



Visual Brand Guidelines

FOR USE IN SINGAPORE MARKET ONLY

BASIC PART

Visual Brand Guidelines



The Standard Logo and its Interpretation

The standard colorful graphics are the most complete display of logo image, and the colors can deepen the brand awareness. Where the condition allows, the standard colorful graphics should be used as the first choice.

Save in exceptional circumstances (e.g. the emblem badges), the logo graphics should not be separated from the standard characters.

Motion 

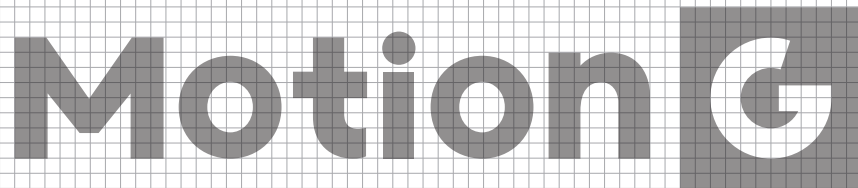
Motion 

Motion 

The Standard Logo Drawing

During actual application, the logo can be scaled up/down proportionally, and "X" represents the numerical unit of the proportional size of a cell, which is not a fixed value, and changes according to the actual size.

Such as "1:10" or "1:100".



The Margin for Standard Logo

The margin for a logo is to ensure that the logo is not interfered by other graphics.

As shown in the figure, with X as the basic unit, the reserved space for the logo is greater than or equal to 1X (extended from the border of the logo).

The minimum application range of the logo is to ensure that the logo can be clearly identified and correctly used during the application.

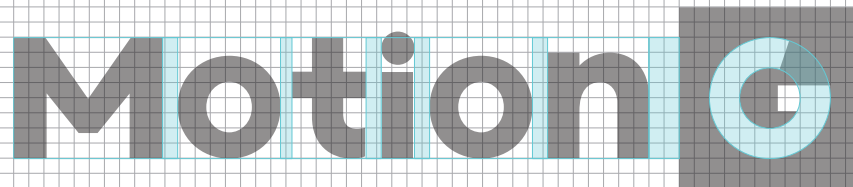


The minimum application range
of printed logos
Motion G 2mm

The minimum application range
of electronic logo
Motion G 6px

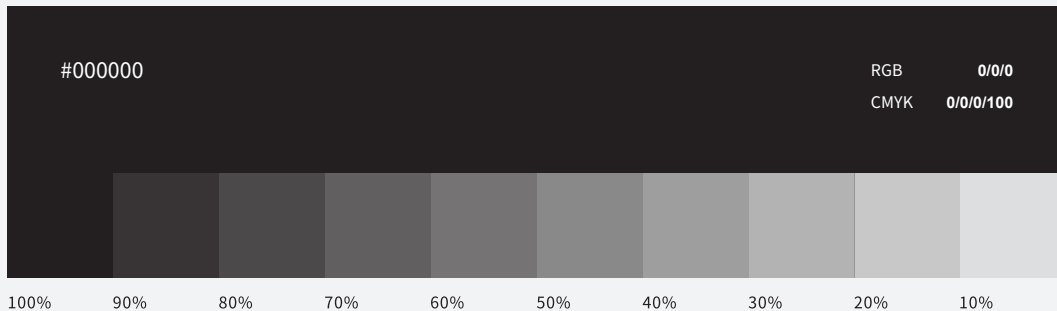
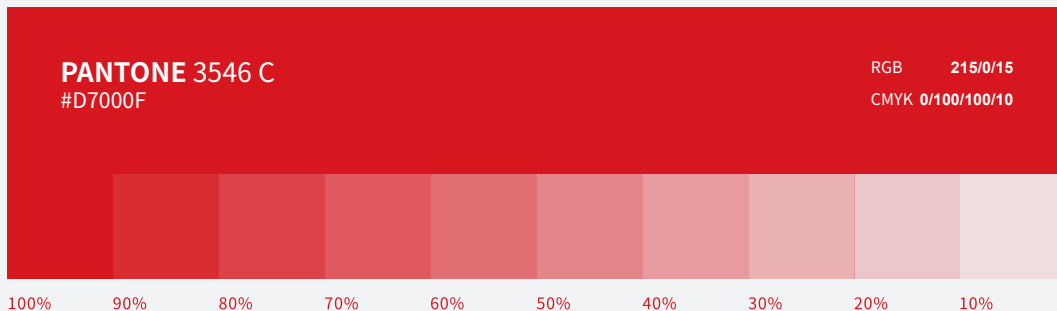
The Standard Font

Only in some exceptional cases where the standard logo cannot be used, English fonts can be used separately.



The Standard Color

The brand standard color is to use a specific color or a group of colors systematically on the visual expression media. With a unique visual effect, the standard color can achieve the purpose of brand impression and communication.



The Auxiliary Color

The auxiliary colors are the brand color system used under specific conditions, which can achieve the a complementary and rich visual effect.

PANTONE 2726 C
#425CC7

RGB 66/92/199

CMYK 81/66/0/0

PANTONE Green C
#00A887

RGB 0/168/135

CMYK 98/1/63/0

PANTONE 151 C
#FF8300

RGB 255/131/0

CMYK 0/162/91/0

PANTONE 2597 C
#5C0F8B

RGB 92/15/139

CMYK 80/100/12/0

The Color for Special Process

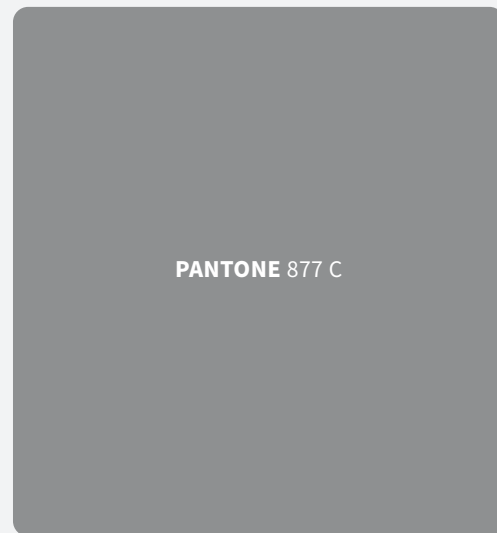
In order to make the company's image unified but varied, special printing colors are set for standard use. For special backgrounds, special materials or some specific requirements, basic elements (e.g. logo, standard characters) can be hot stamped with gold/silver foil.



PANTONE 874 C

The Luxury Gold

In some special process, the luxury gold can be a special brand color to use with standard and other complementary colors, which can improve the texture of the brand or product.



PANTONE 877 C

The High-Tech Silver

In some special process, the high-tech silver can be another complementary brand color to cooperate with standard and other complementary colors, which can enhance the brand value as well.

The Monochromatic Version

The logo can be applied in two forms: the black text on white background, and the white text on black background. When the brand logo is in the two forms on the right, please strictly adhere to the usage scenarios.

Motion G

Motion G

When the black color in the background is $< 0\%$,
the logo should be black.

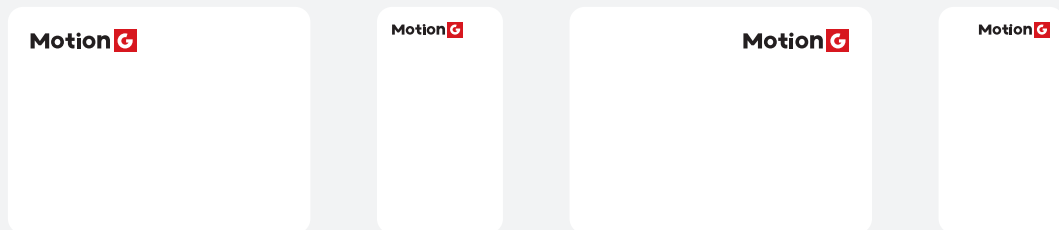
When the black color in the background is $\geq 50\%$,
the logo should be white.



The Usage of Standard Logo

Please use the logo strictly in accordance with the logo drawing. The right pictures show the use of the brand logo in different scenarios.

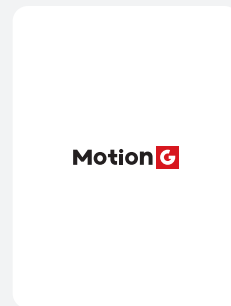
- If the logo needs to be centered, the logo must be in the right center of the picture.
- If the logo need not to be centered, the logo can be placed in the upper left corner or the upper right corner of the picture.



When placing the logo on the corner of a horizontal or vertical picture, the logo can only be placed close to the sides of the picture.



For the horizontal version, the logo must be placed in the center of the picture.

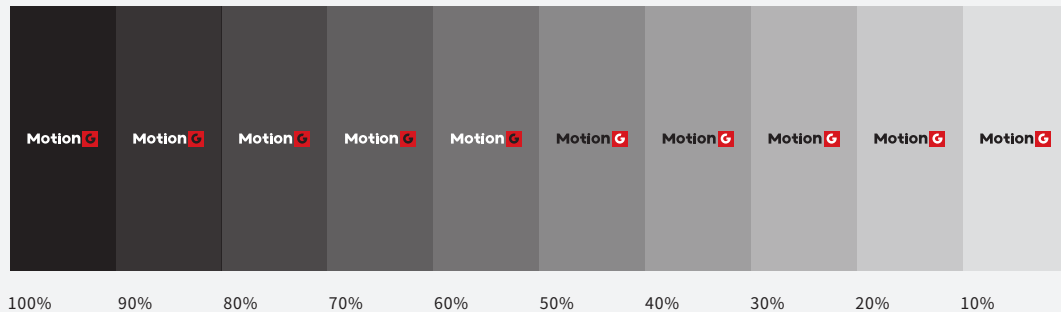
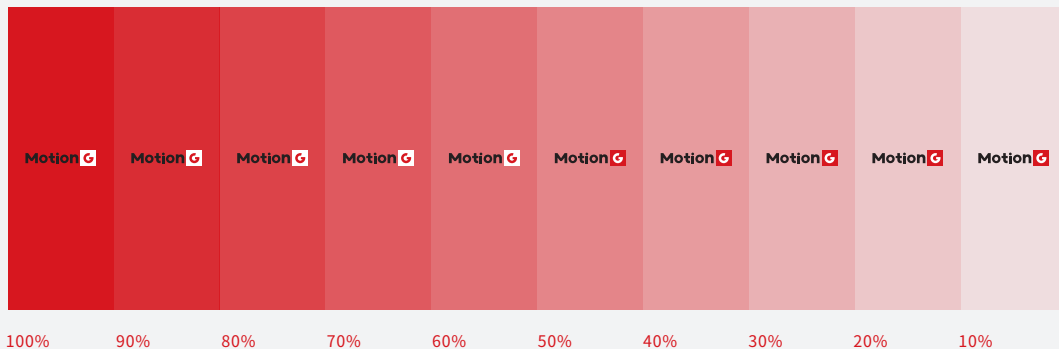


For the vertical version, the logo need to be placed in the center horizontally, but can be adjusted vertically according to the actual scenario.

The Usage of Standard Logo Color

Please use the logo in strict accordance with the logo drawing. See the use of the brand logo in different brightness of color on the right.

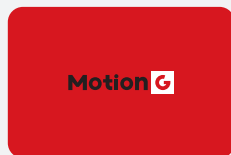
· For the monochromatic version, please refer to the A-08 monochromatic logo.



The Examples of Incorrect Use of Standard Logo

Please use the logo strictly in accordance with the logo drawing. Please see the examples of incorrect use of the standard logo on the right. The wrong use of the logo will not only lead to the difficulty in identification, but also changes the image awareness system of the brand.

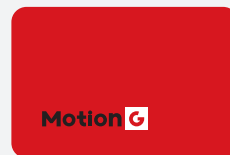
If the aspect ratio is a vertical strip, the logo can be placed vertically to ensure an effective visual effect.



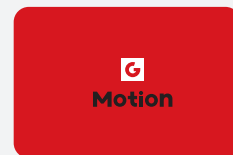
· Do not change the color of the logo.



· Do not use the logo in italics.



· Do not change the location of the logo in its area.



· Do not interchange the graphics and character of the logo.



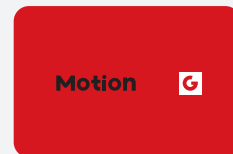
· Do not apply shadows on the logo.



· Do not use the logo to fill the picture to the full.



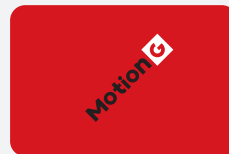
· The logo should not be placed on the right edge of the picture.



· Do not change the standard form of the logo.



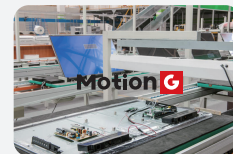
· Do not outline the logo.



· Do not rotate the logo.



· Do not distort the logo.



· Do not use the logo on a cluttered background.

The Dedicated Printing Fonts

To set the Chinese and English standard fonts, is to express in a unified form on the various communication media. The unified and dedicated standard fonts should be used for all the company's words appeared on the communication media, printings, publications and all other documents or media.

*The selected fonts are open source.

English

Source Han Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#%&^*()<>?}{

Source Han Sans Light

Standardized Chinese Application of Brand Identity

Source Han Sans Regular

Standardized Chinese Application of Brand Identity

Source Han Sans Bold

Standardized Chinese Application of Brand Identity

The Dedicated Office Font

To set the Chinese and English standard office fonts, is to express in a unified form on the various communication media. The unified and dedicated standard fonts should be used in various scenarios of internal administration and office activities.

* The Microsoft Yahei is a charging font. In case of any copyright issues during the application, an agreement need to be signed with the font company to obtain legal authorization, and the font application should be legal in accordance with the agreement.

English

Source Han Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$\$%^&*()<>?}{

Source Han Sans Light

Standardized Chinese Application of Brand Identity

Source Han Sans Regular

Standardized Chinese Application of Brand Identity

Source Han Sans Bold

Standardized Chinese Application of Brand Identity

The Specification of Company English Name, Email Address and Domain Name

In the actual application, because the English company name has been registered at the relevant industrial and commercial authorities, the specification should be strictly observed.

The Company English Name Specification:

Motion G

While writing, you should ensure that:

1. "M" and "G" are capitalized;
2. There is a blank space between "Motion" and "G".

The Email Specification:

name@MotionG.ai

While writing, you should ensure:

1. The "M" is in lowercase;
2. The "G" is in uppercase.

The Domain Name Specification:

www.MotionG.ai

When writing, you should ensure:

1. The "M" is in lowercase;
2. The "G" is in uppercase.