

**MOVES INTERNATIONAL**

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# **BRAND GUIDELINES**

**VERSION 1.0 – MARCH 2023**

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## Brand Guidelines

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WHAT  
ARE WE?

# -About **Moves International**

We are Australia's education and migration service provider that helped many international applicants come over here. Our specialty includes education counselling, visa, migration, and recruitment.

We have a good relationship with more than 100+ universities to transfer the information accurately to the students. MI education can help you with the best guidance for your future.

**LET'S GROW TOGETHER:**

**With your trust and belief, we  
still need to go a long way.**

We would love to provide the most wonderful guidance to study, travel, and live in Australia if you believe in us. Want to migrate to Australia? Discuss with us. Want to study in Australia? We can help you. Want to extend your visa of subclass 485? We can do that for you. In short, Contact us for everything because we are sitting next to you only to help you.

# Our Story

## WHAT DID WE DO?

We have provided educational and migration consultations to a lot of students. They always got unique solutions from us when required. Every year numerous students benefit from our student and temporary graduate visa in Australia. We have been providing migration services in Australia for a few years with no complaints from our clients.

## WHAT DO WE DO?

We provide accessible information to choose the right subject and migrate to Australia. We want to guide every student who needs it. An expert education counselling team in our offices is bound to provide you with all types of information and possibilities. We let you decide what is good for you, but we will always tell you which is better.



## OUR WORDS

# Message From Our CEO

I started this for all those who dream of studying or migrating to beautiful Australia. Therefore, we have started building a strong bond with so many Australian universities for a long time. The purpose is to ensure the right info with the interested candidates, turn their dream into reality, and ultimately allow them to reach their future goals. If your visa is expired, you will need to wait for the arrival of the visa before entering Australia. Call us for any further queries.

## INTRODUCTION

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# Our Design Toolkit

## VISUAL ELEMENTS

# Important Reminders

BE COMMITTED TO THE RULES.



MOVES  
INTERNATIONAL

**DO NOT** change the color.  
Use colors in the palette.



**DO NOT** change the  
proportions of the logo



MOVES  
INTERNATIONAL

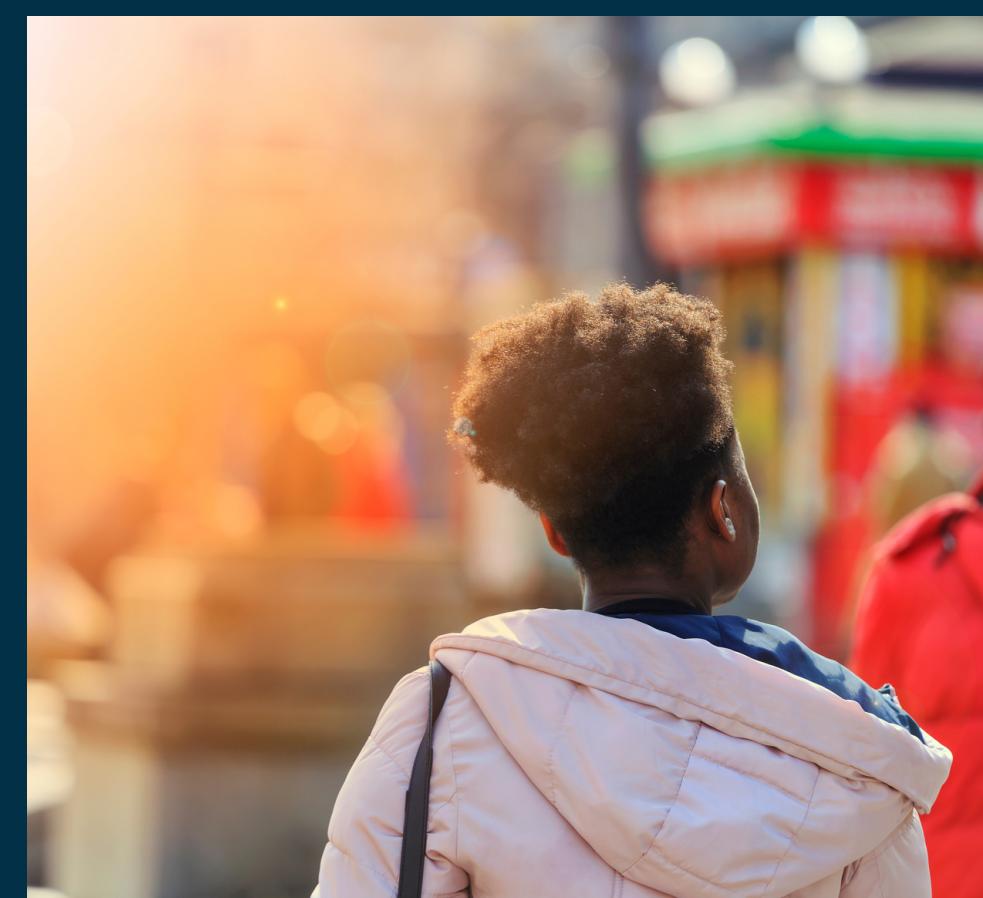
**DO NOT** add shadow  
or any effects.

# Our Logo

## VISION AND INSPIRATION

Moves International logo features the company name in bold, uppercase letters using the Montserrat font. The word "Moves" is emphasized with a brighter shade of cyan-blue, highlighting the company's focus on making significant and impactful moves in the field of international education and migration.

The tagline "Moves that matter" is positioned below the company name in a smaller, uppercase font, conveying the company's commitment to making a positive difference in the lives of its clients. The color palette features shades of orange, representing trust, creativity and uplift people's moods. while the clean and modern design of the logo conveys professionalism and expertise.



# Logo Evolution



## INITIAL

Initially, we developed the design of the logo based on this appearance.

## FINAL

We settled on this design. Amazingly how quickly the project was completed!



## Logo on Dark Background

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



## Logo on Light Background

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

# Logo Usage

## Sample Applications

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience. It serves a variety of purposes, making them powerful tools for convincing and teaching.

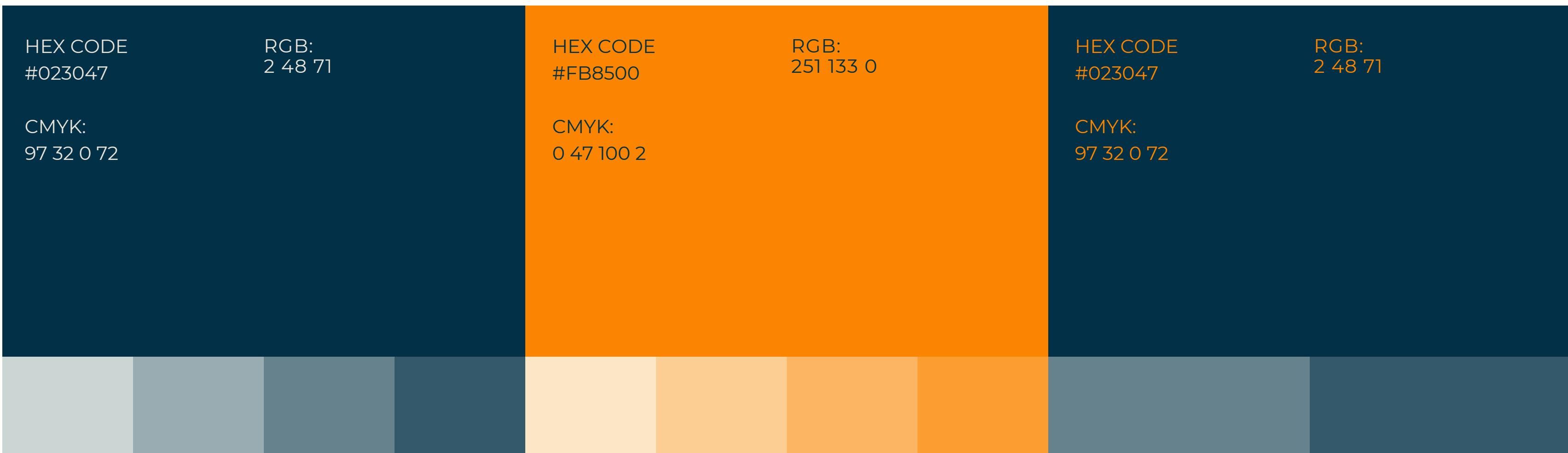


# Our Color Palette

## Hex and Pantone Values

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience.

HEX CODE #023047	RGB: 2 48 71	HEX CODE #FB8500	RGB: 251 133 0	HEX CODE #023047	RGB: 2 48 71
CMYK: 97 32 0 72		CMYK: 0 47 100 2		CMYK: 97 32 0 72	



# Color Usage

## DIGITAL USAGE

On digital platforms, such as websites and social media, the logo should be displayed using the RGB color mode.

## PRINT USAGE

On print materials, such as brochures and business cards, the logo should be displayed using the CMYK color mode.

## ON COLOR CORRECTION

When applying color correction to an image or design that includes the Moves International Education & Migration logo, the logo colors should remain consistent with the original logo design.

# Why Moves International?

## What's in a Name?

The abbreviation "MI" is likely used as a short form for "Moves International" in the name "Moves International Education & Migration" to simplify and streamline the name. Using "MI" allows for quicker and easier reference to the company name, especially in informal communication or situations where brevity is important. It also allows for easier branding and marketing, as the abbreviation

# Breaking down our Name

## MOVES

The word "moves" can have multiple meanings depending on the context, but in the context of the company name "Moves International Education & Migration",

## INTERNATIONAL

The company may aim to help individuals and families make moves or transitions to new countries or educational institutions

## OUR FONT CHOICE

It is a versatile font with a clean and modern look, making it popular for both print and digital designs. It's also widely available for free use.

## THE COLORS

Cyan-blue and orange are complementary colors, meaning they are opposite each other on the color wheel. This creates a high level of contrast, which can make the logo more eye-catching and memorable.

# Typography Rules

HOW WE PRESENT OURSELVES

# Montserrat

Montserrat is a sans-serif typeface designed by Julieta Ulanovsky. It was inspired by the signage of her hometown Buenos Aires and named after the Montserrat neighborhood. It is a versatile font with a clean and modern look, making it popular for both print and digital designs. It's also widely available for free use.

abcdefghijklmnoprstuvwxyz  
**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
A brown fox jumps over the lazy dog  
**A brown fox jumps over the lazy dog**

# Typography Rules

## TYPE SELECTION

Montserrat works well for headings and subheadings, but can also be used for body text in larger sizes.

It pairs well with a variety of other fonts, including serif fonts like Times New Roman and slab-serif fonts like Rockwell.

## FONT SIZES

For headings and subheadings, Montserrat can be used in larger sizes (e.g. 24pt and up) to make them stand out.

For body text, Montserrat can be used in smaller sizes (e.g. 10pt to 14pt) for readability.

## COLOR USAGE

Montserrat is a versatile font that can be used with a variety of color schemes.

When selecting colors, consider the overall color scheme of your design and choose colors that complement or contrast with Montserrat in a pleasing way.

# Product Application

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



# Photography Guidelines



## SUBJECT

should feature diverse individuals and families in international or educational settings, such as students on a college campus or families exploring a new city.

## COMPOSITION

should be well-composed and visually appealing, with attention paid to elements such as framing, lighting, and focus.

## TONE

should be welcoming, supportive, and inclusive. Bright and warm colors can help to create a positive and uplifting



Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience. It serves a variety of purposes, making them powerful tools for convincing and teaching.

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing. You can then organize them into your introduction, your main content, and your conclusion.

# Contact Us

**FOR QUESTIONS AND CLARIFICATIONS**

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# MOVES INTERNATIONAL

M O V E S   T H A T   M A T T E R

