

# muovi corporate design guideline

muovi logo



primary logo



negative b&w logo



b&w logo

muovi typo

**muovi only uses lower case letters. no upper case letters!**

überschriften  
helvetica bold

fließtext  
helvetica regular

**abcdefghijklm  
nopqrstuvwxyz  
äüö  
1234567890**

lorem ipsum dolor sit amet, consetetur  
sagittis elit, sed diam nonummy  
eiusmod tempor invidunt ut labore et  
dolore magna aliquam erat, sed diam  
voluptua. At vero eos et accusam et  
justo duo dolores et ea rebum. Stet  
clita kasd gubergren, no sea takimata  
sanctus est Lorem ipsum dolor sit amet.

muovi colors



#36403c



#577960



#a3bfb5



#c3e6d9

primary colors



#ded8ce



#dee1dd



#fffbf8



#ffffff

secondary colors

muovi graphics

