



guidelines for use of molo imagery

24/06/04

Photo Editing

- do not stretch, crop or alter images without prior consent (resizing is acceptable)
- do not add any marks or logos to images

Credits and Titles

- all images should be credited to molo*
 - if you choose to share images from the product downloads section of our website, ensure you include project credits where listed (i.e. choreographer, dance group, architect, etc)
- refer to molo as 'molo'; do not use 'Molo' or 'molo design'
- molo and molo product names are spelled out in all lowercase letters (i.e. 'softwall + softblock', 'softseating' etc.)
 - see Trademark List below
- 'Stephanie Forsythe + Todd MacAllen' should be credited as designers for all molo products

Social Media Posts

- tag according molo account(s) to your social media posts:
 - Instagram : @studio_molo and @molo_projects
 - Pinterest : molostudio

Proofreading

- we would request that you proofread content for accuracy prior to it being published
- if you require any additional information, please let us know

molo Product - Trademark List

- molo product names (use all lowercase when writing "molo" and molo product names):
 - softwall
 - softblock
 - softwall + softblock
 - paper softwall + softblock
 - textile softwall + softblock
 - wood softwall + softblock
 - paper softwall
 - textile softwall
 - wood softwall
 - paper softblock
 - textile softblock
 - wood softblock
 - suspended softwall
 - suspended softwall + softblock luminaires
 - benchwall
 - paper benchwall
 - textile benchwall
 - softseating
 - softseating · fanning stool, bench + table
 - cantilever table

- softlight
- cloud softlight
- cloud mast
- urchin softlight
- cappello
- float glassware
- float tea lantern
- soft collection