

muloo.



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Contents.

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muloo.

Muloo. the HubSpot agency
that is:

Approachable.
Educational.
Helpfull.



About muloo.

//04



Driven by **HubSpot** enthusiasts.

Muloo provides HubSpot services in a human way.
Helping you feel relief through driving your
business success.

muloo. MADE FOR YOUR BUSINESS

Brand
Guidelines
2021

//05

Brand
Guidelines
2021



CRM. Automation. Integrations. Technical Experts. Growth Marketers.

Muloo provides HubSpot services in a human way.
Helping you feel relief through driving your business
success.

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Human. Partner. Collaborative. Technical. Growth Experts.

Experts.

Knowledge based,
that is informative,
thought leadership &
specialist advice.

Our voice should carry an **authority** without the arrogance, it should be **straightforward** and **purposeful**, always remembering to be **humble**

We speak to the world with expertise, so we need to make sure we know it and show it

Partner.

Solutions based. Don't make claims without backing them up.

Our voice should show experience, product **knowledge**, be **confident** and remain **conversational**

Our content should show trust, experience and feel like it has real meaning, just like our tangible results.

People.

Culture based.

Our Voice should be **savvy**, **spontaneous**, **engaging** and **casual** with gentle humour in some cases

We speak to an external audience with a genuine voice which helps relate to a culture that's familiar, warm and accessible .

Passionate.

Expression based.

Our voice should be full of brand personality, **passion**, **human centred** and **storytelling**,

Unite experiences to create a feeling of excitement in everything we do.

Family of Logos.

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MAIN LOGO

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



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SECONDARY LOGO

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



ALTERNATE LOGO

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

Primary Symbol.

Logo Elements

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m.

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m.

Logo Usage



//09

Colour Schemes.

OTHER VARIANTS



The orange is to
only be used
when referencing
HubSpot



Logo Font.

Logo - Adobe font

Family of
Fonts



//10

Aa

AILERON HEAVY

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand
Guidelines
2021

Primary Font.

For Headings H1

Family of
Fonts



//11

Aa

MONSERRAT EXTRA BOLD

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand
Guidelines
2021

Secondary Font.

FOR SUBHEADINGS & H2-H5

Family of
Fonts



//12

Aa

MONSERRAT SEMI-BOLD

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand
Guidelines
2021

Tertiary Font.

FOR SUBTITLES



Aa

MONTSERRAT EXTRA-LIGHT

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Family of
Fonts

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Brand
Guidelines
2021

Body Font.

FOR BODY

Family of
Fonts



//14

Aa

MONTSERRAT

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Brand
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2021

I am heading.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

I am a Sub-Heading.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

I am a Sub-Title.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.

Font Combinations.



Family of Colours.



Family of
Colours



Acceptable
combinations.

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FOR PRINT OR DIGITAL

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

Reflective Target Personas.

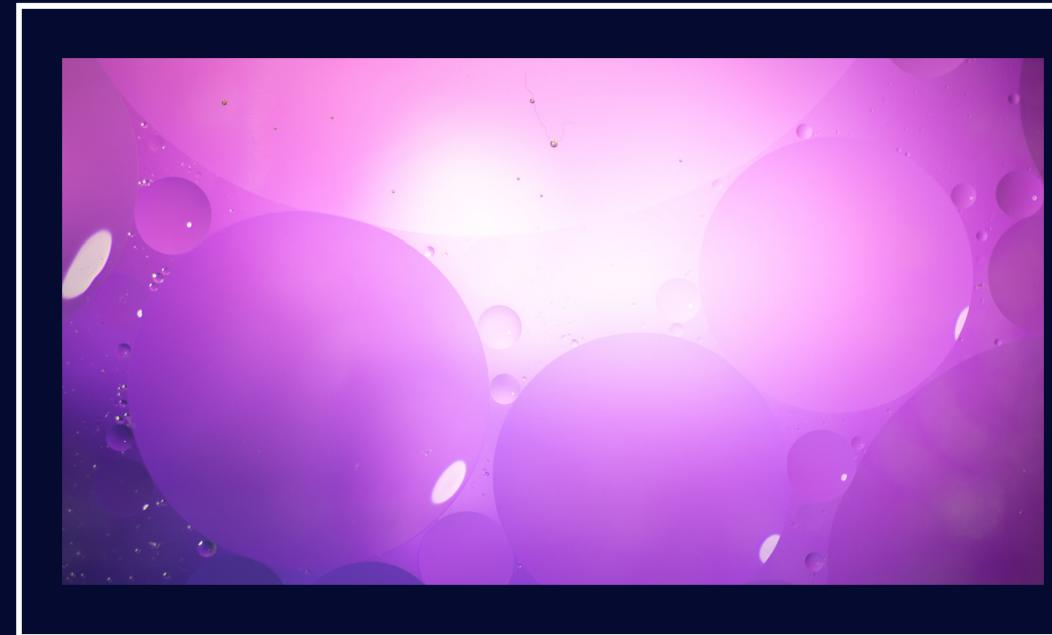
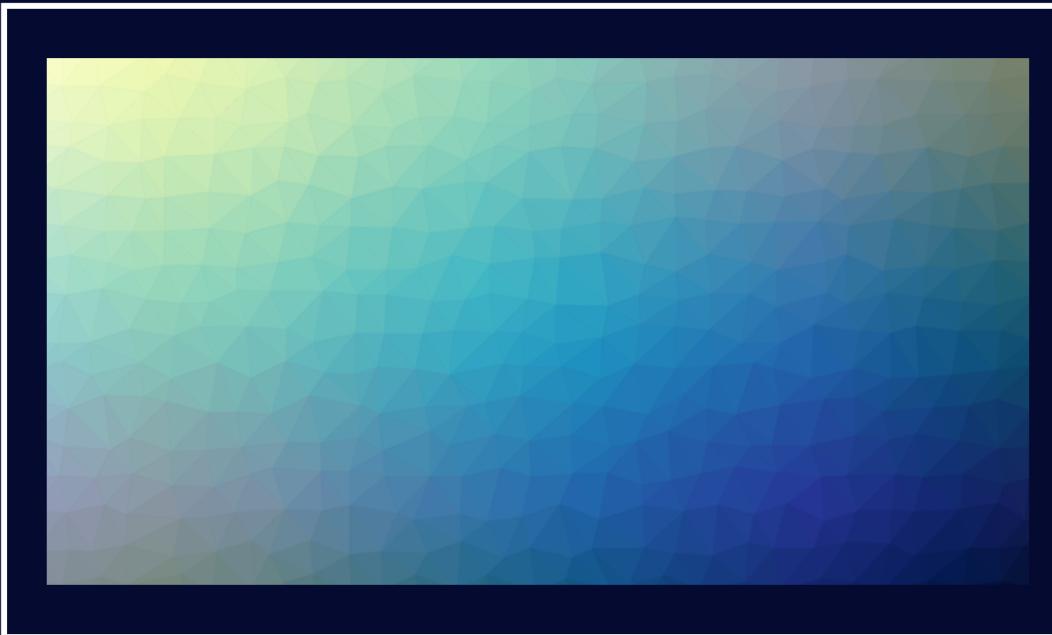
EDUCATED | FOCUSED | ROI DRIVEN | NEED HELP

Image Library

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



Based on brand colours.



FOR USE IN BACKGROUNDS AND TEMPLATES



Library of Patterns

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Digital formats.

Applications



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Printed material.

Brand
Guidelines
2021

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

Applications

PRODUCTS AND STATIONERY



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Sample Layouts.

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m.
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muloo.



m.

Muloo focuses on my business growth so I can focus on my clients.

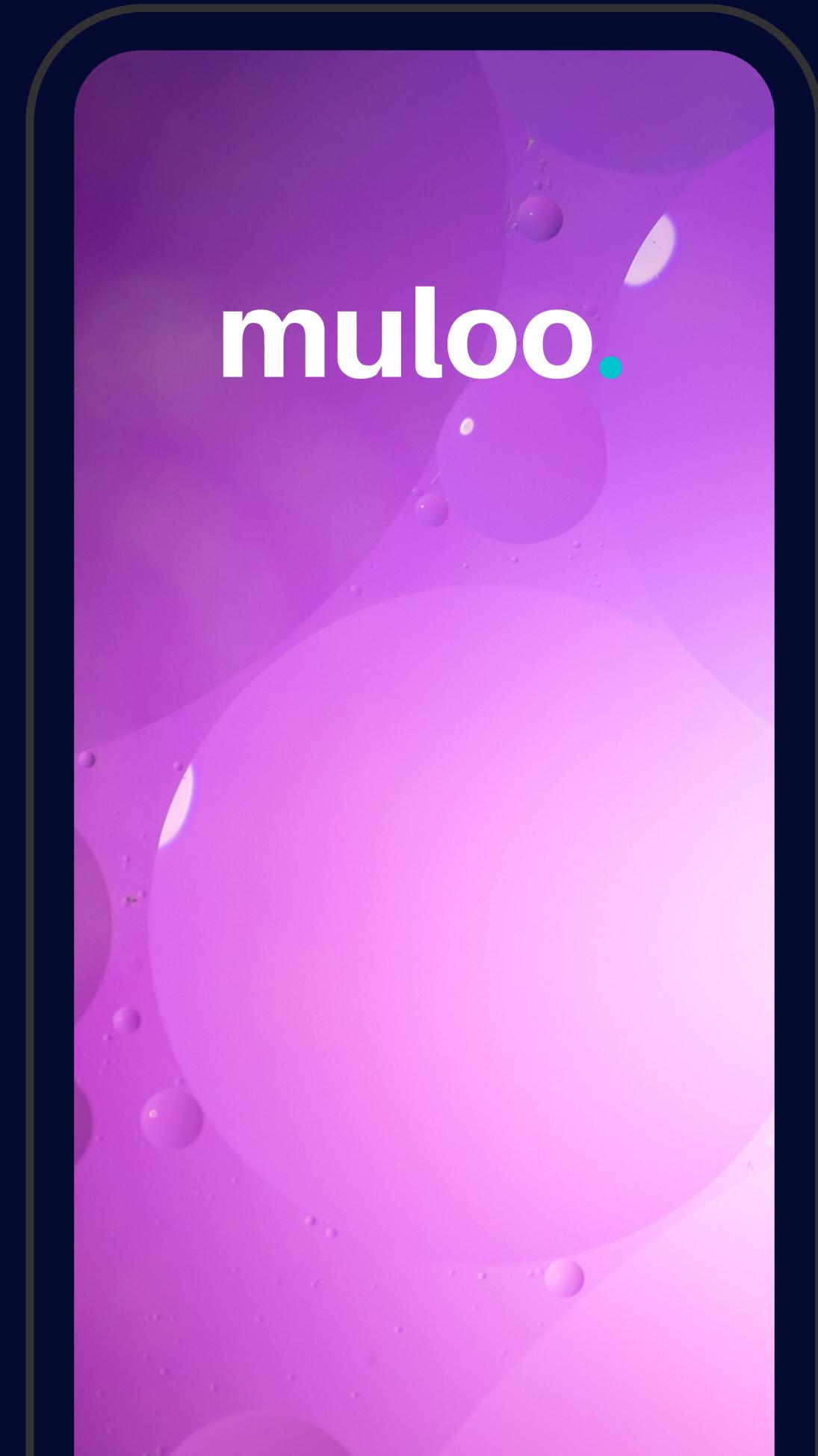


m.

Muloo focuses on my business growth so I can focus on my clients.

Sample Layouts.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



m.
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Brand
Guidelines
2020

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FOR QUESTIONS OR
COMMENTS

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