information architecture

- **introduction**
  - elevator pitch
  - vision, mission, & slogan

- **MONQ®**
  - look & feel
  - fonts & typography
  - colors
  - layout spacing
  - logo

- **therapeutic air®**
  - blends
    - feel the way you want®
    - feel nature®

- **media**
  - photography & videography
  - illustrations

- **messaging**
  - things you can say
  - things you cannot say
  - regulatory issues
  - grammar
  - tone & emotions
MONQ® is a health and wellness company that uses the power of aromatherapy to promote enhanced physiological states through our product, the original personal essential oil diffuser.

Our first line of essential oil blends, *Feel The Way You Want*®, promotes mood enhancing benefits, whereas our second line, *Feel Nature*®, takes users on a journey to the forest. We provide a modern aromatherapy experience to a worldwide audience through *Therapeutic Air*®, which has a beneficial effect on the body and mind.

Pick up your personal diffuser, breathe in through your mouth and exhale through your nose. It is a simple reminder to reflect, a commitment to presence, and a gateway to the air you are meant to breathe.
elevator pitch

MONQ (which stands for Modifying One’s Natural Qualia) is a health & wellness lifestyle brand that promotes worldwide wellness and wisdom through products & information. We created the personal essential oil diffuser, which delivers Therapeutic Air® (organic & high quality essential oil blends, free from tobacco, nicotine & artificial ingredients) directly to the olfactory system. The personal diffuser is the most direct form of aromatherapy available.
mission

We spread happiness, love, and wellness through the MONQ lifestyle to help you, your friends, and everyone else feel better, do better, and be better.

Our goals are to:

• Perfect, simplify, and share aromatherapy products that change lives for the better.
• Lead in the research and science of aromatherapy.
• Provide the best customer service in our industry.
• Perpetuate love & wellness through our products.
• Foster a space for communication of kindness.
• Present innovative ideas.
• Enjoy every day.
MONQ® look & feel

MONQ uses white backgrounds and minimalism to communicate powerful imagery. MONQ is wellness as a lifestyle.
fonts & typography

• Most text will be Open Sans Light. ([download link](#))
• Highlight words within paragraphs with Open Sans Semibold.
• Don’t overuse italics and semibold within sentences.
• Tracking should be 25 and letter-spacing of .025rem online.
• Line height is maximum 2x the font size (10pt font = 20pt leading) and a minimum 1.5x the font size (10pt font = 15pt leading).
colors

Global:

- MONQ® primarily uses black text.
  RGB #000000 & CMYK 75/68/67/90

- Occasionally we use gray as an alternative for paragraph text.
  RGB #777777 & CMYK 55/46/45/11

Never:

Add random colors, hex values, spot colors, pantones, or drop shadows.

- no custom color
- no spot color
- no drop shadow
layout spacing

Create equal spacing around all sides. If that isn’t possible, make top & bottom the same and left & right the same.
logo

- Use the official `monq logo.ai` file for all artwork.
- Don't use the M as a logo.
- The Registered Trademark Symbol ® should be used along with the word “MONQ” the first or most prominent time it appears.
logo consistency

*Never* modify (squeeze, stretch, outline, add dropshadows, or retype) the logo.

*Artistic treatments or enhancements require written permission from the CEO.
logo spacing

• Maintain consistent white space around the logo.
• Accurate white space can be found by measuring the distance between the letters “M” & “O” within the word “MONQ”.
• Typography, or other elements, should never overlap with, or cover, the logo.
• Never recreate or alter the logo, including the placement & size relationship of its letters, or the use of the registered symbol.
• On the occasion that the logo has a border, the border radius should be .25”.
Locked type treatments are used for departments and services to establish an identity consistent with the brand.

- Accurate white space can be found by measuring the distance between the letters “M” & “O” within the word “MONQ”, then dividing by 1/2.
- Service names should use Open Sans Light, centered, all CAPS, and a tracking of 250pt and letter-spacing of 1rem.
The MONQ logo is acceptable at most any size; however, if made too small the integrity and effectiveness of the logo will be damaged. Do not use the logo smaller than 1/8” tall in print or 20px for web.
Never:

Don’t include white background around the logo when applied over images or video.
Therapeutic Air refers to the essential oil blends created by MONQ. Each of our essential oil blends feature three primary, and up to 26 secondary, essential oils. We source the highest quality essential oils from reputable, US-based vendors. The plants which create our essential oils are grown in sustainable, non-GMO farms all over the world, or are sustainable wild-crafted.

- The Registered Trademark Symbol ® should be used along with the phrase “Therapeutic Air” the first or most prominent time it appears.
- Therapeutic Air refers to the aromatic products created by MONQ, and is the result of the use of our blends and processes.
- Our bodies have yearned for terpenes (natural chemicals released by plants) since the beginning of time. Therapeutic Air is the air you are meant to breathe.
blends

MONQ promotes Therapeutic Air through the first personal essential oil diffuser, which provides aromatherapy with a modern twist.

Each personal diffuser contains one essential oil blend carried in 100% pure, organic, coconut oil-derived vegetable glycerin.

Our blends are free of nicotine, tobacco, artificial ingredients, artificial flavors, gluten, and GMOs. It is vegan, kosher, and organic.

Each blend is 80% coconut-derived vegetable glycerin and 20% essential oils.
feel the way you want®

The theme of our Feel The Way You Want line of blends is colorful, fun, and bold. You “feel” these blends.

We use bright colors to convey a range of feelings, which each relate to a specific physiological reaction. These always appear in the order of a rainbow.

- **sexy** #B83A4B Pantone 703 C
- **vibrant** #FF8300 Pantone 151 C
- **happy** #FFCE00 Pantone 116 C
- **healthy** #43B02A Pantone 361 C
- **active** #4298B5 Pantone 459 C
- **zen** #615E9B Pantone 7669 C
- **sleepy** #63666A Pantone Cool Gray 10 C
feel the way you want mood board
The theme of our Feel Nature line of blends is calm, earthy, and realistic. You “experience” these blends.

We use images of locations to represent the blends, but include surrealistic layers of trees, water, mountains, clouds, and other natural phenomenon to add dimension to the experience.

Arrange in order of forest, ocean, and mountain.
feel nature mood board
influencer & brand representation

Images and Videos should not:

- Display nudity or be sexually explicit.
- Display children under 18, unless approved of by MONQ.
- Indicate or allude to illegal activities.
- Include drugs, alcohol or firearms.
- Show demonstrations of vulgarity, such as an extended middle finger.
- Prominently feature the logos or brands of companies separate from MONQ.
- Show vapor coming out of the mouth, but rather only out of the nose.

Captions should:

- Be in English, except for an occasional foreign language word.
- Be in compliance with the FDA. Please see information on FDA compliance later in this document, but basically:
  - Do not mention the names of any diseases such as depression, anxiety, high blood pressure. However, you can mention words such as stress, and discomfort.
- Include truthful information indicating that you use the product and enjoy using it. Benefits that our customers frequently mention is that MONQ lowers their stress, gives them more energy, puts them more at ease, etc.
- If you are unable to state this truthfully, please call our Influencer Line at 629.220.9904 to discuss alternative wording.
Some sample Caption wording (Please modify for your usage):

- “Ease the stress of daily life, with MONQ Therapeutic air!”
- “Take aromatherapy on the go, with MONQ!”
- “MONQ makes aromatherapy easy and portable!”
- “Feel The Way You Want, with MONQ.”
- “Feel Nature, anywhere, with MONQ.”
- “Get your daily dose of terpenes, with MONQ portable aromatherapy diffusers.”
- “Breathe Paleo air, with MONQ.”
- “Give yourself the gift of self-care, with MONQ Therapeutic air.”
- “Enhance your meditation, with MONQ personal aromatherapy diffusers.”
- “Take a breath of relaxation, with MONQ.”
photography & videography

• We will **NOT** use any material in which there is a full inhalation, and the mist is exhaled through the mouth.

• All subjects should use the personal diffuser correctly. It should not be held like a cigarette. Subjects should exhale from their nose.

• Engaging, lifestyle photos are better than product photos. MONQ merged within a person’s life, not MONQ as life.

• Don’t refer to smoking or vaping within photos.

• Alternative editing can be used to communicate a specific message.
illustrations

- Stroke weights need to be consistent and use tapered stroke lines.
- Art should be minimalistic and easy to understand.
- Use illustrations when communicating a concept or scientific process (including blogs).
- Use only approved colors (any of the blend colors).
- Color should be 30% opacity and gradient to 0%.
- Use illustrated plant icons when describing blends.
Things you can say:

- Say “breathe” instead of smoke, puff, or drag.
- Diffuser
- Personal Diffuser
- Portable Diffuser
- Portable Personal Diffuser
- Personal Aromatherapy Diffuser
- Portable Aromatherapy Diffuser
- Mist

Things you cannot say:

- MONQ is the company name, not the name of our products, thus do not refer to our diffusers as “MONQs.”
- Vape
- e-Cig or e-Cigarette
- Smoke
regulatory issues

Disclaimer: MONQ is not a medical product, and is not intended either (1) for use in the diagnosis, cure, mitigation, treatment or prevention of disease, or (2) to affect the structure or function of the body. We cannot and do not make any claims that MONQ does either of these things. As such, we will only be able to use content that does not make these types of medical claims about MONQ. However, MONQ does provide the same benefits as traditional aromatherapy or essential oils.

We’ve heard that MONQ:
• Helps to destress
• Helps to relax
• Helps to unwind after a long day
• Helps to promote wellness
• Eases overall discomfort
• Helps to alleviate discomfort
• Soothes aches and discomfort
• Helps to cleanse my body of toxins
• Is balancing and calming

If you still aren’t sure about a statement that you are making, or if you have general questions regarding medical claims, please contact breathe@monq.com.
grammar

• In written and video captions, **Eric Fishman, MD** not Dr. Eric Fishman.
• Appropriate titles for Eric are: Founder and/or CEO and/or President.
• Use active voice.
• All trademarked items are treated as proper nouns within sentences. They may be lower case when they stand alone, or are headings.
• Plants appear as a singular, descriptive word (orange), unless appearing on blend specific & ingredient based web pages (Bitter Orange, Citrus aurantium).
• Oxford commas will be used within lists, in order to provide clarity.
• Ampersands are used when describing two words within one item (health & wellness), but will not be used in place of “and”. For example: MONQ specializes in health & wellness, Therapeutic Air, and happiness.
• When listing the scientific names of plants, the genus should be capitalized, species should be lowercase, and both should be italicized, as in: *Citrus sinensis* (Sweet orange)
• When using bullet lists, successive lines should align with the first word, not the bullet. (see below)
  • this bullet aligns correctly
  • this bullet aligns incorrectly
tone & emotions

Communication style:
• fun
• healthy
• lifestyle
• uplifting

Emotion Wheel: http://atlasofemotions.org/#continents/

Convey these emotions:  Avoid these emotions:
• happiness
• love
• friendship
• relaxation
• anxiety
• fear
• angst
• confusion
• stress