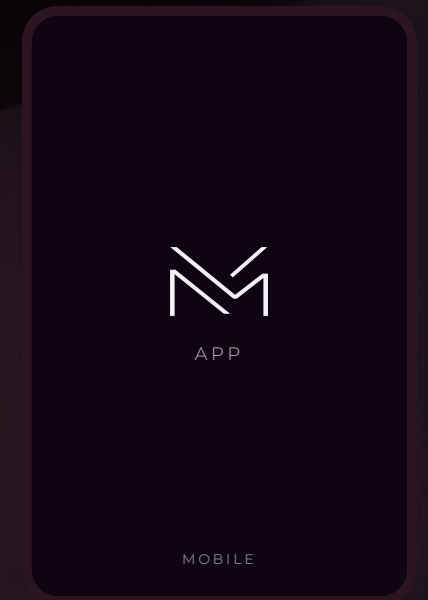
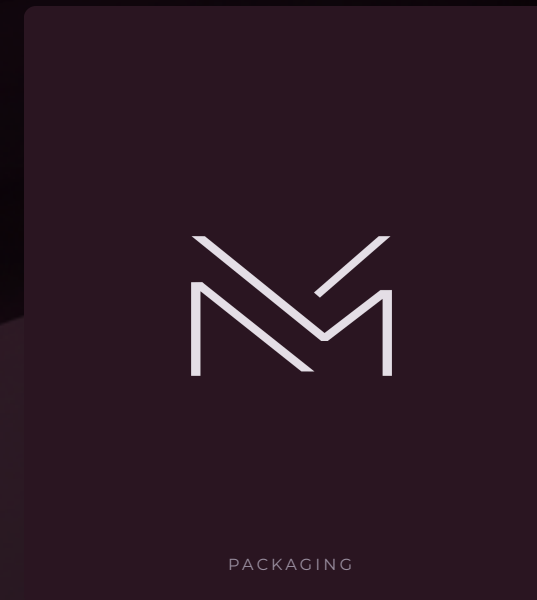
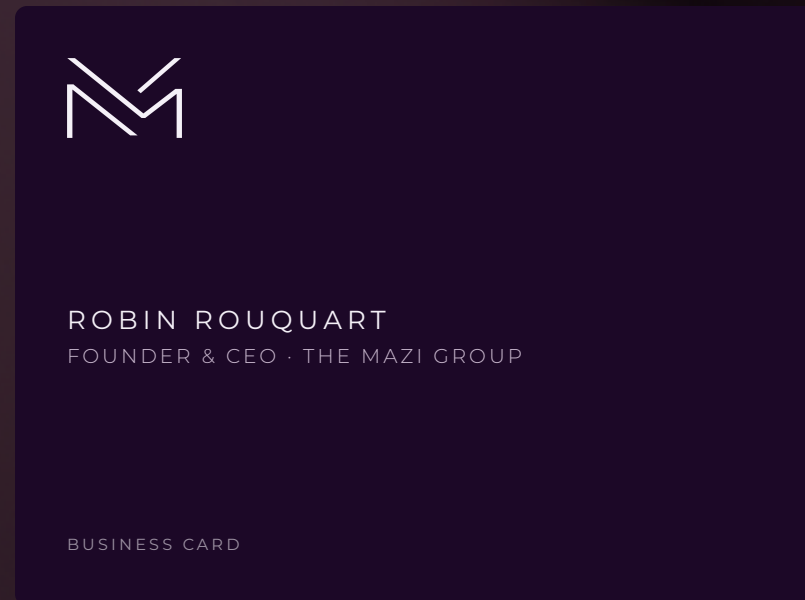
Plum + porcelain. Centred caps framed by hairline rules.
The logo gets room to breathe.

FORMATS

Logo supplied as transparent PNG, in plum and porcelain.

IN THE WILD

The system carried across touchpoints — stationery, packaging, digital and environment — built on the plum palette, Montserrat type and the monogram.



Illustrative mock-ups — every real asset is built from the same components in this book.



THE MAZI GROUP

INNOVATING INDUSTRIES
WHILE MAKING NO COMPROMISES