


BRAND IDENTITY GUIDELINES



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“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”

– Sir Richard Branson



INTRODUCTION

One of the key priorities for a successful brand is a consistent presentation which everybody recognizes straight away. Irrespective of where and when someone encounters the brand, be it a consumer or business partner, in print, mailing or catalogue, he/she must always feel the same way:

“it can only be Moontography.”

It will take discipline and consistency. But it will pay out.

The brand – as idea, promise and experience – must fulfill 5 standards:

- It must be relevant to a real or projected need.
- It must be deliverable.
- It must be credible.
- It must be differentiating.
- It must be both inspired and inspiring.

The following guidelines show how to use the basic principles of Moontography identity. The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Moontography brand. This document outlines the components, their structure and their relationships which will help you to apply the Moontography brand consistently across all communications. Every detail of the Moontography brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive consulting business, and to connect naturally with our customers.

If you have any questions along the way, please e-mail the Brand Team at branding@mgty.app

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COMPANY LOGO

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The lettering is created using the Typograph Pro font, and the boxed M is inseparable.

The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.



EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the Fox&Fifth Consulting logotype and make sure the logo is easy to read.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



LEGIBILITY

The logo should never be too small to read. We've set a minimum size of 20 mm or 60 pixels. Based on the standard range, the recommended sizes are shown here.

The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications.

It is not recommended to use the logo at less than 20mm in width. However, if necessary, use the alternative logotype when 20mm width or greater is not possible. The Fox&Fifth Consulting favicon graphic is linked with the website. It is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon



32 x 32px

BRAND COLORS

To keep the brand fresh and exciting have been created a palette of 3 colors: the inspiration for these is explained in the next section. The Moontography logotype can be produced only from these colors. Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one colors. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.



INVERTED COLOURS

The Moontography logo can exist with an “inverted” colour scheme, which means that the main colour is light grey and the M remains seen on a blue background.



COLOR PALETTE

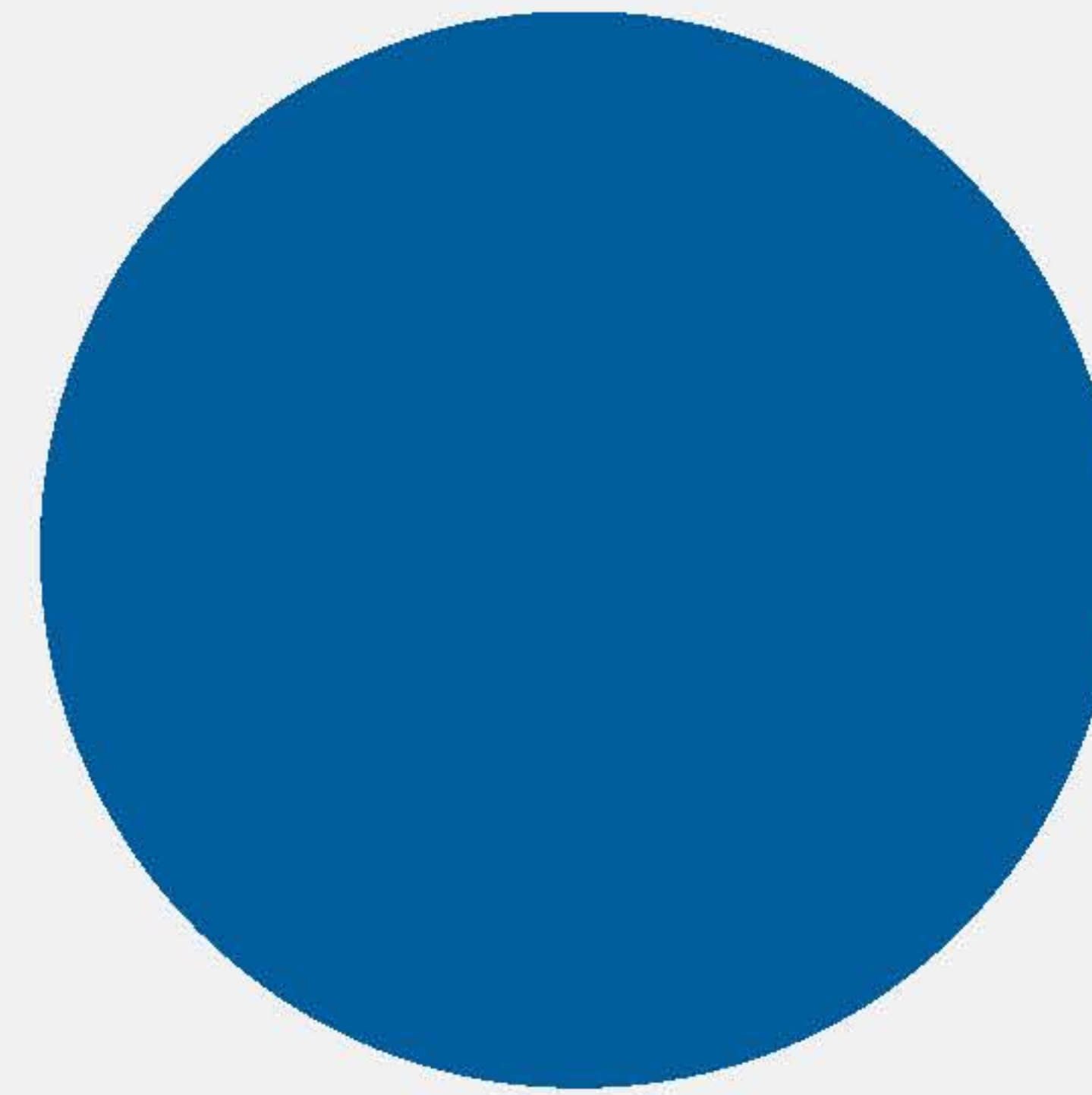
Our company colours are professional and modern, expressing who we are.

Pantone Mid Blue is the main colour of the Moontography identity so it has the strongest presence on our brand.

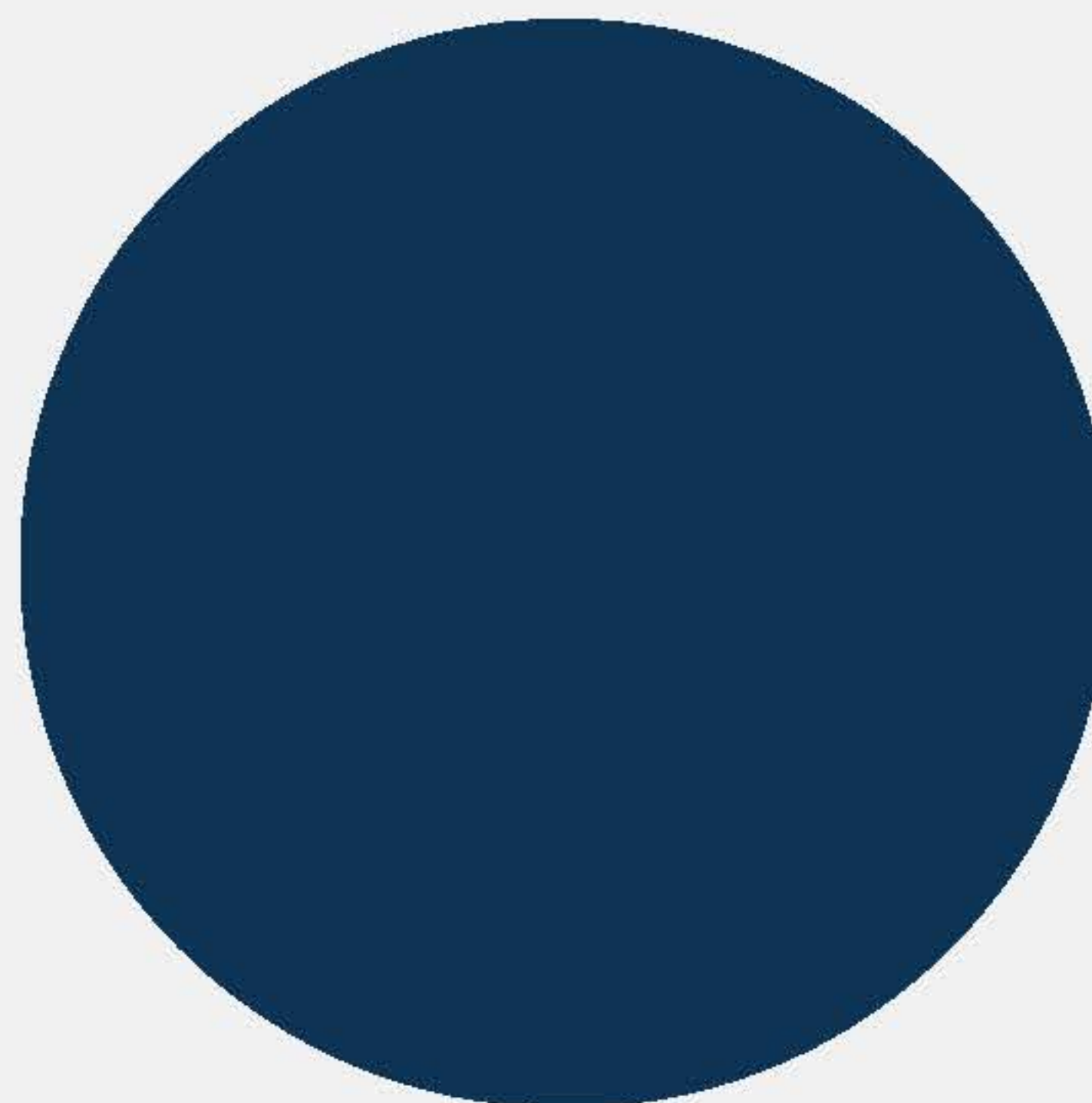
Pantone Navy Blue complements the blue colour, creating balance and making the palette more distinctive and sophisticated.

Pantone 663 Light Grey balances the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.



PANTONE Mid Blue
C96 - M67 - Y12 - K02
R0 - G93 - B155
HEX #005496



PANTONE Navy Blue
C100 - M81 - Y40 - K35
R14 - G52 - B85
HEX #0E3453



PANTONE 663C
C00 - M00 - Y00 - K5
R242 - G242 - B242
HEX #F2F2F2

TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected font is an all time classic: Proxima Nova.

PROXIMA NOVA FONT

light book roman medium heavy black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"#\$%&/()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

GLOSSARY

Corporate Identity

A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

Identity Manual

A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

Logo

A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of

the organization (a logotype or wordmark).

Typeface/Font Family

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Stationery

Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

Template

A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

Brand

Brand is the "name, term, design, symbol, or

any other feature that identifies one seller's product distinct from those of other sellers." Initially, branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

Palette

A given, finite set of colors for the management of digital images.

CONTACTS

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