

BRAND STYLE GUIDE

MAY 2, 2013

TABLE OF CONTENTS

- A. brand definition
- B. logo
- C. color spectrum
- D. typography
- E. graphic elements
- F. photography
- G. social media
- H. corporate site

A GENERAL NOTE ABOUT BRAND STYLE GUIDES

No brand guide should be read as holy scripture. Everything is written in this guide with a flexibility for alternative creative choices when called for. That being said, do your best to follow the standards set in this guide, but use your designer's instinct to iterate on the basics when situational realities set in.

WHAT DO WE STAND FOR?

It's vital that the Moovweb brand visually reflect our values and our vision.

BRAND VALUES
» Reliability
» Intelligence
» Value

BRAND PURPOSE To fundamentally transform Web Development to create unmatched business agility.

BRAND PERSONALITY Authentic, Disruptive, Fresh, Fun, Cool, Transformational, Relevant, Confident, but not cocky, Engaging, Interesting, Proven, Modern

RELIABILITY

Our customers count on our platform and people for critical parts of their business. Our platform and people are rock solid and reliable.

INTELLIGENCE

Moovweb's people and products are smart, innovative and disruptive.

VALUE

Moovweb delivers incredible value to our customers by saving them time and money for their web and mobile projects.

TO FUNDAMENTALLY TRANSFORM WEB DEVELOPMENT TO CREATE UNMATCHED BUSINESS AGILITY.

Companies are realizing that creating amazing experiences across all touch points for consumers and employees drives top line revenue growth and efficiency. Moovweb offers a disruptive approach to web development that enables companies to maximize shared code investments (One Web), while at the same time deliver powerful experiences that drive real business agility.

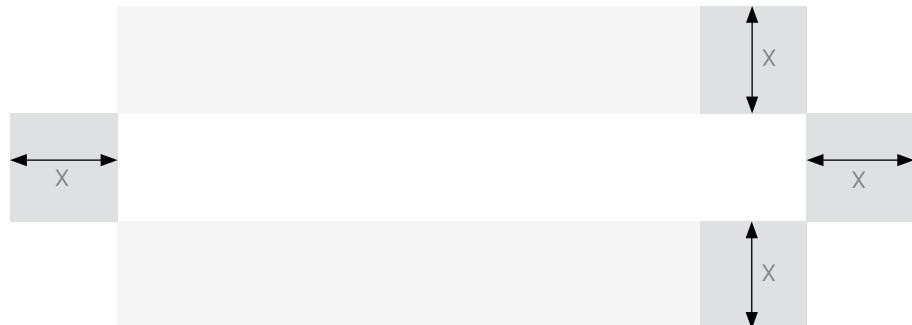
AUTHENTIC, DISRUPTIVE, FRESH,
FUN, COOL, TRANSFORMATIONAL,
RELEVANT, CONFIDENT, ENGAGING,
INTERESTING, PROVEN, MODERN

THE WORDS WE USE MUST EVOKE AN EMOTIONAL RESPONSE IN OUR TARGET.

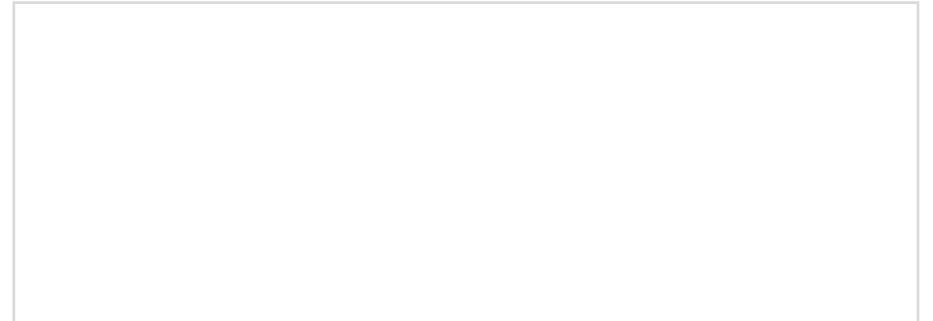
Moovweb must speak with two brand voices, one for commercial buyers and one for developers. For the business buyer, we must use words that reinforce a smart buying decision. We must look larger than life, successful, rock solid, high performance and enterprise grade. We must deliver incredible value leveraging a transformational model. For the developer, we are disruptive, smart and cool. Our technology must be powerful. And our interactions with this community must be fun, authentic, playful and real.

The Moovweb logo uses a highly customized version of FF Din and incorporates a combination of upper and lowercase letters. Its forward-leaning italic face suggests **movement** while the interplay of the sharp edges in the letterforms and negative space between each letter characterize Moovweb's **brisk spirit of innovation**.

FOR NORMAL-SIZED & BIGGER LAYOUTS



[where x = the height of the "B"]

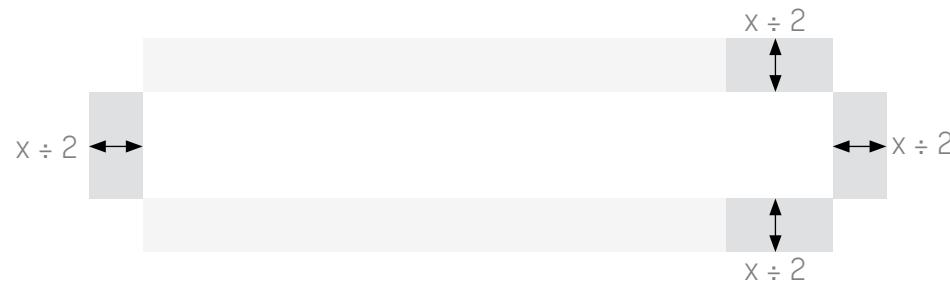


[the resulting whitespace]

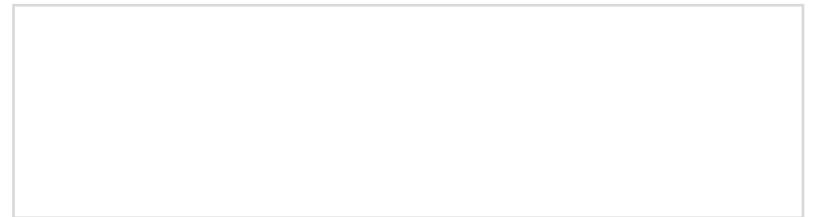
Whenever possible, there should be a minimum amount of whitespace surrounding the logo.

Use the height of the "B" as a guide, i.e., both the height and the width of the whitespace surrounding the logo should equal the height of the "B".

FOR SMALLER / CONSTRAINED LAYOUTS AND SPACES



[where x = the height of the "B" $\div 2$]



[the resulting whitespace]

There will be cases where the logo must fit into a smaller space with more constraints, such as an online banner ad.

In such cases, simply **use half the height of the "B" as a guide**, as described in the previous page.

COLOR VARIATIONS

[ORANGE — primary]

This is the primary variation and should be the first choice when designing most layouts. In cases where the primary orange won't work, see below.

[BLUE — secondary]

Use the blue variation when the orange variation doesn't fit as well in context of a particular layout, such as on top of a photograph dominated by warm colors.

[GREEN — tertiary]

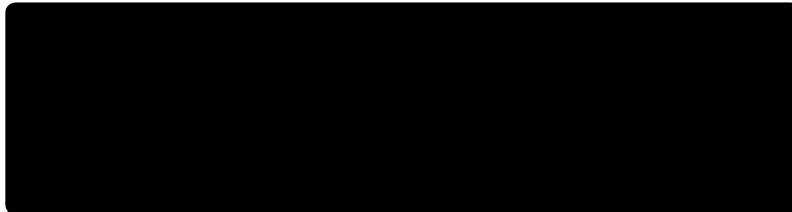
The green variation should be used in the least of all cases, and exists as a third option whenever green or blue simply won't work.

GREYSCALE AND BLACK & WHITE VARIATIONS**[GREY]**

When color is not possible, or when the logo needs recede into the background a bit, use this variation.

**[GREY, KNOCKOUT]**

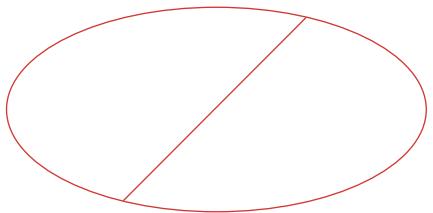
When the background color of the layout is grey, use this white version of the logo.

**[BLACK & WHITE]**

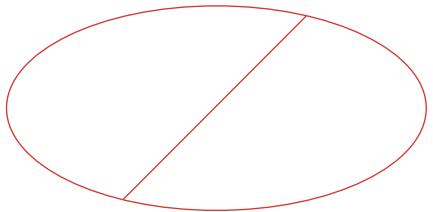
When grey is not an option, use this variation.

[BLACK & WHITE, KNOCKOUT]

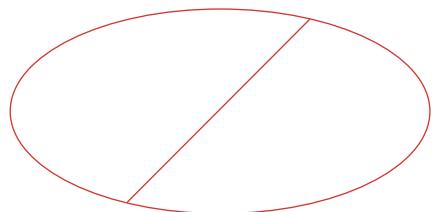
When the background color of the layout is black, use this white version of the logo.

**[DON'T COMBINE COLORS]**

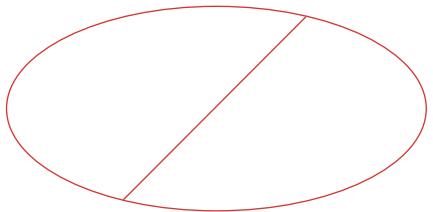
The Moovweb logo only ever appears in a single color.

**[DON'T USE OFF-BRAND COLORS]**

See [page 7](#) for approved colors that can be used in the logo.

**[DON'T ADD OR USE STROKES]**

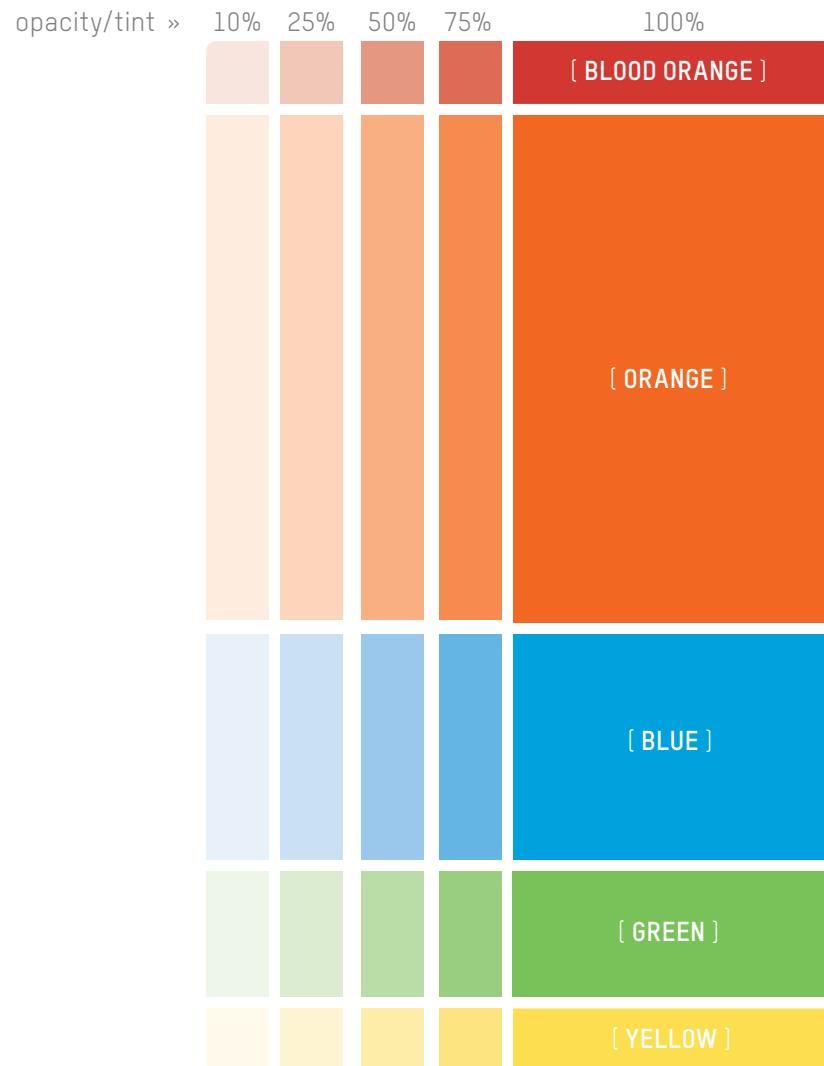
The Moovweb logo only ever appears in a simple stroke-less fill.

**[NEVER STRETCH THE LOGO DISPROPORTIONATELY]**

Always make sure to resize the logo proportionately.

C. COLOR SPECTRUM

THE COLORS



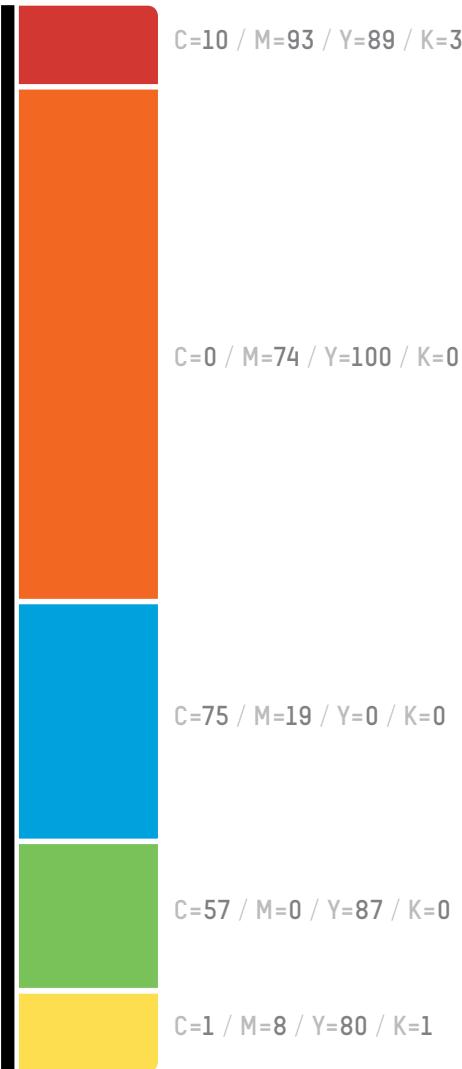
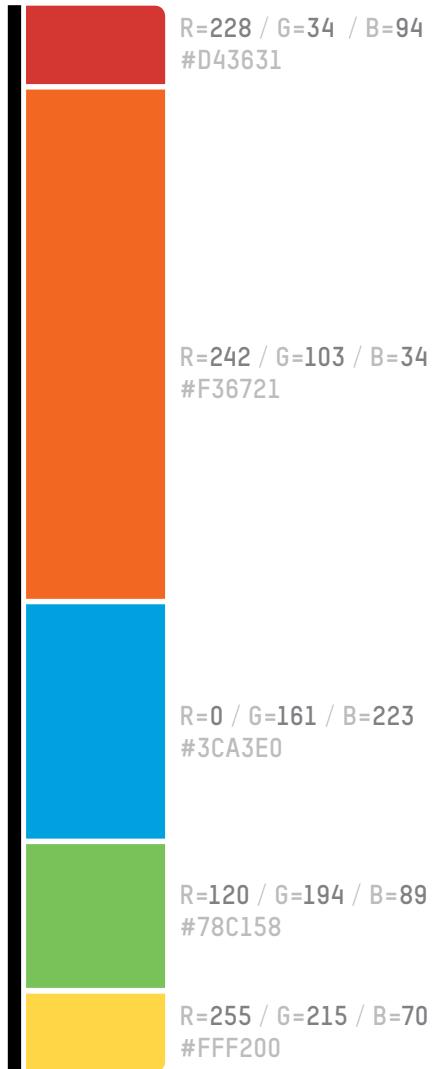
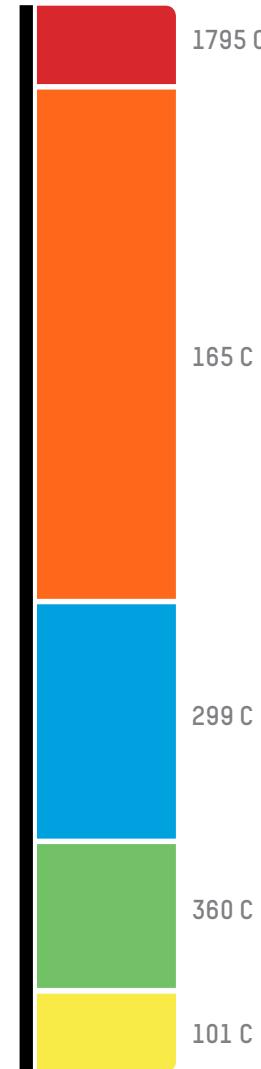
accent color — complementary to **ORANGE**

primary color — use most often

secondary color — use in contrast to **ORANGE**

tertiary color — use sparingly

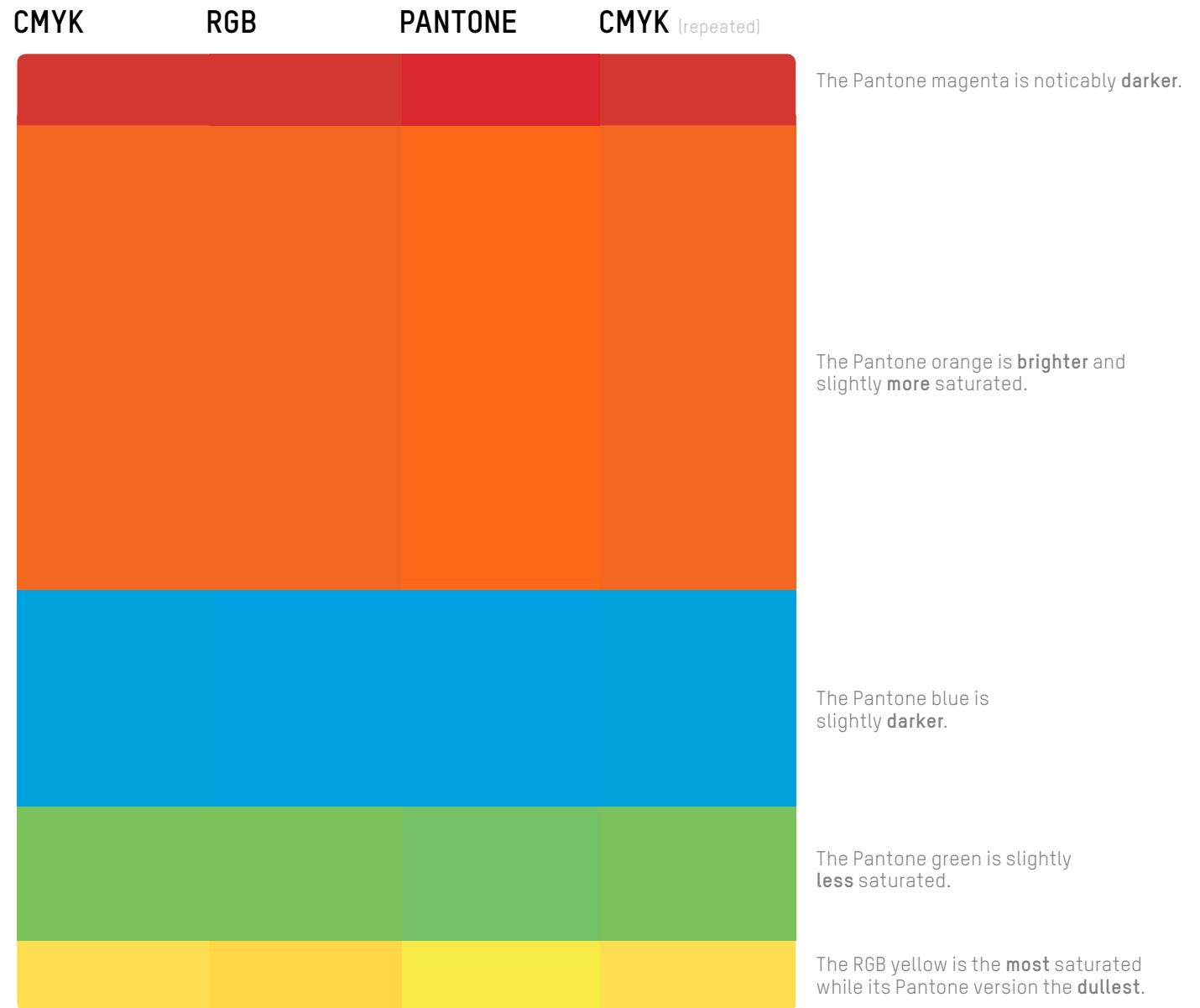
accent color — complementary to both **GREEN** and **ORANGE**

CMYK**RGB&HEX****PANTONE**

C. COLOR SPECTRUM

SHADE COMPARISON

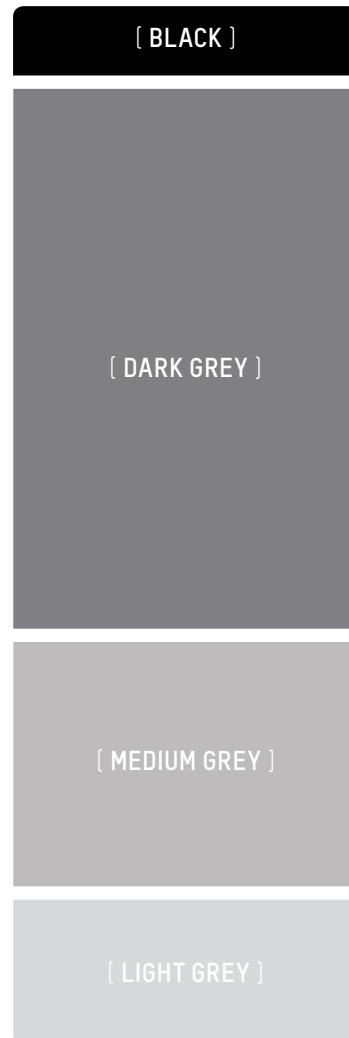
Unfortunately, we live in a complex world of color management. For reference, this visual demonstrates the difference in shades between the three color systems for Moovweb's brand colors.



C. COLOR SPECTRUM

THE GREYS

The grey spectrum is used primarily in places where color would be too domineering, such as body copy and smaller headlines.



accent — use for **most** important headlines; sparingly otherwise

primary — use for **more** important headlines and body copy

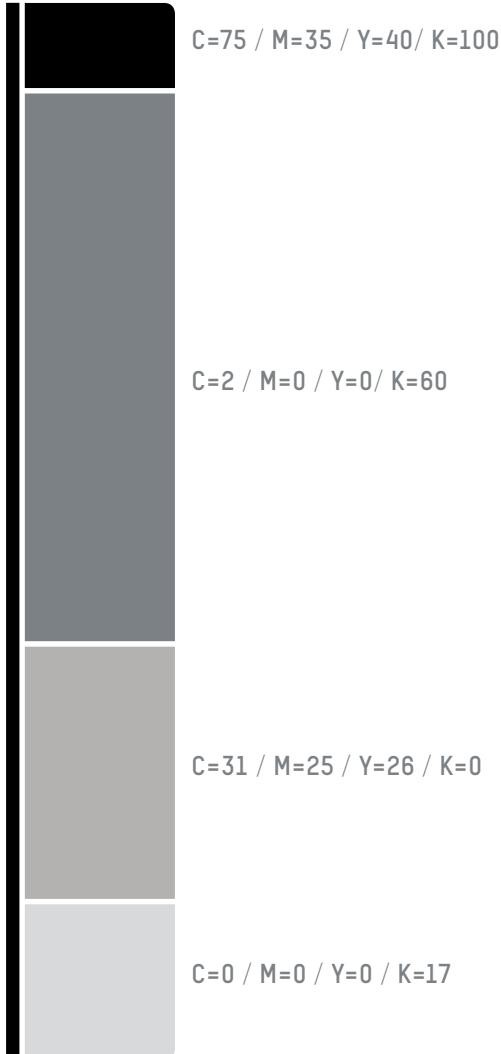
secondary — use for **less** important body copy

tertiary — use for **least** important elements (backgrounds, lines)

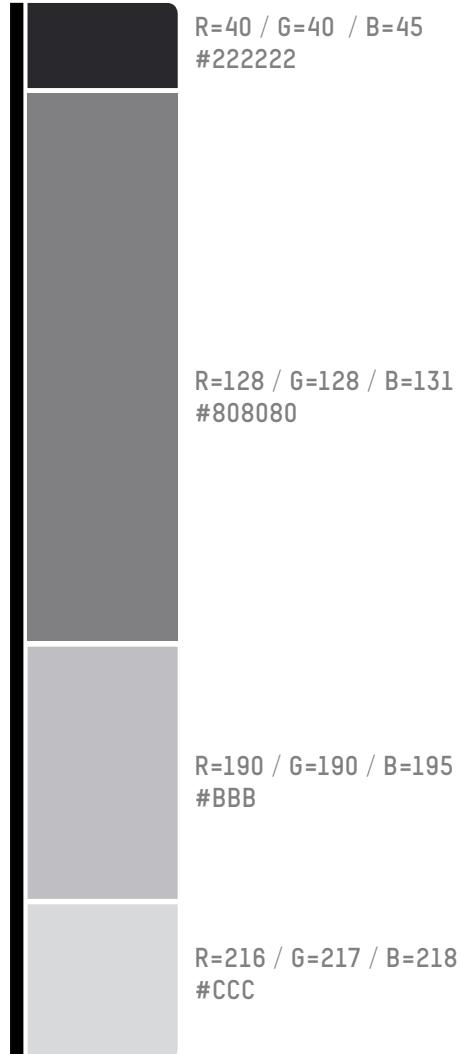
C. COLOR SPECTRUM

GREY SWATCHES

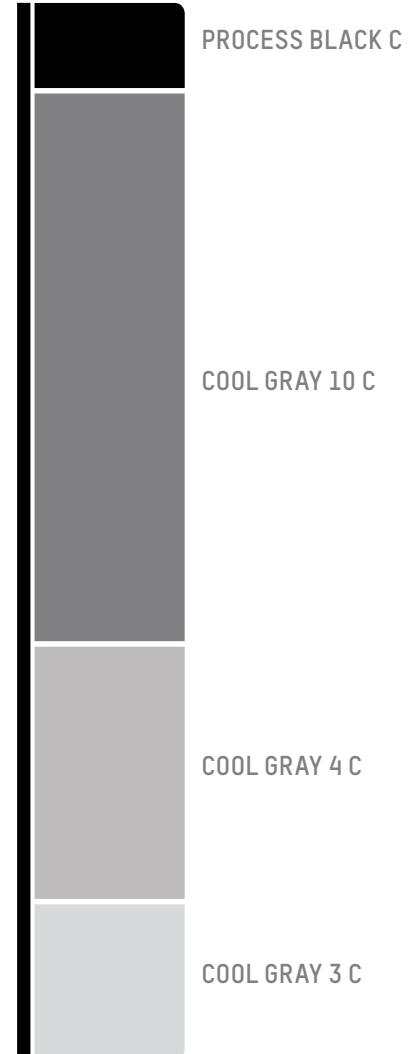
CMYK



RGB & HEX



PANTONE



Generally speaking, try not to use more than two colors at time within a single group of elements.

The Moovweb color spectrum is intentionally very lively, but when abused, can come across as immature.

Exceptions for a third color can be made for **minimal use of an accent color**, as shown by example in section "E. Graphic Elements: Graphic Heads".

✓ ON-BRAND: RECOMMENDED

only uses primary orange and secondary blue

mauris aliquet mattis metus

QUISQUE IN WISI QUIS ORCI TINCIDUNT FERMENTUM

✗ OFF-BRAND: NOT RECOMMENDED

header has orange background with yellow and white copy, subhead uses both blue and green

mauris aliquet mattis metus

QUISQUE IN WISI QUIS ORCI TINCIDUNT FERMENTUM

The official typeface for Moovweb is T-Star Pro. Although T-Star comes in numerous weights, we are **only using the following three weights**, with Bold and Regular available for both print and web usage, and Light reserved for print only.

T-Star Pro: Bold

WEB & PRINT

FOR HEADLINES & EMPHASIS

Vitae Ligula, Nec Orci-Pretiu

Pellentesque @ nibh felis: eleifend & id.*

Commodo in, inter/dum vitae, leo? “Praesent eu elit.”

PROIN AUCTOR (LOREM AT NIBH). CURABITUR NULLA #PURUS.

01234 + \$567 = 89%

T-Star Pro: Regular

WEB & PRINT

FOR BODY COPY

Vitae Ligula, Nec Orci-Pretiu

Pellentesque @ nibh felis: eleifend & id.*

Commodo in, inter/dum vitae, leo? “Praesent eu elit.”

PROIN AUCTOR (LOREM AT NIBH). CURABITUR NULLA #PURUS.

01234 + \$567 = 89%

T-Star Pro: Light

PRINT ONLY

FOR SPECIAL-CASE BODY COPY AND HEADLINES

Vitae Ligula, Nec Orci-Pretiu

Pellentesque @ nibh felis: eleifend & id.*

Commodo in, inter/dum vitae, leo? “Praesent eu elit.”

PROIN AUCTOR (LOREM AT NIBH). CURABITUR NULLA #PURUS.

01234 + \$567 = 89%

JOIN US AND **SHAPE THE FUTURE** OF THE POST-PC MOBILE WORLD.

ARE YOU READY TO DO GREAT WORK?

Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla.

Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem.

Aenean eu est. Etiam imperdiet turpis. Praesent nec augue. Curabitur ligula quam, rutrum id, tempor sed, consequat ac, dui. Vestibulum accumsan eros nec magna. Vestibulum vitae dui. Vestibulum nec ligula et lorem consequat ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Phasellus eget nisl ut elit porta ullamcorper. Maecenas tincidunt velit quis orci. Sed in dui. Nullam ut mauris eu mi mollis luctus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. **Sed cursus cursus velit.** Sed a massa. Duis dignissim euismod quam. Nullam euismod metus ut orci. Vestibulum erat libero, scelerisque et, porttitor et, varius a, leo.

JOIN US AND SHAPE THE FUTURE OF THE POST-PC MOBILE WORLD.

ARE YOU READY TO WORK?

Nulla dui purus, eleifend vel, laoreet ut, commodo et, tempus, nulla. Duis ante mi, laoreet ut, commodo et, tempus, nulla. Aenean eu est. Etiam imperdetturpis. Praesent nec augue. Curabitur ligula quam, rutrum id, tempor sed, consequat ac, dui. Vestibulum accumsan eros nec magna. Vestibulum vitae dui. Vestibulum nec ligula et lorem consequat ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

HEADLINE

COLOR: orange
FONT WEIGHT: regular
FONT SIZE: 48px
LINE HEIGHT / LEADING: 46px

EMPHASIZED PHRASE

COLOR: blue
FONT WEIGHT: bold

Phasellus eget nisl ut elit porta ullamcorper. Maecenas tincidunt velit quis orci. Sed in dui. Nullam ut mauris eu mi mollis luctus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. **Sed cursus cursus velit.** Sed a massa. Duis dignissim euismod quam. Nullam euismod metus ut orci. Vestibulum erat libero, scelerisque et, porttitor et, varius a, leo.

JOIN US AND SHAPE THE FUTURE OF THE POST-PC MOBILE WORLD.

margins above and below subhead...



...should be equal to each other

ARE YOU READY TO DO GREAT WORK?

Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla. Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem. Aenean eu est. Etiam imperdiet turpis. Praesent nec augue. Curabitur ligula quam, rutrum id, tempor sed, consequat ac, dui. Vestibulum accumsan eros nec magna. Vestibulum vitae dui. Vestibulum nec ligula et lorem consequat ullamcorper. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Phasellus eget nisl ut elit porta ullamcorper. Maecenas tincidunt velit quis orci. Sed in dui. Nullam ut mauris eu mi mollis luctus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Sed a massa. Duis euismod metus ut orci. Vestibulum erat.

SUBHEAD

COLOR: medium grey
FONT WEIGHT: bold
FONT SIZE: 24px
LINE HEIGHT / LEADING: 32px

BODY COPY

COLOR: dark grey
FONT WEIGHT: regular

FOR WEB

FONTS SIZE: 16px
LINE HEIGHT / LEADING: 24px

FOR PRINT

FONTS SIZE: 12px
LINE HEIGHT / LEADING: 16px

Split into **two columns**
when possible.

JOIN US AND PAVE THE FUTURE OF
THE POST-PRINT WORLD.

ARE YOU READY TO DO GREAT WORK?

Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla.
Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem.
Aenean eu est. Etiam imperdiet turpis. Praesent nec augue. Curabitur
ligula quam, rutrum id, tempor sed, consequat ac, dui. Vestibulum
accumsan eros nec magna. Vestibulum vitae dui. Vestibulum nec
ligula et lorem consequat ullamcorper. Class aptent taciti sociosqu
ad litora torquent per conubia nostra, per inceptos hymenaeos.

Phasellus eget nisl ut elit porta ullamcorper. Maecenas tincidunt
velit quis orci. Sed in dui. Nullam ut mauris eu mi mollis luctus. Class
aptent taciti sociosqu ad litora torquent per conubia nostra, per
inceptos hymenaeos. **Sed cursus cursus velit.** Sed a massa. Duis
dignissim euismod quam. Nullam euismod metus ut orci. Vestibulum
erat libero, scelerisque et, porttitor et, varius a, leo.

HYPERLINK

COLOR: orange
FONT WEIGHT: bold
UNDERLINE: none



Unfortunately, T-Star comes with its own quirks.

The way the individual letters are tracked means that sometimes words do not align flush-left as they should at the beginnings of lines.

[DEFAULT TRACKING]

With no modifications, an uppercase “C” on the first line and an uppercase “V” on the second do not align flush-left properly as they should.

[A CLOSER LOOK]

Specifically, the “C” is placed too far to the right and the “V” too far to the left. This needs to be corrected.

[THE CORRECTION]

After being manually adjusted, the “C” and “V” line up as they should. This may not always be possible (in some cases on the web), but should be corrected when it is.

Consect Adisci
VESTIBULUM INTERDUM MAGNA SED QUAM

A diagram illustrating the alignment issue. It shows the word "Consect" in orange and "Adisci" in grey. Below "Consect" is a vertical line with a left-pointing arrow on its left side and a right-pointing arrow on its right side. Below "Adisci" is a vertical line with a right-pointing arrow on its left side and a left-pointing arrow on its right side. The arrows indicate that the "C" in "Consect" is shifted to the right relative to the "A" in "Adisci".

Consect Adisci
VESTIBULUM INTERDUM MAGNA SED QUAM

Consect Adisci
VESTIBULUM INTERDUM MAGNA SED QUAM

[UNORDERED LIST]

Use a double-chevron as the bullet point.

Bullets are set in T-Star Bold, Orange.

Bullets are usually about 1.5x the point size of the body copy. In this example: chevrons are 21px, body copy is 13px.

The subhead preceding the list should be set in blue, all caps.

Edianducimin nobis aut arcillest voluptur sae soloreptae dolut qui tem doloribus.

Xerchictur? Itam et eum illuptur, ut accumquid quiam fugianis estrumquia velesse ndant, odissequi rem. Ut aut quibusam res num quod mincti consedi genimpo remquidictus conescl molor magnihi taspiissint aut laut laboratquunt etur reicimp

ALNI QUIS EUM QUE OPTATIO TET VOLUPTASPED

- » Quisque venenatis ante sit amet dolor fille du hace mich souris niemals kannst du was
- » Curabitur quis dui sit amet elit luctu
- » Vestibulum interdum magna sed quam
- » Pellentesque dapibus sodales enim lorem ipsum dolor sit amet du willst ich denke es ist meine schuld

Wie magnima lange ximusaperit ist laborpore das voloribus as eremodis eostotatur repratempor mincime verchil iquuntur, si conserum res et magnatus, ben cus, officia consequasim eatempo rionse pliti nectatur, cusciatiis erum aut lam fugia voluptat prae. Met volo venem va velesci descia non conjectureped et dis alit landuci andelitiunt abo on?

[ORDERED LIST]

Minimalistically clean, the numbers have nothing trailing them.

Numbers are set in T-Star Bold, Orange; same point size as body copy.

The subhead preceding the list should be set in T-Star bold, blue, all caps.

Cipsunt aut ulpa sinum ate nus est untianienis aut everibusam, exernam, tem a porernam quae dolupta quatem hitis comnient, sedit untiat esequiam, optas experio.

Ut estecab il is dolut et autes aut il inte reseris consequis expe optas ut everatus, tem ex et dolupie ndipidi tibus, quid quam, quae perita sequi acersperupid quassus amet expedio nsequunt la idis se sernatur.

ITATIS ET, UT AUT A DOLUPTATUR?

- 1** Quisque venenatis ante sit amet dolor fille du hace mich souris pour mour favore
- 2** Curabitur quis dui sit amet elit luctu
- 3** Vestibulum interdum magna sed quam
- 4** Pellentesque dapibus sodales enim lorem ipsum dolor sit amet nomine christi pamen

Igenima ni quis eum que optatio tet voluptasped magnima ximusaperit laborpore valoribus as eremodis eostotatur repretempor mincime verchil iquuntur, si conserum res et magnatus, cus, officia consequasim eatempo rionse pliti nectatur, cusciatiis erum aut lam fugia voluptat prae.

Call outs bring attention to short sentences that are very important — in other words, **use them to make a strong statement that stands on its own**. They are always set in all caps and have relatively tight leading.

[BODY BLOCKQUOTE]

This is the look & feel for a blockquote set inside or alongside body copy.

Note the credit beneath the blue box. The name of the person is set in FF Din Bold, 14pt, and a note about their occupation and place of employment is on the next line, set in FF Din Regular, 11pt.



[The word] “hacker” connotes mastery in the most literal sense: **someone who can make a computer do what he wants**—whether the computer wants to or not.



PAUL GRAHAM
PARTNER AT Y-COMBINATOR

[HEADLINE BLOCKQUOTE]

Works for pithier quotes that could benefit from more visual prominence for extra impact.

Copy should be set in all-caps. Either 1) set it all in white, or 2) reserve white for bolded words and set the rest in yellow.



DO YOU WANT TO SELL SUGAR WATER FOR THE REST OF YOUR LIFE OR DO YOU WANT TO **CHANGE THE WORLD?**



STEVEN P. JOBS
FORMER CEO, CO-FOUNDER OF APPLE

Call outs bring attention to short sentences that are very important — in other words, **use them to make a strong statement that stands on its own**. They are always set in all caps and have relatively tight leading.

[PRIMARY]

BACKGROUND	orange
BODY TEXT	yellow
EMPHASIZED TEXT	white, FF Din Bold

BUILD YOUR OWN POST-PC EXPERIENCE **IN MINUTES**, NOT MONTHS.

[SECONDARY]

BACKGROUND	blue
BODY TEXT	light grey
EMPHASIZED TEXT	white, FF Din Bold

THERE'S NO QUESTION THAT THE MOBILE REVOLUTION IS **STILL IN ITS INFANCY**.

[IMPORTANT INFO]

BACKGROUND COLOR	Blue
EMPHASIZED COPY	FF Din Bold, Yellow
NORMAL COPY	FF Din Regular, White

Ich such grade fuer Grunde gut zu fuehlen. Evel eles estions
equam, to velles delitempore nos pora et estio inum delecerit,
utempe cus quatis restiunto doluptaspedi officit aut ilignat

[SUCCESS]

BACKGROUND COLOR	Green
EMPHASIZED COPY	FF Din Bold, Yellow
NORMAL COPY	FF Din Regular, White

Ich such grade fuer Grunde gut zu fuehlen. Evel eles estions
equam, to velles delitempore nos pora et estio inum delecerit,
utempe cus quatis restiunto doluptaspedi officit aut ilignat

[WARNING OR ERROR]

BACKGROUND COLOR	Blood Orange
EMPHASIZED COPY	FF Din Bold, Yellow
NORMAL COPY	FF Din Regular, White

Ich such grade fuer Grunde gut zu fuehlen. Evel eles estions
equam, to velles delitempore nos pora et estio inum delecerit,
utempe cus quatis restiunto doluptaspedi officit aut ilignat

E. GRAPHIC ELEMENTS

ALERT BOXES: WITH ICONS

[IMPORTANT INFO]

BACKGROUND COLOR Blue
ICON Speech Bubble



Ich such grade fuer Grunde gut zu fuehlen. Evel eles estions equam, to velles delitempore nos pora et estio inum delecerit, utempe cus quatis restiunto doluptaspedi officit aut ilignat acea

[SUCCESS]

BACKGROUND COLOR Green
ICON Checkbox



Ich such grade fuer Grunde gut zu fuehlen. Evel eles estions equam, to velles delitempore nos pora et estio inum delecerit, utempe cus quatis restiunto doluptaspedi officit aut ilignat acea

[WARNING OR ERROR]

BACKGROUND COLOR Blood Orange
ICON Exclamation Point (FOR WARNING)
"X" (FOR ERROR)



WARNING

Aenean ultricies mi vit
est no probal. Volorero
to es et at. Quos et quam
qui dolendest, niatqui to



ERROR

Aenean ultricies mi vit
est no probal. Volorero
to es et at. Quos et quam
qui dolendest, niatqui to

Use mini-alerts when a more subtle notification is needed.

They work well as standalone elements, or directly within the context of body copy.

[IMPORTANT INFO]

BACKGROUND Blue
ICON Italicized "i"
(SET IN GEORGIA BOLD ITALIC)

 UPTATEM UTE EXCEARC ES WIRD

[SUCCESS]

BACKGROUND Green
ICON Checkmark

 ITATE VIT ET ATEM QUATIS SI

[WARNING OR ERROR]

BACKGROUND Blood Orange
ICON Exclamation (FOR WARNING)
Uppercase "X" (FOR ERROR)

 ESE PROVIT FUGA. ET LA IUM LORE

 TO TEST, CONEM ET, VOLUPTI USO

E. GRAPHIC ELEMENTS

LABELS

Labels work well as tags, categories, or captions, to go underneath or above prominent graphic elements, indicating to the user/reader what said element is.

They utilize the full color spectrum of the Moovweb brand palette and serve specific purposes.

[PRIMARY LABEL]

BACKGROUND Orange

TEM QUATESTIIS DOLEST WOE

[SECONDARY LABEL]

BACKGROUND Blue

TEM QUATESTIIS DOLEST WOE

[TERTIARY LABEL]

BACKGROUND Green

LITAEPATUR RERSPERUNT LORI

[WARNING OR ERROR]

BACKGROUND Blood Orange

EXCRIS ATATIUS AGNIS ET ENTERI

[HIGHLIGHT]

BACKGROUND Yellow

TEXT Dark Grey

TEM QUATESTIIS DOLEST WOE

[CAPTION]

BACKGROUND Light Grey

TEXT White (LESS EMPHASIS)

...or Dark Grey (MORE EMPHASIS)

HEAD: 24pt / SUBHEAD: 12pt

HEAD: 24pt / SUBHEAD: 12pt

[PRIMARY]

BACKGROUND Orange
ACCENT BORDER Tinted Orange

» START HACKING

[SECONDARY]

BACKGROUND Blue
ACCENT BORDER Tinted Blue

» DOWNLOAD WHITEPAPER

[TERTIARY]

BACKGROUND Green
ACCENT BORDER Tinted Green

» REGISTER NOW

E. GRAPHIC ELEMENTS

ICONOGRAPHY

Icons are a vital component of the Moovweb brand experience. They help users/readers quickly scan dense information and therefore should be simple to grasp, yet have a layered complexity in their creation.

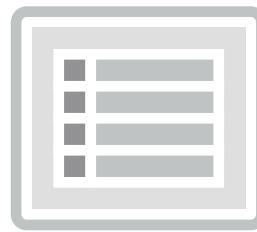
Icons use all three shades of Moovweb grey when possible. See the following pages for a breakdown analysis of how to use **duo or tri-tones** for icons.

Laying the icons over white and keeping them in grey are the preferred, primary methods of display. Otherwise, read on to see how they can be laid over photos or solid color if need be.



Take extra care when sizing icons either up or down, especially when targeting digital screens.

As an example, four sizes of the “List View” icon are shown. Note how the proportions of the individual elements making up the totality of the icon are changed to suit the specified size.



48px



32px



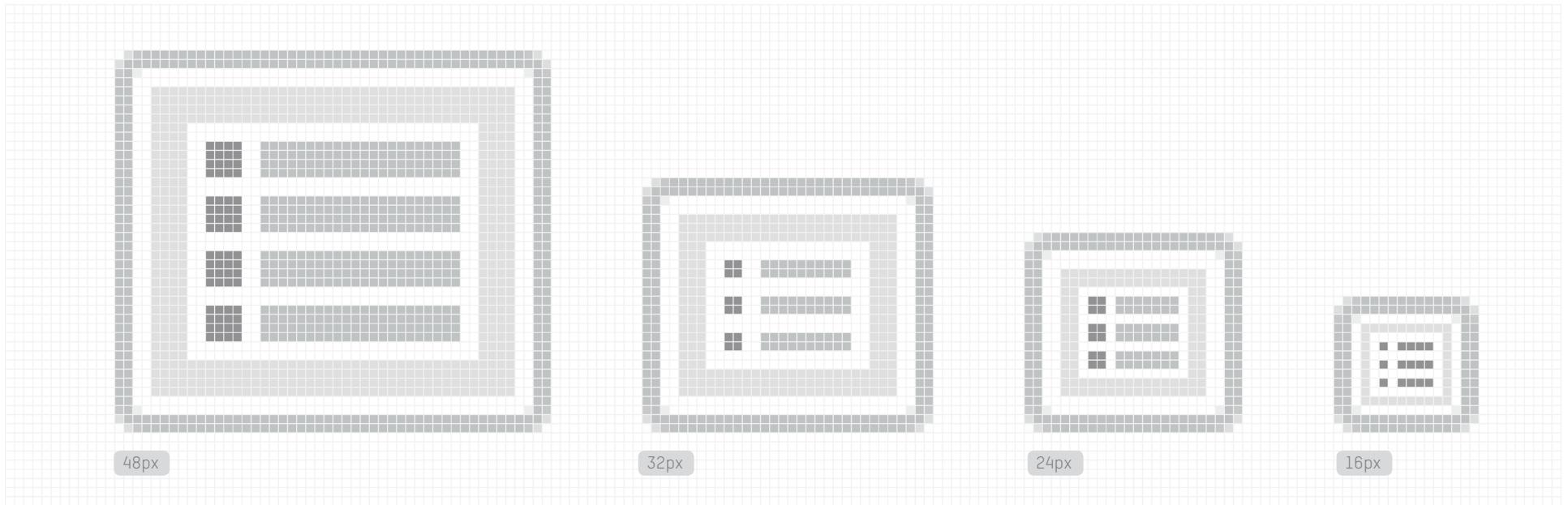
24px



16px

(Not shown in actual pixels.)

For a more detailed look, here are the four sizes of the List View icons shown within the context of a pixel grid.



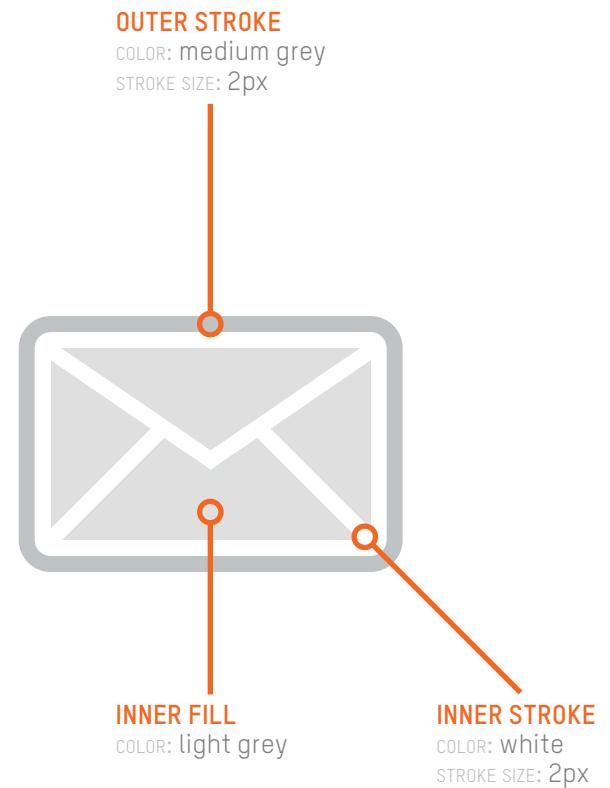
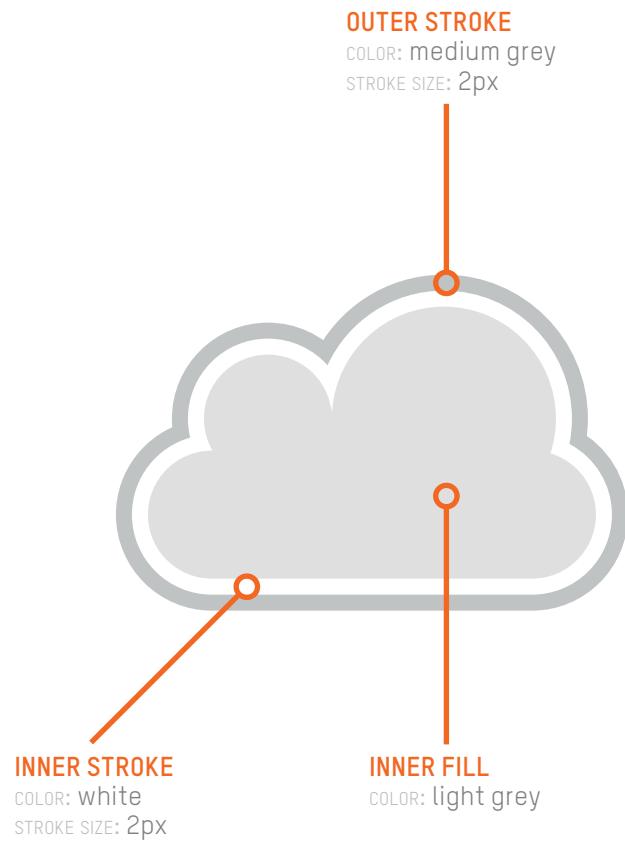
We start with four list items to maximize the amount of pixels available in a 48px constraint. All elements are generally generously spaced out from each other.

There are now only three list items. Note how the items themselves are now reduced to 2px in height as opposed to being 4px in the 48px size.

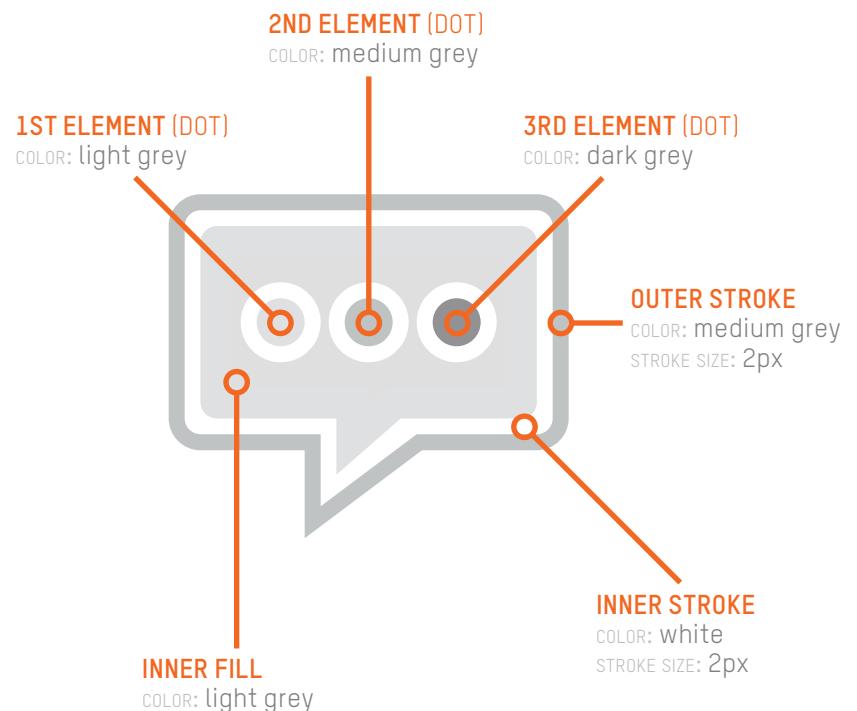
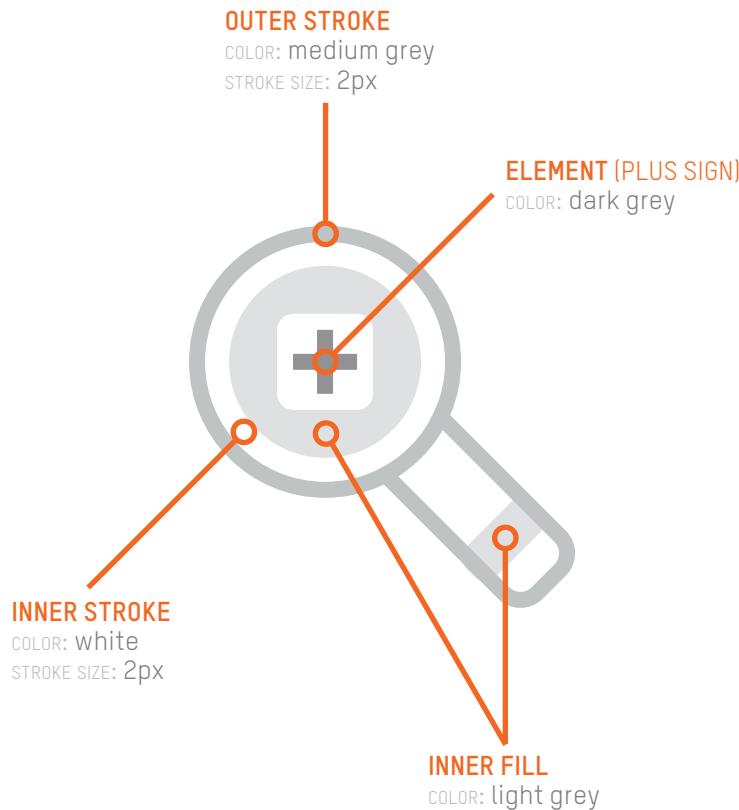
The surrounding white stroke is now only 1px and the list items are spaced 1px apart whereas before they were 2px apart.

List items and the light grey inner stroke are now both only 1px in height.

Use two tones for **simpler icons** that **don't require as much detail**. Note how the Medium Grey rests on the outside, while the Light Grey is used as a fill and contained within — and finally how the two shades are separated by white.



When using all three shades of grey, make sure to **reserve the Dark Grey for the innermost graphic element**, and make sure to use it as **sparingly** as possible — in the case of the magnifying glass, it is the plus sign, and for the speech bubble, the right-most dot. Lastly, note how **the innermost graphic elements are always surrounded by white**.



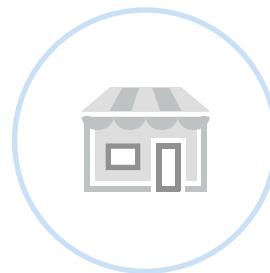
A common convention in Moovweb branding is to prominently feature icons by placing them inside of circles. This kind of application is useful when calling out features of the Moovweb's products and service offerings.

The circled icons are usually supported by subheads that match the color being used in the stroke, which is at 25% opacity. When using three in a row, color the elements in the appropriate order of the brand colors: 1. orange, 2. blue, 3. green.



LOREM IPSUM DOLOR SIT AMET NOMINE

Etiam ligula enim, tempor ut,
blandit nec, mollis eu, lectus.
Ent schuldigung un klein.



NOMINE CHRISTI PAMEN PELLA DEUS EX MACH

Quisque sit amet est et sapien
ullamcorper pharetra. No peude decir
eso porque la raison ist nicht wahr.



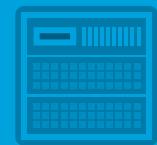
NULLA DONEC ID EROS QUAM UND OMUNI QUIS

Ut felis. Curabitur ligula
quam, rutrum id, tempor sed,
consequat ac, dui.

E. GRAPHIC ELEMENTS

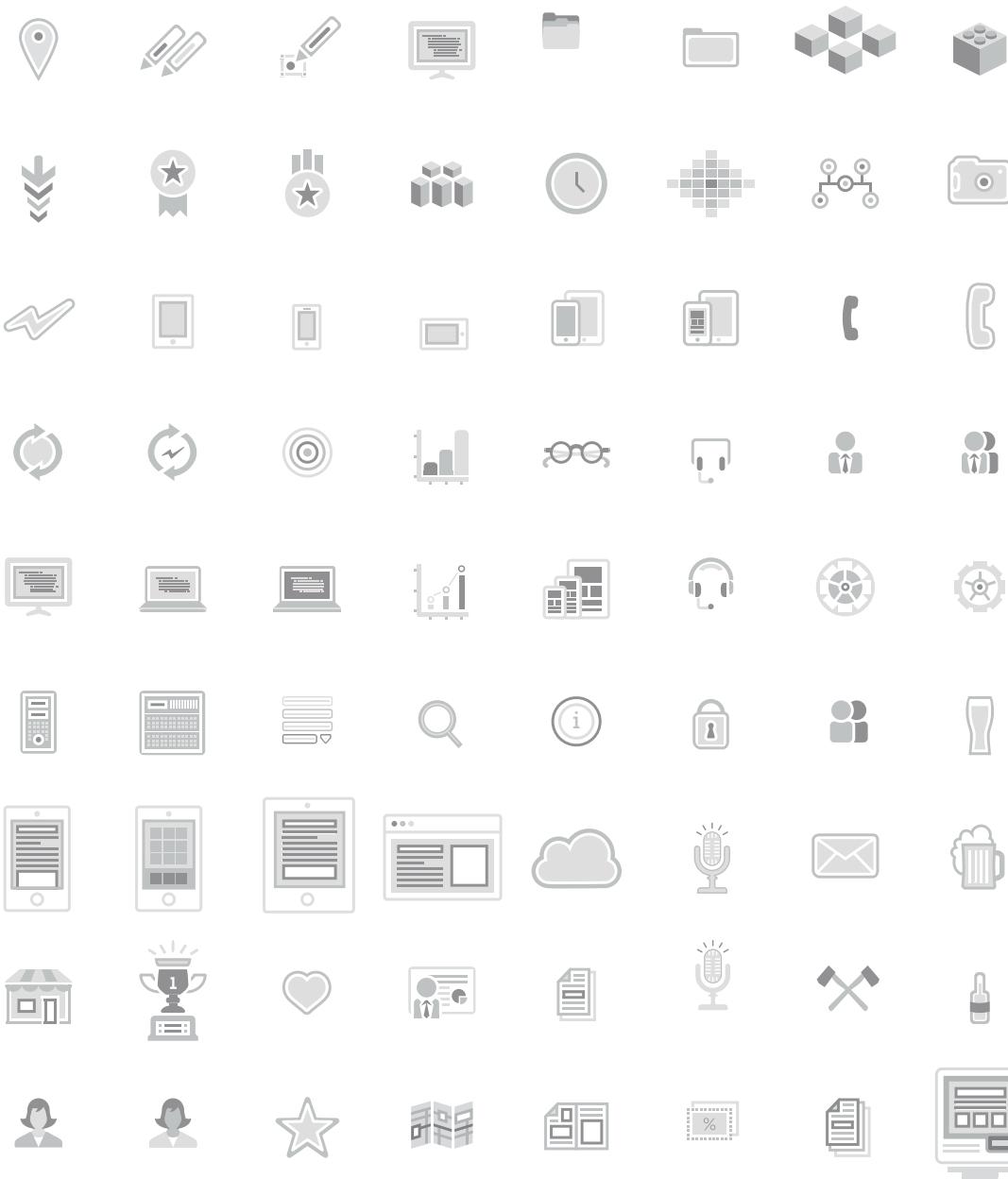
ICONS ON TOP OF COLOR

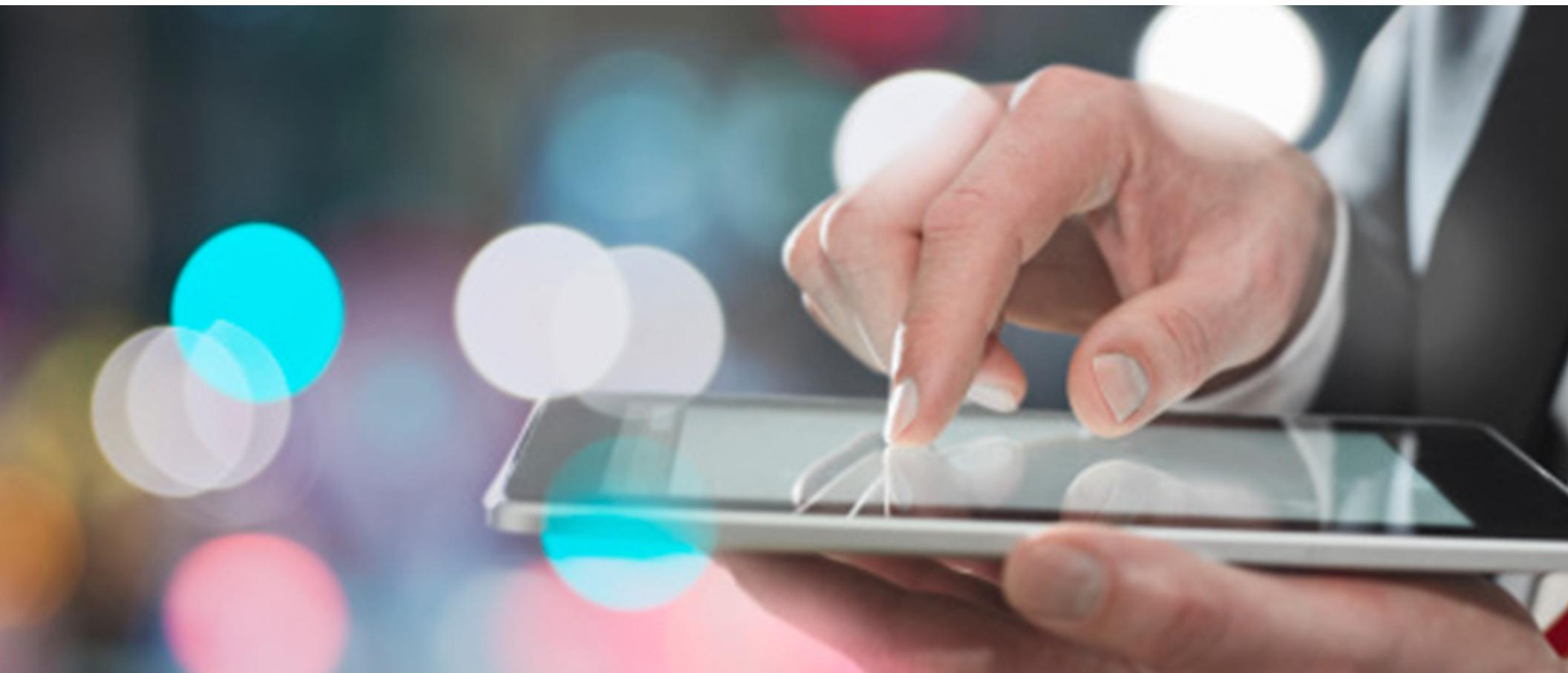
Other times, icons are more effective when placed on top of a flat band of one of Moovweb's brand colors. In this case, set the blend mode of the icons to "multiply" so that the shades of grey blend in nicely with the color upon which it is placed.



E. GRAPHIC ELEMENTS

COLLECTION (IN PROGRESS)





FOCUS Selectively focussed on the foreground, Moovweb photos should always have a very shallow depth of field.

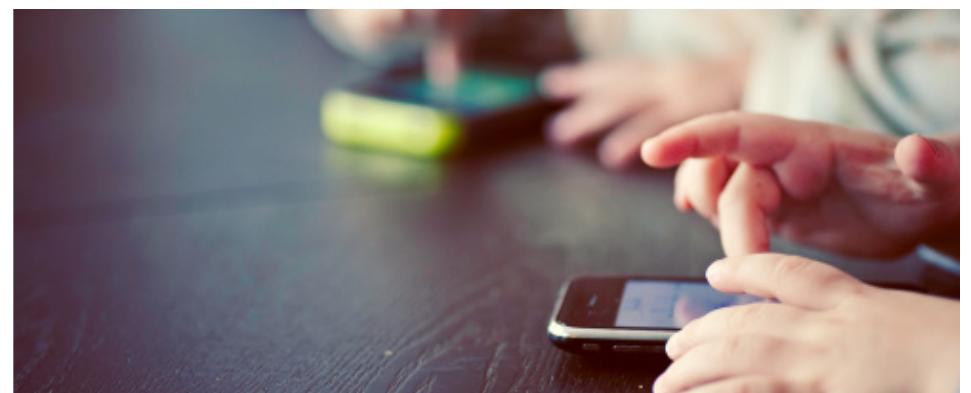
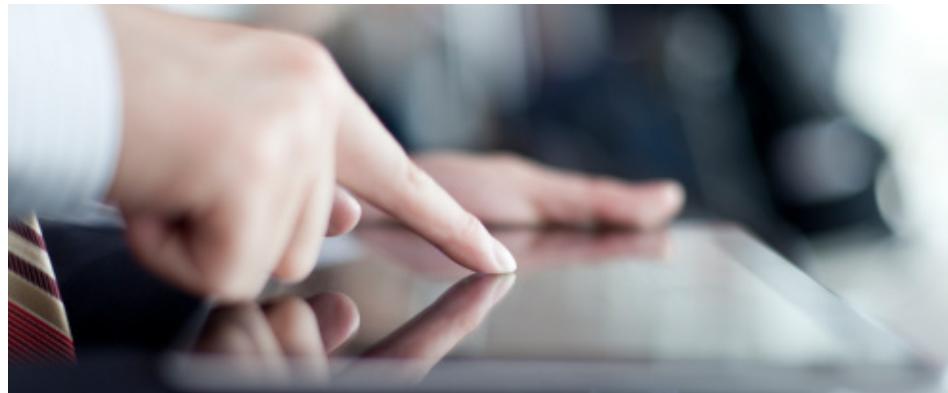
SUBJECT Try to include a person actively using a mobile device. Single subjects work better than pairs/couples or group shots.

ENVIRONMENT Lighting should be as natural as possible; no distinct studio sets. Scenes should generally feel as vast as possible; avoid small or confined locations.

COLORS Generally try to keep color temperature in cooler ranges so that any usage of Moovweb Orange will be sure to pop and remain distinct.

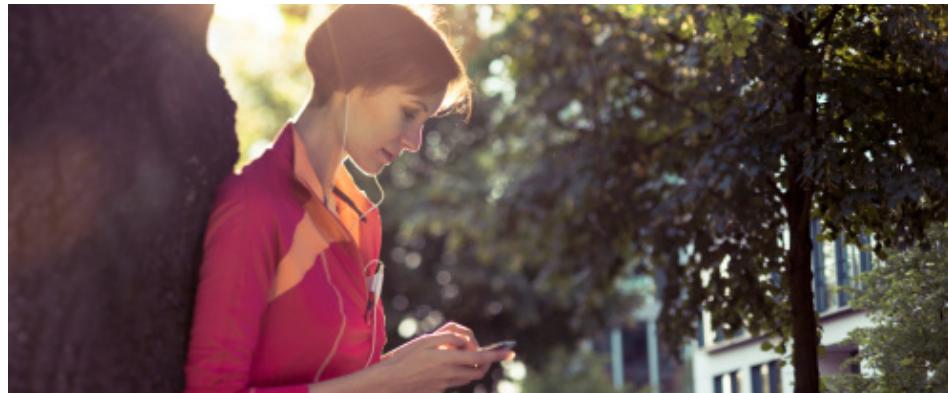
F. PHOTOGRAPHY

LIFESTYLE EXAMPLES: FOCUS ON DEVICE



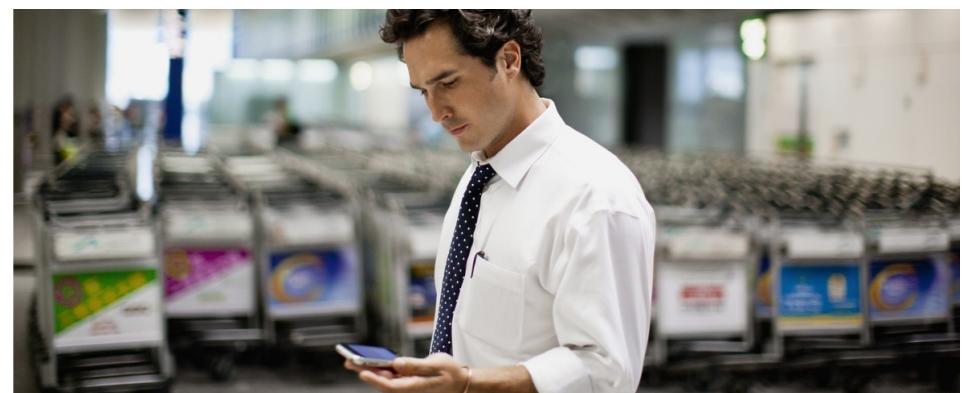
F. PHOTOGRAPHY

- » Vast, environmental sets, whether indoors or out
- » Beautiful, natural lighting



LIFESTYLE EXAMPLES: FOCUS ON PERSON (1)

- » Authentic, human expressions
- » Active interaction with a mobile device

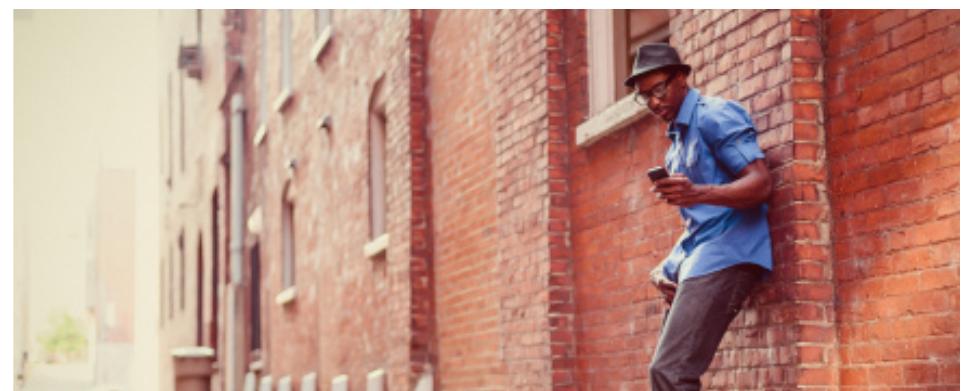
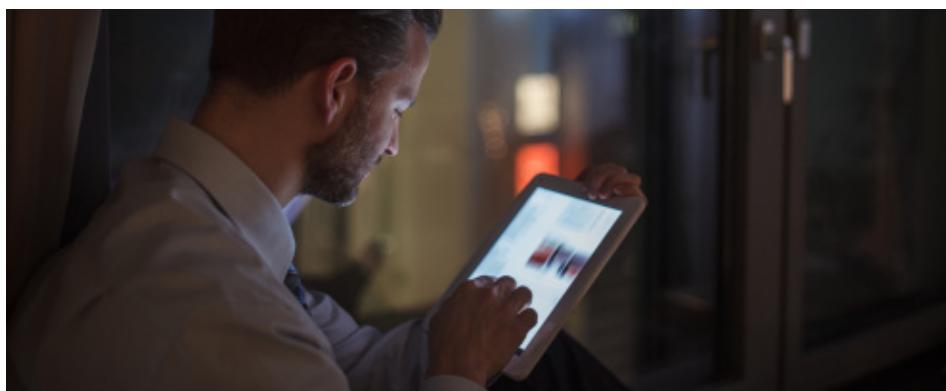
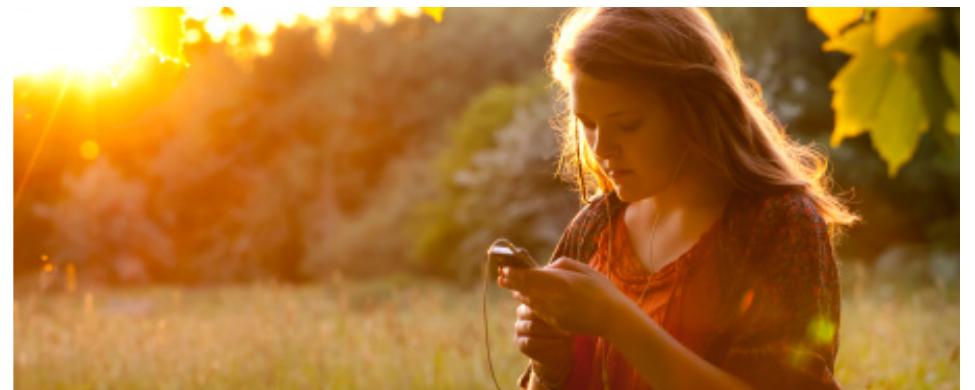


F. PHOTOGRAPHY

- » "Real world" styling of set & props
- » Modern devices always being used

LIFESTYLE EXAMPLES: FOCUS ON PERSON (2)

- » Relatable, everyday situations



F. PHOTOGRAPHY

PHOTO NO-NOS (1)

NO! Studio set

NO! Excessively styled model



NO! Outdated styling of model

NO! Outdated device

NO! Tacky expression/pose

NO! Both model and photo pointed directly into camera.



NO! Over-exaggerated expression

NO! Isolated white background



NO! Flash photography

NO! Drab lighting

NO! Noisy, in-focus background



NO! Talking on the phone

NO! Harsh lighting, harsh shadows



NO! Contrived expression/pose

NO! Overly, highly styled model

ALIET MATTIS METUS
VIVAMUS CONVALLIS
URNA ID FELIS

QUISQUE ESI QUI SER



PHOTO Use this treatment for photos that **already are somewhat dark**. Here the photo is darkened further and an even darker gradient sits beneath the copy.

HEADLINE size: 36px // line height (leading): 32px
weight: regular // color: white

EMPHASIS weight: bold // color: yellow
size: 18px // line height (leading): 32px

SUBHEAD weight: bold // color: dark grey

CROP Whether online or in print, photos should be cropped **panoramically** and bleed left to right.

ALIUET MATTIS METUS
VIVAMUS CONVALLIS
URNA ID FELIS

QUISQUE ESI QUI SER



PHOTO Use this treatment for photos that **already are somewhat light**. Here the photo is lightened further and an even lighter gradient sits beneath the copy.

HEADLINE size: 36px // line height (leading): 32px
weight: regular // color: orange

EMPHASIS weight: bold // color: blue
size: 18px // line height (leading): 32px

SUBHEAD weight: bold // color: dark grey

CROP Whether online or in print, photos should be cropped **panoramically** and bleed left to right.

Moovweb has a specially illustrated version of the white iPhone using the official brand greys to showcase customer websites. Be sure to use this as the container when showing work.

Remove any visual distractions from the work: for example, note that the standard iOS status bar and mobile Safari's browser chrome are not present in either of these examples.



SMART CONTENT + CONTEXT = ENGAGEMENT

We need to maintain a certain pattern within the context of our target audience.

6. SOCIAL MEDIA

TWITTER - CORPORATE

The image shows a Twitter profile for Moovweb (@moovweb). The profile header features the Moovweb logo (an orange square with three white horizontal bars) and the handle @moovweb. Below the header, the bio reads: "Experience Director at Awesome Giant. Drupal lover. Highly addicted to fashion and makeup." It also lists the location as Seattle, WA and the website as http://awesomegiant.com. The profile has 12,371 tweets, 349 following, and 3,914 followers. A "Following" button is visible. The timeline displays four tweets from Marie Thacker (@uxdesigngeek), each containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eleifend scelerisque nibh vitae gravida. Mauris". The footer of the profile page includes links to Twitter's About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers sections.

SHAPING THE FUTURE OF THE POST-PC MOBILE WORLD.

FOLLOW MOOVWEB

@Moovweb
@MoovwebDev
@Moovweb_jobs

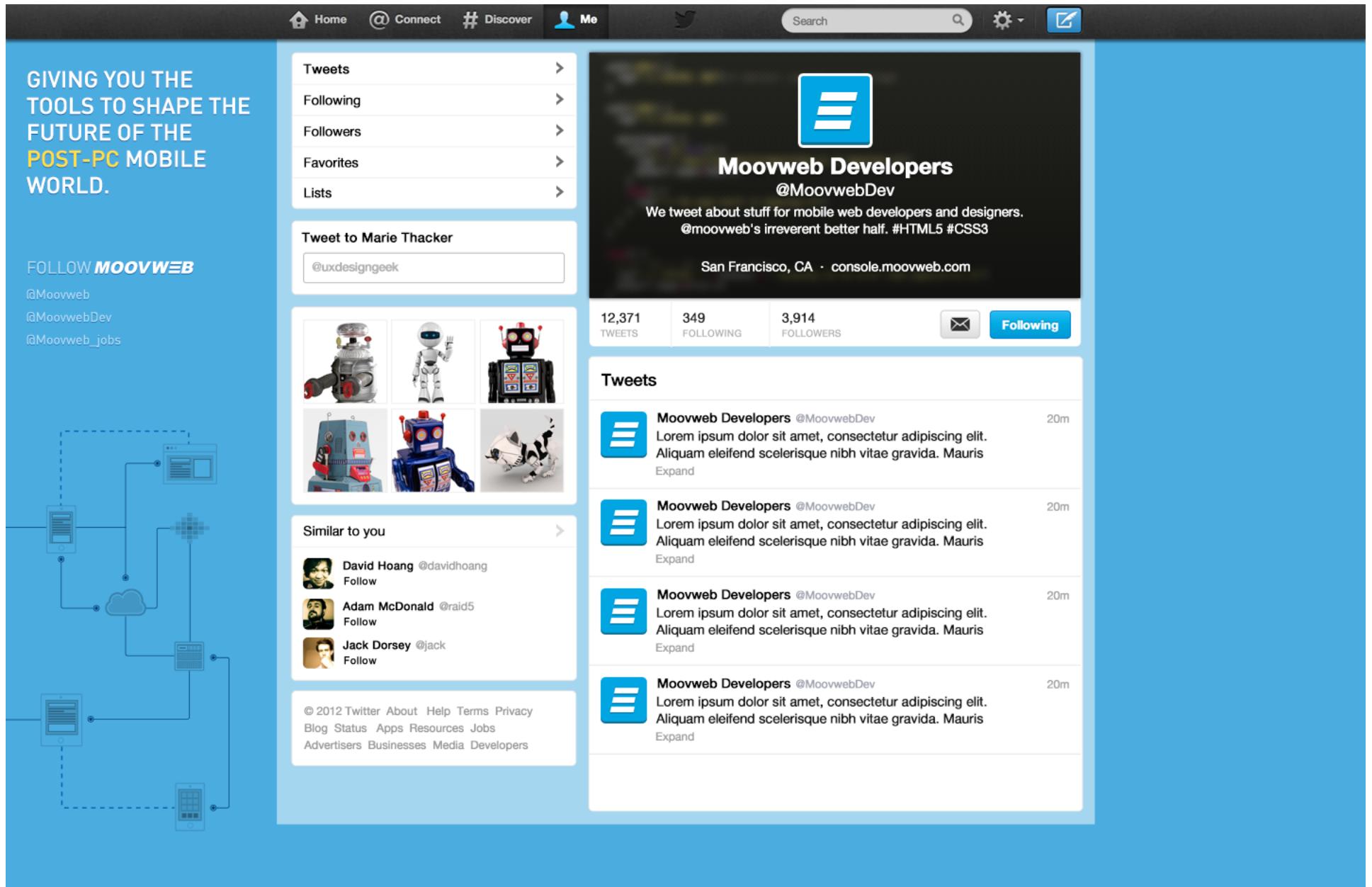
© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

[51]

MAY 2, 2013

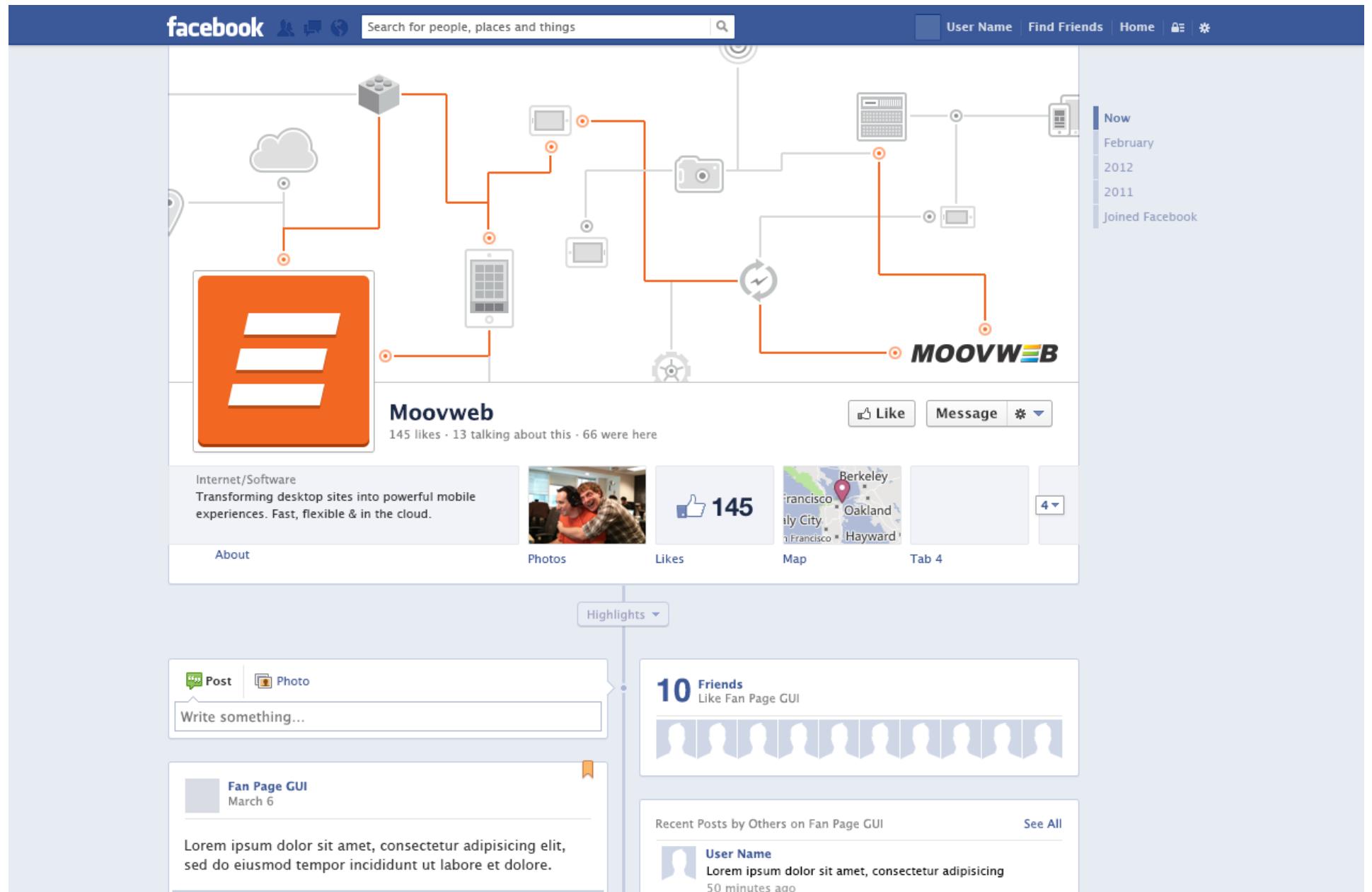
6. SOCIAL MEDIA

TWITTER - DEVELOPER



The image shows a screenshot of a Twitter developer profile for the account @MoovwebDev. The profile header features a blue square icon with a white 'E' symbol, followed by the text "Moovweb Developers" and the handle "@MoovwebDev". Below the header, a bio reads: "We tweet about stuff for mobile web developers and designers. @moovweb's irreverent better half. #HTML5 #CSS3". It also includes the location "San Francisco, CA" and the website "console.moovweb.com". The profile has 12,371 tweets, 349 following, and 3,914 followers. A "Following" button is visible. The timeline displays four tweets from the user, each with a placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eleifend scelerisque nibh vitae gravida. Mauris". Below the tweets, there are "Similar to you" suggestions for users David Hoang, Adam McDonald, and Jack Dorsey, each with a "Follow" button. At the bottom of the profile page, there are links for "About", "Help", "Terms", "Privacy", "Blog", "Status", "Apps", "Resources", "Jobs", "Advertisers", "Businesses", "Media", and "Developers". On the left side of the screen, there is a sidebar with the text "GIVING YOU THE TOOLS TO SHAPE THE FUTURE OF THE POST-PC MOBILE WORLD." and a "FOLLOW MOOVWEB" section with links for @Moovweb, @MoovwebDev, and @Moovweb_jobs. There is also a diagram illustrating a network of devices (phones, tablets, clouds) connected to a central server.

The image shows a screenshot of the Twitter mobile application interface. At the top, there is a navigation bar with icons for Home, Connect, Discover, Me, and a search bar. Below the navigation bar, the main content area displays the profile of the account @Moovweb_Jobs. The profile picture is a green square with a white 'E' logo. The account name is "Moovweb Jobs" and the handle is "@Moovweb_Jobs". The bio reads: "We tweet about stuff for mobile web developers and designers. @moovweb's irreverent better half. #HTML5 #CSS3". It also includes the location "San Francisco, CA" and the website "console.moovweb.com". Below the profile, there are summary statistics: 12,371 tweets, 349 following, and 3,914 followers. A blue "Following" button is visible. The main feed below shows four tweets from the account "Moovweb Developers" (@MoovwebDev), each with a placeholder text message: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eleifend scelerisque nibh vitae gravida. Mauris". The tweets are timestamped at 20m ago. To the left of the main feed, there is a sidebar with links to "Tweets", "Following", "Followers", "Favorites", and "Lists". Below these links is a "Tweet to Marie Thacker" section with a placeholder message "@uxdesigngeek". Further down, there is a "Similar to you" section listing users: David Hoang (@davidhoang), Adam McDonald (@raid5), and Jack Dorsey (@jack). At the bottom of the screen, there are links for "About", "Help", "Terms", "Privacy", "Blog", "Status", "Apps", "Resources", "Jobs", "Advertisers", "Businesses", and "Media".



LinkedIn Account Type: Basic | Upgrade 18 Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...

 Moov Corporation 340 followers Follow

Home Products Insights

IT TOOK 16 YEARS TO SELL THE FIRST ONE BILLION SMARTPHONES.
THE NEXT BILLION WILL TAKE JUST **TWO YEARS.**

READY TO DO GREAT WORK! 

RECENT UPDATES

Moov Corporation is hiring: Corporate Controller in San Francisco financial district
Share • Careers at Moov Corporation • See more jobs • 7 days ago

Moov Corporation is hiring: Mobile Web Consultant in San Francisco Bay Area
Share • Careers at Moov Corporation • See more jobs • 16 days ago

Moov Corporation is hiring: Front End Engineer in San Francisco Bay Area
Share • Careers at Moov Corporation • See more jobs • 25 days ago

HOW YOU'RE CONNECTED

 1 first-degree connection
 52 second-degree connections
 73 Employees on LinkedIn

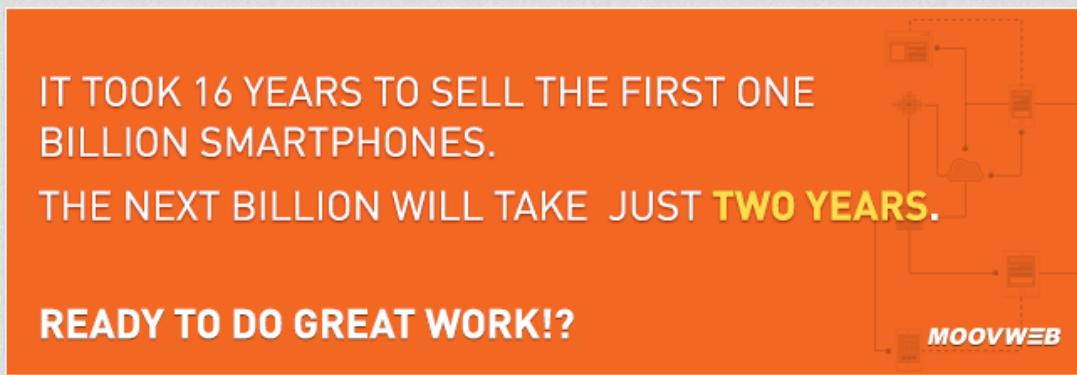
See all ▾

CAREERS

 Interested in Moov Corporation?
5 jobs posted
See jobs ▾

PRODUCTS

Let Moov Corporation know you'd like to see their products and services here.
Send message ▾



The image shows a desktop browser window and a smartphone displaying the same blog post from the Moovweb website.

Desktop View:

- Header:** MOOVWEB
- Date:** MARCH 8, 2013
- Author:** bd (TECHNICAL)
- Title:** Moovweb Developer Update: Moovweb Debugger, 4.2 Release, & More
- Image:** A screenshot of a debugger interface showing code and a screwdriver icon.
- Section:** MOOVWEB TOOLKIT: A FULL-FEATURED DEBUGGER FOR THE MOOVWEB
- Text:** This past month we've been cooking up some mighty tasty goodies here at Moovweb Intergalactic Headquarters. Our biggest, baddest, most exciting announcement is the [Moovweb Toolkit](#). Tool
- Signature:** ISHAN ANAND (Pun Master)
- Related Posts:** A section for related posts.
- Footer:** A toolbar with icons for Elements, Resources, Network, Sources, Timeline, Profiles, Audits, Console, Moov Log, and Moov Debug. The "Debugger" tab is selected.

Mobile View:

- Header:** MOOVWEB
- Date:** MARCH 8, 2013
- Title:** Moovweb Developer Update: Moovweb Debugger, 4.2 Release, & More
- Text:** This past month we've been cooking up some mighty tasty goodies here at Moovweb Intergalactic Headquarters. Our biggest, baddest, most exciting announcement is the [Moovweb Toolkit](#). Tool
- Image:** A small thumbnail image of the desktop post.

