

# Moov

## Description

Moov is a manufacturer of fitness wearables and software located in San Francisco, CA. They differentiate by going beyond merely tracking calories and other workout statistics to actually coaching users to athletic improvement in realtime via a sports AI.

## Voice/Tone/Style

1. Moov employs action shots of intense exercise in progress to emphasize the product’s intention for the serious fitness enthusiast.
2. Big hero images with minimal use of text draws focus to the way a user will experience the product and makes for easy website navigation.
3. Their brand voice is about revolution and differentiation from peers.
4. Their design and mission promise to deliver a love for fitness and improved performance via superior technology for users with lofty fitness goals.

## Logo

moov

## Typography

PRIMARY  
Raleway  
SECONDARY  
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## Color

PRIMARY: DARK GRAY

SECONDARY: SEA BLUE

TERTIARY: SOFT RED

## Imagery

