



**Moon
News**

Brand Guidelines



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Introduction



04. INTRODUCTION

A thick yellow horizontal bar spans the width of the page below the section header. In the bottom right corner, there are several thin yellow lines forming a geometric pattern, including a circle and intersecting lines.

Welcome to Moon News, your celestial destination for the latest happenings in the captivating realms of crypto and tech. As a trailblazing media company, we embark on a mission to bring you real-time news, expert insights, and invaluable educational resources, providing you with a guiding light through the ever-changing cosmos of innovation.

In this fast-paced universe of blockchain technologies, cryptocurrencies, artificial intelligence, and beyond, staying informed is crucial. Moon News becomes your reliable companion, illuminating the pathways to knowledge and discovery, allowing you to navigate the complexities with clarity and confidence.

Our dedicated team of professionals endeavors to deliver accurate and unbiased information, empowering both seasoned enthusiasts and curious beginners to explore the cosmos of crypto and tech. At Moon News, we believe that knowledge is the key to unlocking new possibilities, and we invite you to join us on this cosmic journey as we reach for the stars of understanding.

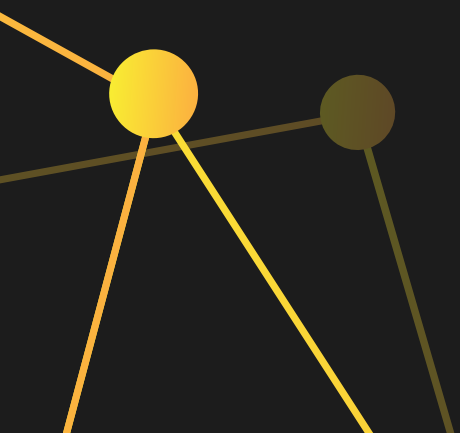
05. BRAND STORY

In the vast expanse of the digital universe, Moon News emerged as a guiding light in the realm of crypto and tech. Our journey began with a simple but powerful vision – to empower individuals with knowledge, enabling them to ride the wave of digital innovation and find their path to the stars.

From humble beginnings as a small team of passionate enthusiasts, we embarked on a mission to deliver the latest news, updates, and insights from the crypto and tech industries. Fuelled by curiosity and an unquenchable thirst for knowledge, we explored uncharted territories, transforming complex topics into accessible narratives for our readers.

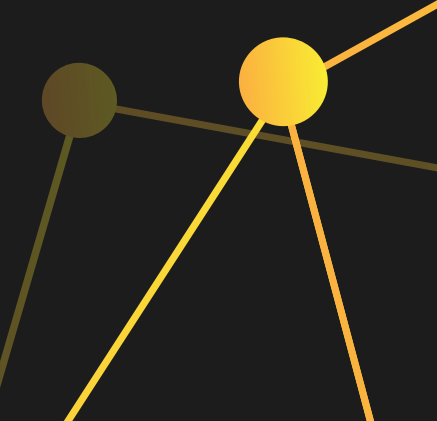
As we navigated through the ever-changing landscape of blockchain, cryptocurrencies, and technological advancements, we realized that Moon News was not just a platform but a community. A community of learners, investors, and tech enthusiasts, united by the desire to reach new heights together.

Today, Moon News stands tall as a beacon of trust, integrity, and innovation. We illuminate the darkest corners of the crypto and tech universe, guiding our readers through the complexities with clarity and reliability. Our commitment to quality reporting, expert analysis, and user-centric services has garnered us unwavering loyalty from our users, and we continue to reach for the stars, pushing the boundaries of knowledge and engagement.



06. CORE VALUES

1. **Trust and Credibility:** We believe that trust is the foundation of every successful relationship. Moon News is committed to delivering accurate, reliable, and unbiased information, earning the unwavering confidence of our users.
2. **Accessibility:** The crypto and tech world can be intimidating, but we are dedicated to breaking down complex topics into easy-to-understand content. We aim to make knowledge accessible to everyone, regardless of their background or expertise.
3. **Community Focus:** Moon News is more than just a news platform; it's a community of like-minded individuals sharing a passion for crypto and technology. We foster engagement, interaction, and constructive discussions among our users.
4. **Innovation:** We embrace change and strive to stay ahead of the curve. Our thirst for innovation drives us to explore new reporting formats, interactive features, and cutting-edge technologies to enhance user experiences.
5. **Integrity:** Honesty and transparency guide our every action. We hold ourselves accountable to high ethical standards, ensuring that the information we provide is not influenced by external interests.



Brand Logo



08. MAIN LOGO

The Moon News is a graphic comprised of the wordmark (logotype) and figurative mark (logomark). This logo consists of letter M and a rocket ship. The lettering is created using the Poppins typeface.

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Moon News brand. It is essential that the logo is always applied with care and respect.

The Moon News brand has a Logotype and a Logomark. These are to be used particularly in situations where legibility at small screen sizes becomes an issue.

Use the complete logo. The only time you should use the Icon alone is on our website, app or social media channels where there are other elements to help the user recognise our brand.



Full Logo

**Moon
News**

**Moon
News**

Logotype



Logomark

09. LOGO VARIATIONS

The logo variations depicted in this page are the only official logo variations that can be used in for Moon News related assets.

The vertical version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the other versions of the Moon News logo.



———— Variation #01



———— Variation #02



———— Variation #03



———— Variation #04

10. CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the logomark, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



11. MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the Moon News logo.

The minimum sizes for each configuration of the logo are listed below.



For print: 0.75" minimum
For web: 60 pixel minimum



For print: 1" minimum
For web: 100 pixel minimum



For print: 0.85" minimum
For web: 80 pixel minimum



For print: 0.25" minimum
For web: 30 pixel minimum

12. LOGO MISUSAGE

The Moon News logo should not be adjusted or edited in any way. Here are some examples of what not to do:



Do not change the colors of the logo.



Do not place elements in the logo clear space.



Do not condense, expand or distort the logo.



Do not rotate the logo.



Do not place the logo on top of an image with poor contrast and readability.



Do not resize any individual elements of the logo.



Do not crop the logo.



Do not add a drop shadow, bevel and emboss, inner glow or any other text effects to the logo.

13. BACKGROUND CONTROL

When using the Moon News logo, the aim is to make it stand out as much as possible through contrast. These variations showcase the ideal colour scheme to use on various background colours.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery. except when the background is bright enough for the type to be rendered in color then the logo must be used in black. the logomark should be used in the original color when placed on imagery. except when the background have yellow tones then the logomark must be used in black.



Black Background



Gray Background



Yellow Background



White Background



Black Image



Gray Image



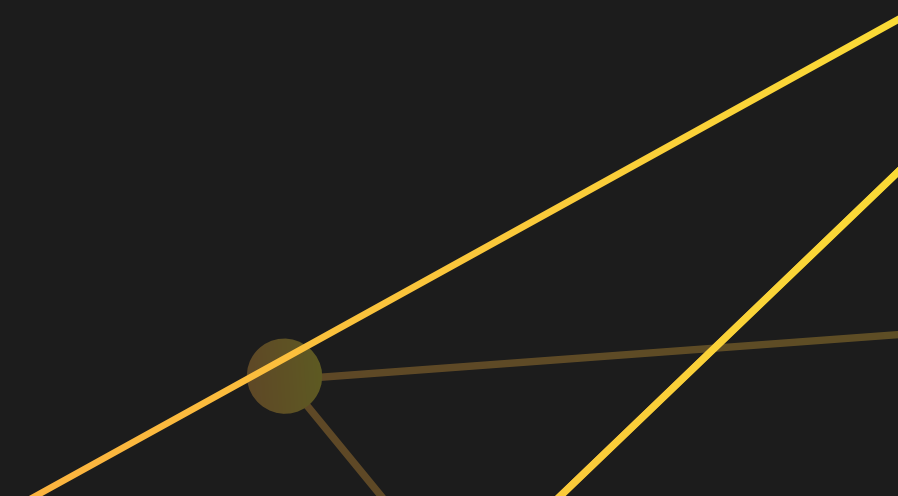
Yellow Image



White Image

14. PATTERNS

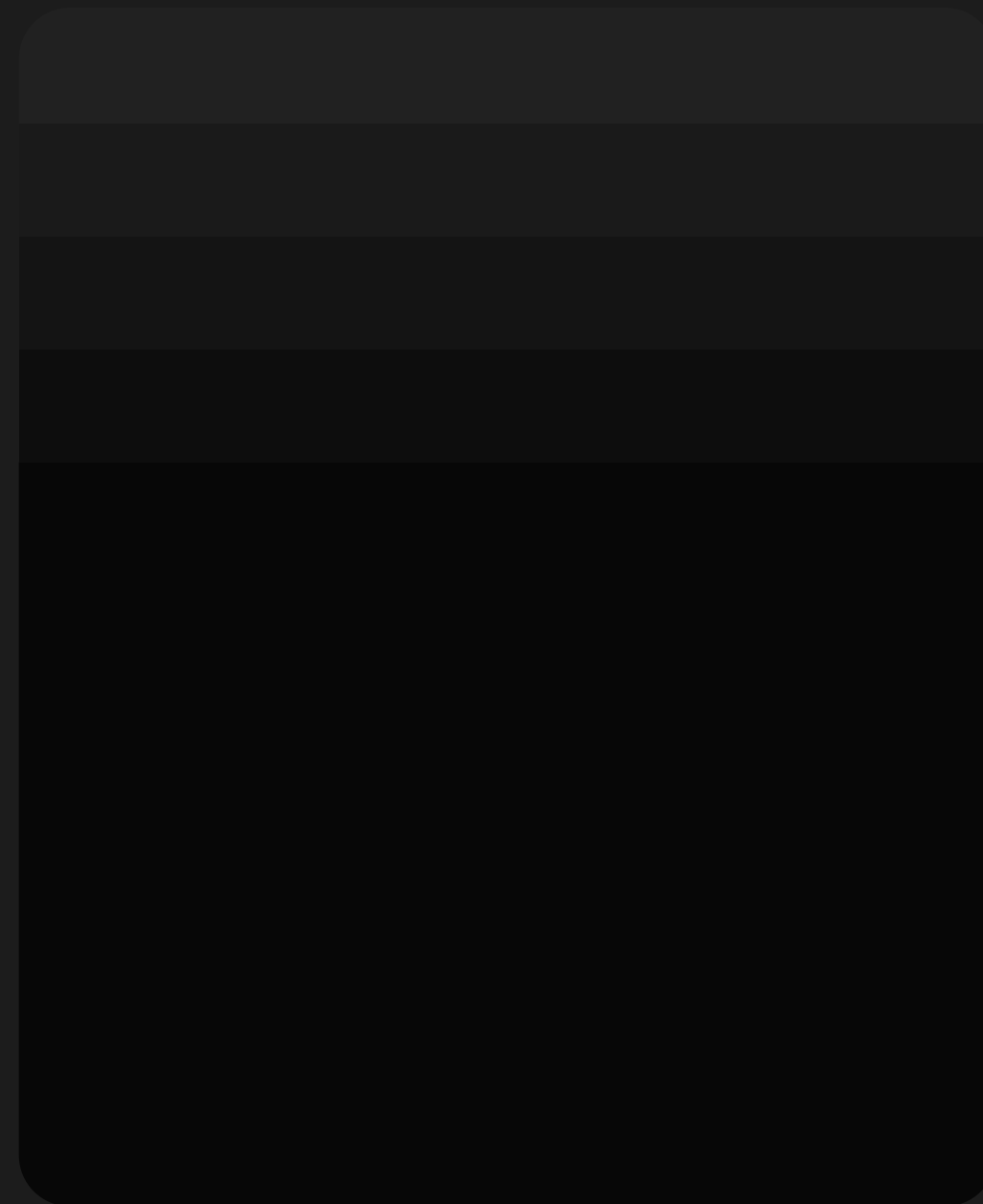
The Moon News icon pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.



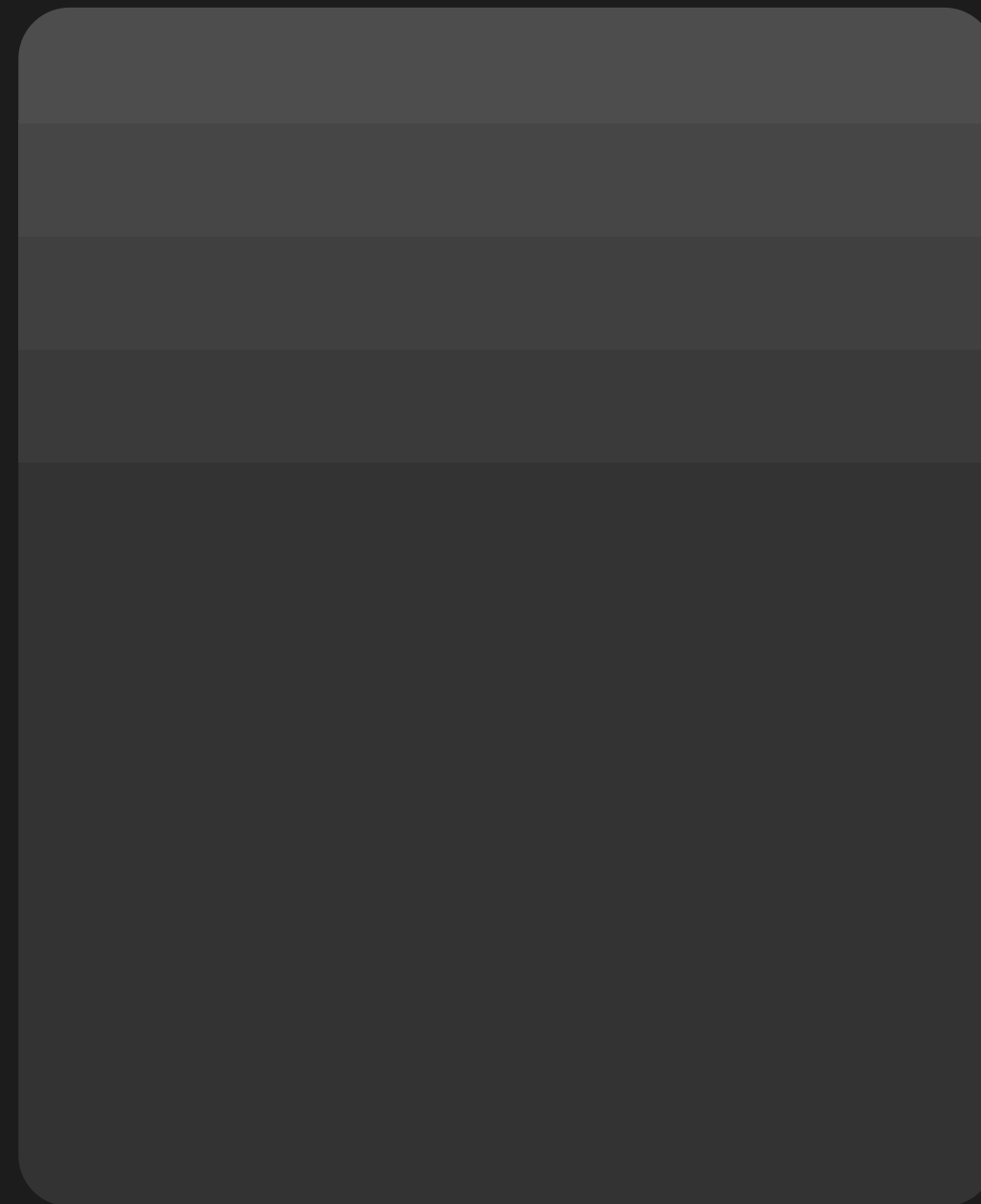
Brand Colors



16. COLORS USAGE



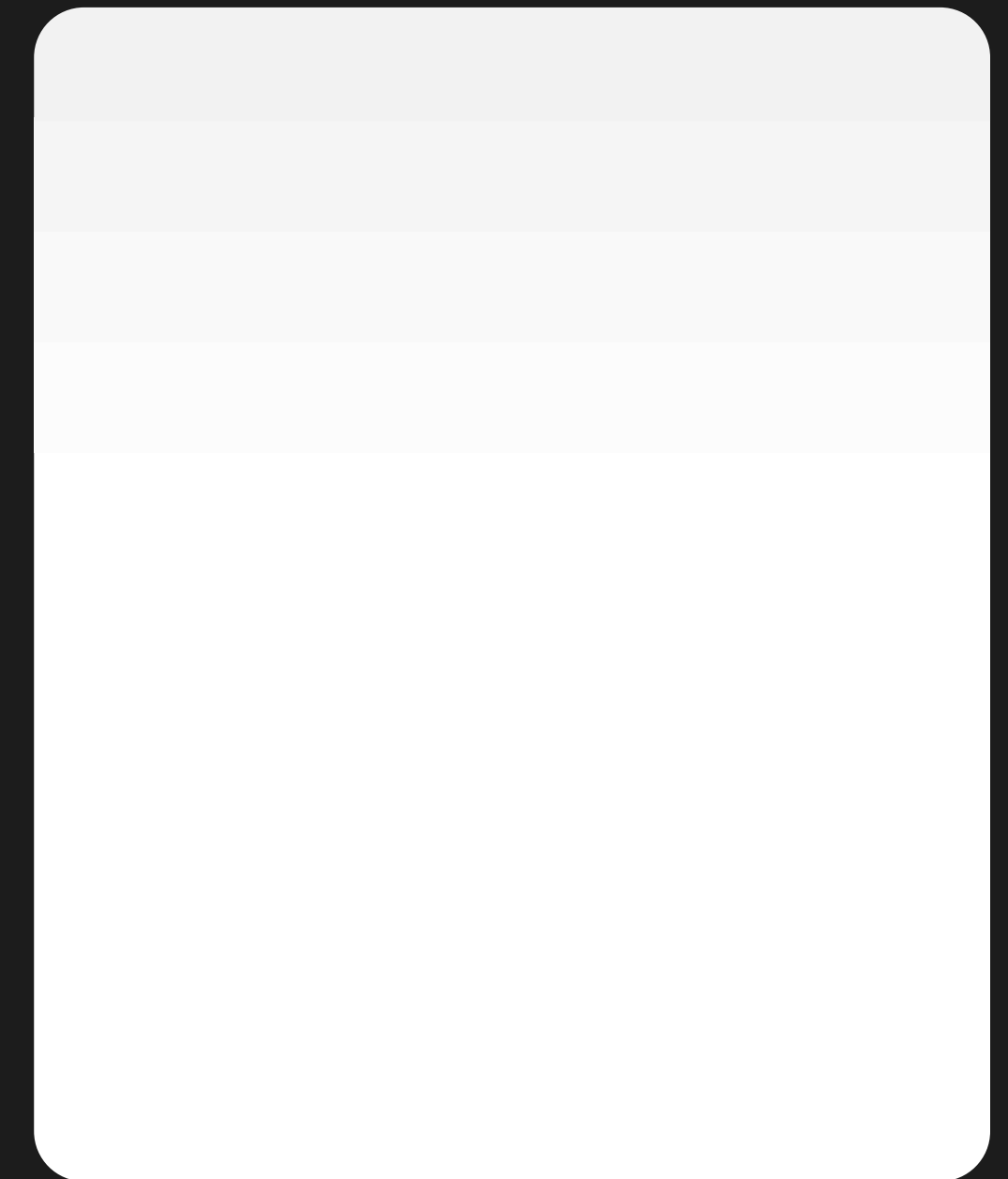
This colour is used for backgrounds and supporting elements.



This neutral color complements the two primary colours and can also be used as an accent colour or background colour.



Used for grabbing attention, highlighting important information and calls to action.



This colour is used for text headlines, body text, and highlighting important information.


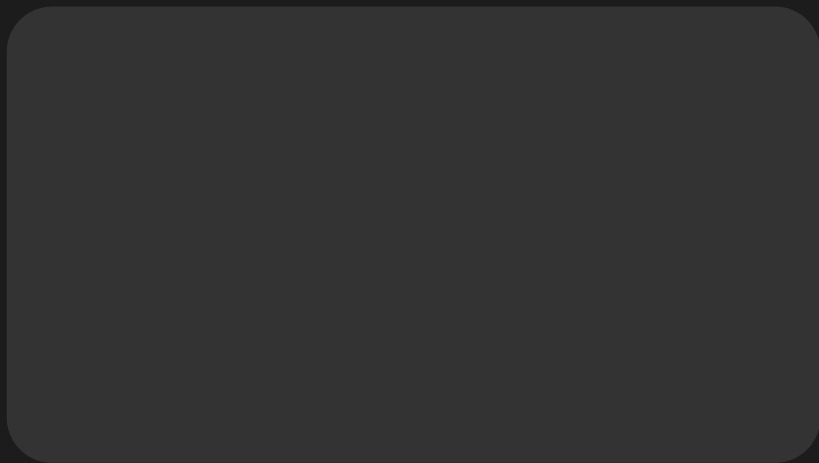
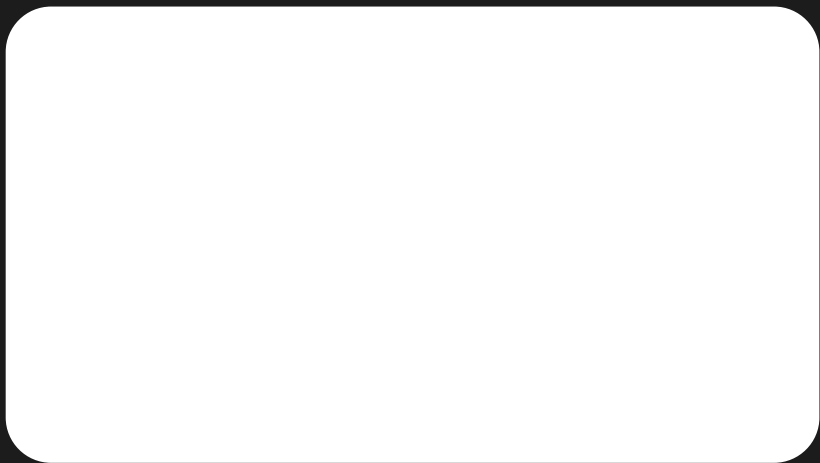

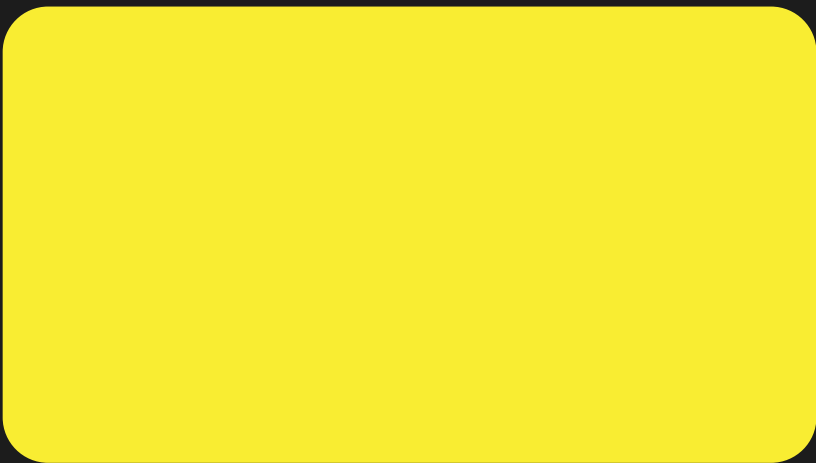
17. COLORS CODES

RGB + HEX

Both are used on-screen. HEX are colours used primarily for web design and RGB is the combination of colours you see on digital screens (mobiles, TV, laptops, etc.)

CMYK

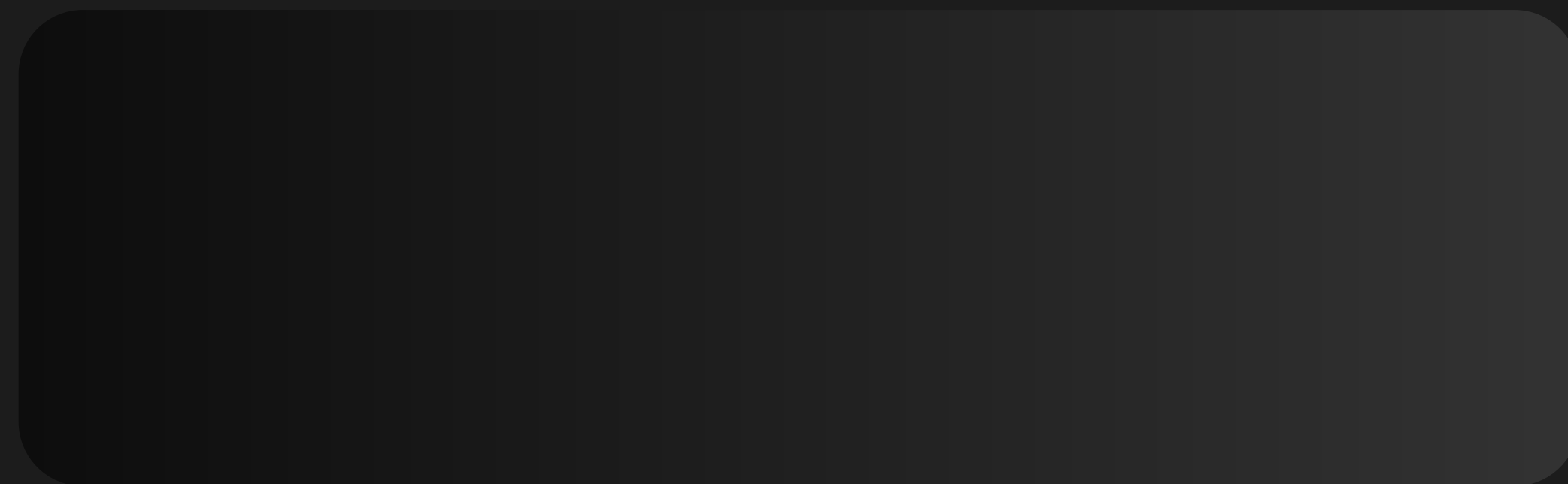
This colour A combination of cyan, magenta, yellow and black, CMYK colours are used in offset and digital printing (business cards, brochures, flyers, etc.)

Black	Gray	White	Orange	Yellow
				
HEX #0D0D0D	HEX #333333	HEX #FFFFFF	HEX #FBB040	HEX #F9ED32
RGB (13,13,13)	RGB (51,51,51)	RGB (255,255,255)	RGB (251,176,64)	RGB (250,237,50)
CMYK (0,0,0,95)	CMYK (0,0,0,80)	CMYK (0,0,0,0)	CMYK (0,30,75,2)	CMYK (0,5,80,2)

18. GRADIENTS

The core palette is further supported by a set of gradients. These supporting gradients add richness to the visual system and provide additional flexibility for our digital needs.

Never use more than one gradient or texture in a single communication.



#0D0D0D

#333333



#FBB040

#F9ED32

Typography



20. BRAND FONTS

Aa

Consistent use of typography helps to make our brand identity strong and cohesive across all applications.

The typeface Poppins was selected to complement the voice and tone of Moon News brand.

This typeface is a websafe font with flexibility built in – there are a range of styles within the font family.

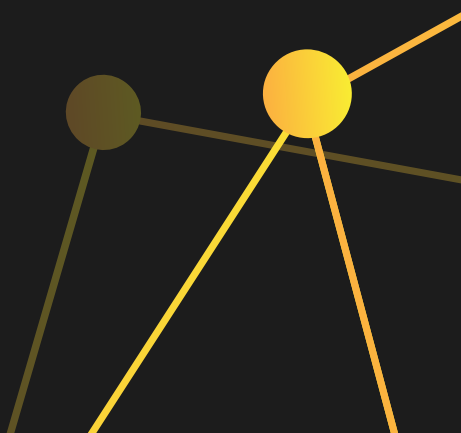
Montserrat is the supporting font, acting as the body copy or alternate subhead styles.

Primary Typeface: **Poppins**

Moon News / MOON NEWS
0123456789
1@#\$\$%^&*/?)

Secondary Typeface: **Montserrat**

Moon News / MOON NEWS
0123456789
1@#\$\$%^&*/?)



21. FONTS VARIATIONS

Our typeface has been carefully selected to be open, legible, smart and professional.

The Moon News brand uses only 2 fonts: Poppins and Montserrat. Along with all their variations (light, medium, bold, italic etc).

Both fonts are very similar, and they can be used at the designer's discretion.

Primary Font Family

Poppins

Thin	Moon News MOON NEWS
Light	Moon News MOON NEWS
Regular	Moon News MOON NEWS
Bold	Moon News MOON NEWS
Numbers	1234567890
Special Character	~!@#\$\$%^&*

Secondary Font Family

Montserrat

Thin	Moon News MOON NEWS
Light	Moon News MOON NEWS
Regular	Moon News MOON NEWS
Bold	Moon News MOON NEWS
Numbers	1234567890
Special Character	~!@#\$\$%^&*

22. FONTS HIERARCHY

Our fonts hierarchy are subtle and good for both mobile and desktop apps, or the mobile version of a responsive site.

In order to achieve consistent results when creating materials for Moon News, make sure to use a ratio of 1.25 between each title size, rounded up.

For instance, if the body size is 27.5pts, the next biggest title must be approximately 34pts ($27.5 \times 1.25 = 34.38$).

The chart pictured on this page showcases an example of this golden ratio in a full font hierarchy.

67.14 pt

Headline #01

Poppins ExtraBold

53.71 pt

Headline #02

Poppins Bold

42.97 pt

Subtitle #01

Poppins SemiBold

34.38 pt

Subtitle #02

Poppins Medium

27.5 pt

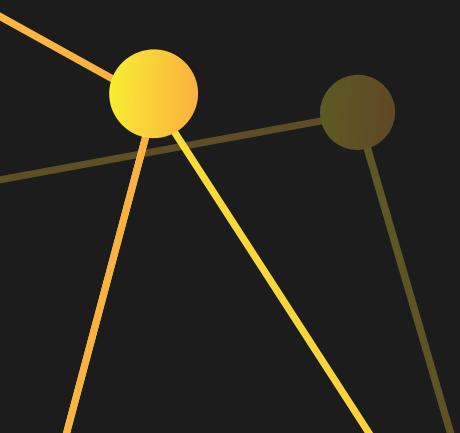
Body

Poppins Regular

22 pt

Description

Poppins Light



Visual Style



24. DESIGN LANGUAGE

Beyond just logos and colors, the design language must be consistent. The current branding uses the "Moon News Tech" look across all its graphic design. This graphic consists of dots connected by lines and it is blended with the Moon News colors. When possible, all graphic design elements should use the following or similar graphic in some manner.



25. ICONOGRAPHY

Various sets of icons were created to represent menu items within the Moon News app and website. These icons may never substitute the main logo but may be used across the entire brand.

Incorporating icons into layouts is a great way to break up large portions of text and images. They also make content more visual and easily digestible. Moon News icons are made with light line strokes and are most often created in any brand color.

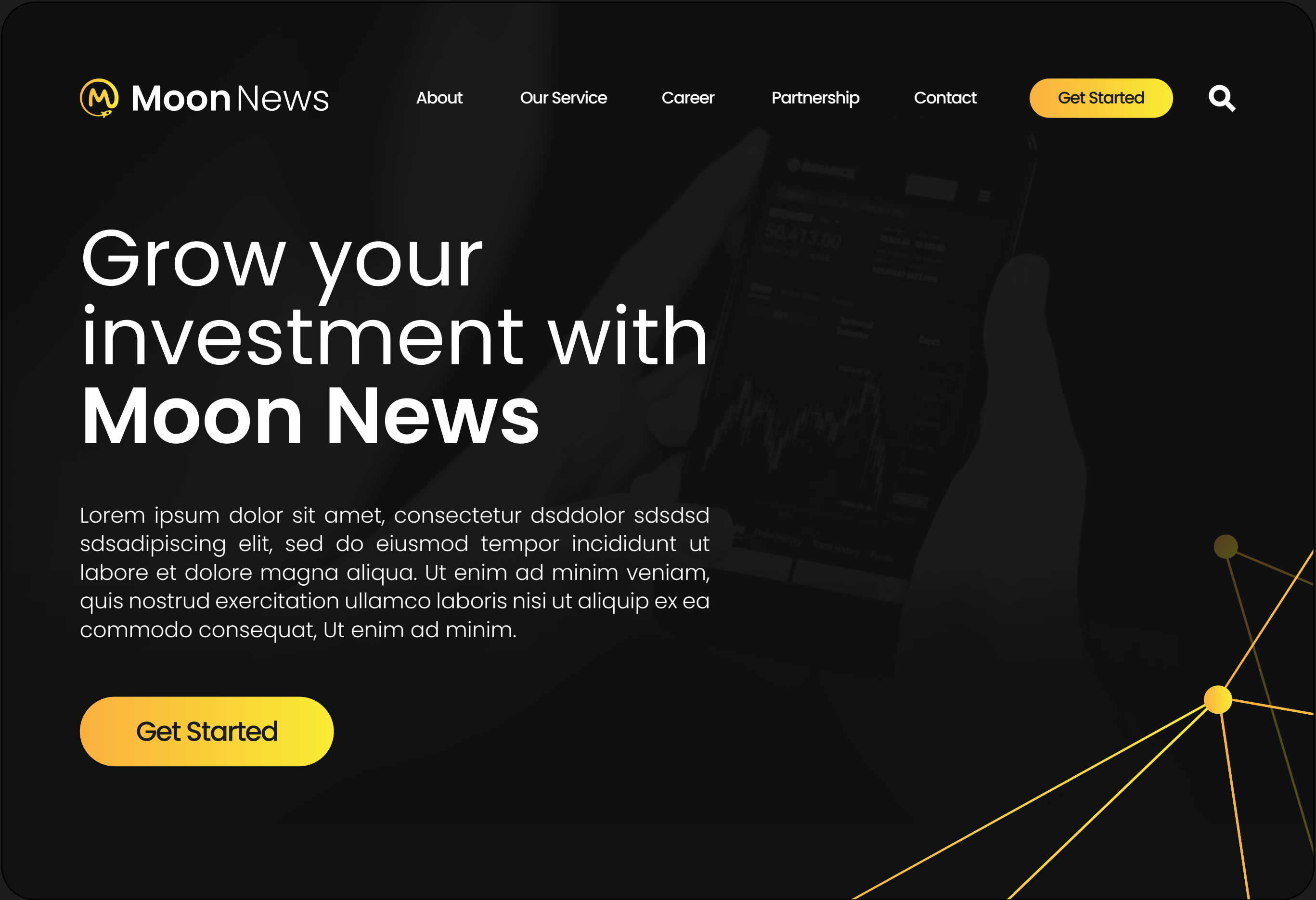
Create an icon in a 0.4 square-inch space with a 1-pt stroke weight. Some icons may be taller or wider, but the scale should feel comparable. Once made, the strokes should be outlined before scaling up or down in size.

Note: Do not edit any individual element of the icons.



26. WEB & APP DESIGN

App
Design



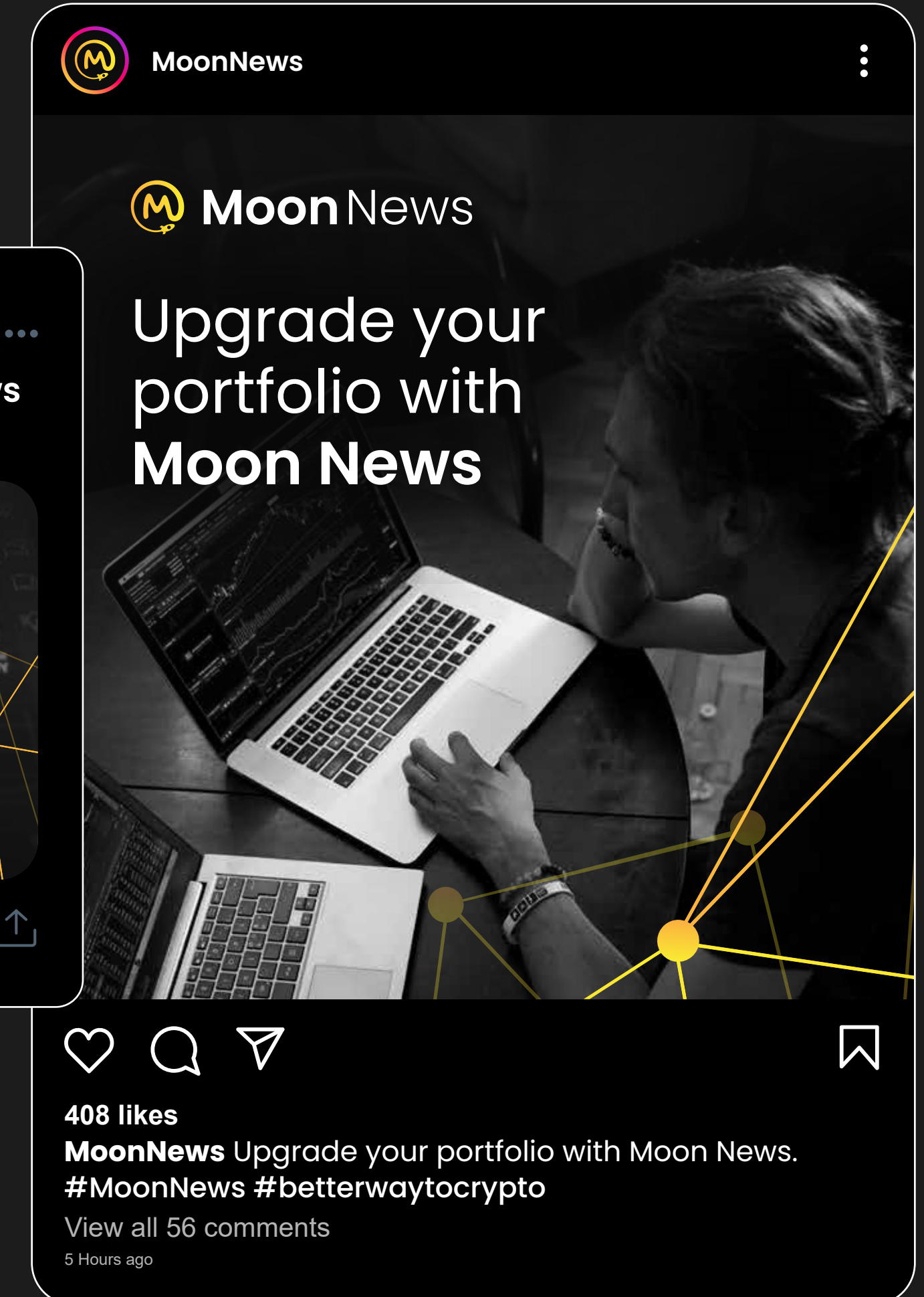
Website
Design

27. MARKETING MATERIAL

The standard branded Moon News Social Media template is not restrictive or limiting and easy to use, while following our branding guidelines:

- Don't modify the fonts: we use Poppins and Montserrat fonts for our template, they are available on all computer operating systems.
- Stay within our brand color scheme, embedded into our template.
- Include the Moon News visual style and/or logo.

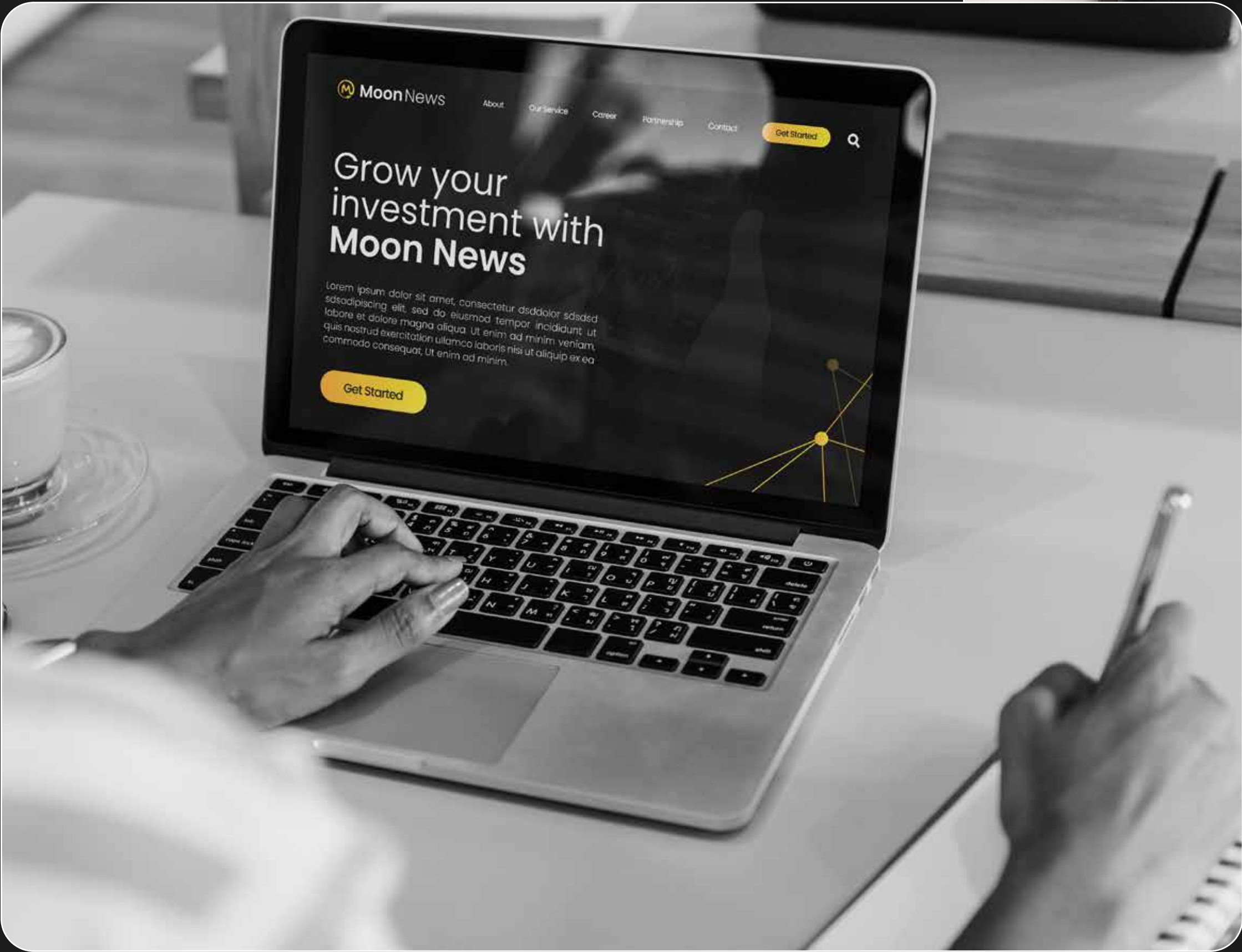
Instagram Post



Twitter Post



28. MOCKUPS



29. SUMMARY

Moon News is a trailblazing media company dedicated to illuminating the world of crypto and tech. With a strong focus on trust, accessibility, community, innovation, and integrity, we empower our users with reliable news, crypto price tracking, and a wealth of knowledge on various crypto-related topics. Join our community of explorers as we reach for the stars together, forging a brighter, more informed future in the digital universe.



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