



Logo Guidelines

LOGO VARIATIONS

DESIGN CONSTRAINTS

DESIGN CONSTRAINTS - DO NOT DO

COLOR PALETTE & FONTS

LOGO COLOR OPTIONS

LOGO VARIATIONS

Primary Logo

Graphic Mark and logotype in vertical configuration.



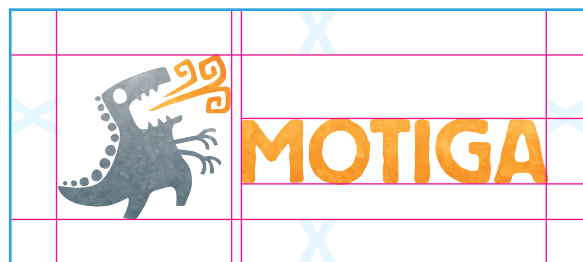
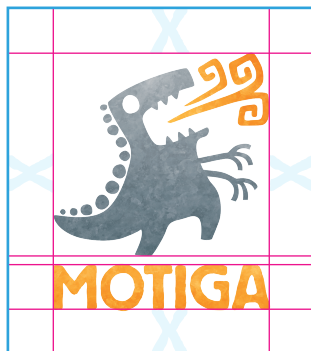
Alternate Horizontal Logo

Graphic Mark to the left of the logotype. Use this option when space doesn't allow for the primary logo's vertical configurations.



DESIGN CONSTRAINTS

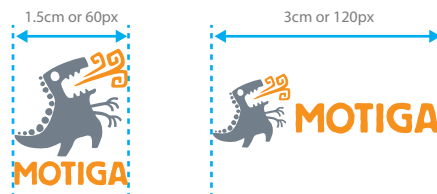
Minimum clear space and boundaries



Blue indicates Clear Space. The blue area must be kept free of other elements. Magenta indicates type and elements alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height').

Minimum logo width



DESIGN CONSTRAINTS - DO NOT DO



Make sure the logo contrasts with the background color.



Do not change the position of logo elements.



Do not rotate, distort or skew the logo.



Do not change the relative size of elements.

COLOR PALETTE & FONTS

Primary color



Pantone 144
C0 M51 Y100 K0
R237 G139 B0
#ED8B00



Pantone 430
C54 M37 Y35 K10
R124 G135 B142
#7C878E

Grayscale color



Pantone Cool Gray 11
C69 M63 Y62 K55
R55 G55 B55
#373737



Pantone Cool Gray 8
C53 M44 Y44 K9
R125 G125 B125
#7D7D7D



Pantone Cool Gray 3
C23 M18 Y18 K0
R197 G197 B197
#C5C5C5

Font Used In The Logo

Neidermann Grotesk

1234567890!@#\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO COLOR OPTIONS

The logo in grayscale



The logo in solid black



The logo in white (reversed)



The logo in two color PMS



The logo in one color PMS



MOTIGA BRANDING

Logo Guidelines

The horizontal logo in grayscale



The horizontal logo in solid black



The horizontal logo in white (reversed)



The horizontal logo in two color PMS



The horizontal logo in one color PMS

