

MOONSHOT  
MEDICAL + PERFORMANCE

BRAND GUIDELINES

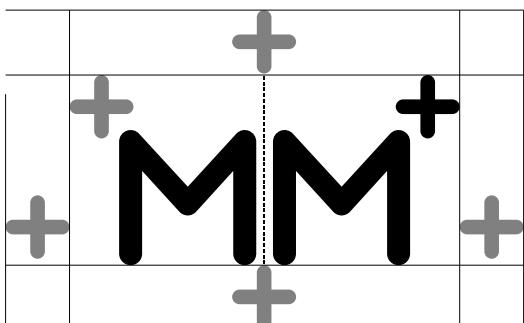
## PRIMARY LOGO



## LOGO SPACING



THE + SYMBOL IS USED TO MAKE SURE THERE IS ENOUGH SPACE AROUND THE LOGO FOR CLARITY.



THE CENTER FOR ALIGNMENT IS ALWAYS THE CENTER OF THE SPACING IN BETWEEN THE 2 M'S.  
FOR CLARITY YOU MUST ALWAYS HAVE THE SAME DISTANCE AS THE SIZE OF THE + SYMBOL AROUND ALL 4 SIDES.

## SECONDARY LOGO



## ALTERNATIVE LOGO



## LOGO NO NO'S



DO NOT SCALE THE TOP PART OF THE LOGO TO MATCH THE BOTTOM



DO NOT SCALE OR CREATE ANY ADDITIONAL SPACE IN BETWEEN LOGOS



DO NOT MOVE THE PLUS SIGN FROM THE TOP RIGHT CORNER OF THE LOGO.

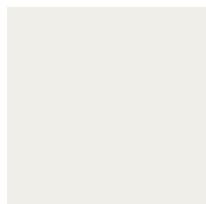


DO NOT CHANGE SPACING BETWEEN LETTERS OR PLUS SYMBOL.

## PRIMARY COLORS ( FOR PAINT / PRINT )



PANTONE  
BLACK 6 C  
R 16 G 25 B 33  
C 100 M 61 Y 32 K 96  
HTML 101921



PANTONE  
CLOUD DANCER  
R 240 G 238 B 233  
C 6 M 5 Y 5 K 0  
HTML F0EEE9



PANTONE  
Cool Gray 5 C  
R 187 G 180 B 190  
C 28 M 21 Y 18 K 1  
HTML B2BFBE

## HEADING TYPEFACE

# PATRON

HEADINGS SHOULD BE IN FULL UPPERCASE WHEN USING PATRON -  
EXCEPTION LETTERS FOR CLARITY - A

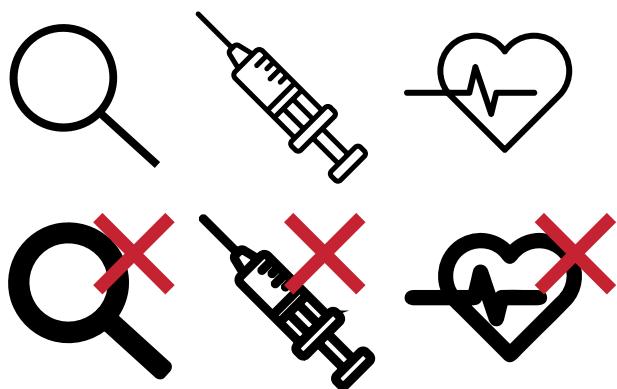
## BODY OF TEXT TYPEFACE

# Poppins (Family)

THE BODY OF ANY PARAGRAPH CAN USE POPPINS TO SHARE ANY INFORMATION CLEARLY WITHOUT ANY SPECIAL EFFECTS / MISSING SECTIONS OF LETTERS AND THE FULL LIBRARY OF CHARACTERS.

## ICONS

ICONS SHOULD BE SIMPLE AND MINIMAL TO GIVE A MORE MODERN AND CLEAN AESTHETIC. SHOULD NOT BE OVERLY COMPLICATED OR FILLED IN/BOLD.



## TEXTURES / SHEEN

WE LIKE USING TEXTURE WHEN WE CAN ADD SOME DEPTH TO A BACKGROUND VS JUST HAVING EVERYTHING BE A FLAT COLOR.

THINK CONCRETE / SLATE TILE / MATTE CHALKY FINISHES



A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z  
. ? ! @ # \$ % ^ & \* ( ) \_ + =

Poppins Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
. ? ! @ # \$ % ^ & \* ( ) \_ + =

Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
. ? ! @ # \$ % ^ & \* ( ) \_ + =

Poppins Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
. ? ! @ # \$ % ^ & \* ( ) \_ + =

## PHOTOGRAPHY

PHOTOS CAN BE IN COLOR AND BLACK AND WHITE BUT SHOULD NOT BE OVERLY CONTRASTED AND HAVE NATURAL COLORS. DO NOT OVER SATURATE COLOR OR TEXTURE TO ADD ANY GRIT OR GRAIN TO THE PHOTOS.



## COLORS TO AVOID

DO NOT USE ANY BRIGHT COLORS / NEONS / PRIMARY COLORS.

THINK NEUTRALS / ORGANIC COLORS / MUTED COLORS.

