



MowDirect

**STYLE
GUIDE**



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This guide introduces the basic elements that make up the MowDirect brand and should ensure that we promote a strong, consistent and distinguishable mark.

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Our Logo

PRIMARY LOGO

This is the MowDirect primary logo and is the most powerful and recognisable element of the brand.

The primary logo should be used wherever possible, whenever a logo is required. The logo should always be rendered correctly i.e., it should be as shown and placed in a position where it will gain greatest impact.

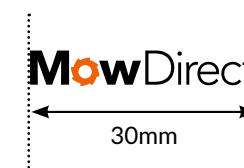
A large, clear rendering of the MowDirect primary logo. The word 'Mow' is in a bold, black, sans-serif typeface, with the 'o' replaced by an orange gear icon. The word 'Direct' is in a regular weight of the same sans-serif typeface.

Exclusion Zone

To help maintain the clarity of the logo, it is important to adhere to the exclusion zone, as illustrated below. No other text, graphic elements or imagery should be placed within the exclusion zone immediately surrounding the logo.

Minimum Size

To preserve legibility, the logo should never be reduced in size to below 30mm in width.



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Our Logo

STACKED LOGO

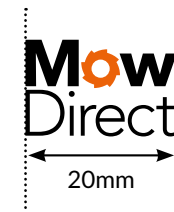
The stacked logo has been created for situations where there is limited space and must only be used when the primary logo will be illegible.

**Exclusion Zone**

To help maintain the clarity of the logo, it is important to adhere to the exclusion zone, as illustrated below. No other text, graphic elements or imagery should be placed within the exclusion zone immediately surrounding the logo.

Minimum Size

To preserve legibility, wherever possible, the logo should never be reduced in size to below 20mm in width.



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Our Logo

OUR STRAPLINE

Our Strapline sums up who and what we are.

It can be used with or without the logo. But It doesn't add anything to functional communication or when it becomes illegible.

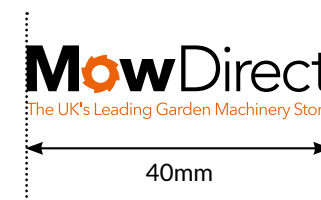
MowDirect
The UK's Leading Garden Machinery Store

Exclusion Zone

To help maintain the clarity of the logo, it is important to adhere to the exclusion zone, as illustrated below. No other text, graphic elements or imagery should be placed within the exclusion zone immediately surrounding the logo.

Minimum Size

To preserve legibility, wherever possible, the logo should never be reduced in size to below 40mm in width.



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LOGO VARIANTS

All colour variants of the MowDirect logo are shown here.

There should be no need to reproduce the logo in any other colour format than is specified here.

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LOGO APPLICATION

Please DO NOT alter the logo in any way.

DO NOT alter the colours



DO NOT add effects or outlines



DO NOT change the font



DO NOT place on top of a colour or image that reduces its clarity



DO NOT stretch the logo



DO NOT reposition or resize the elements



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Our Typeface

The MowDirect logo has been created using **Avenir** typeface. It is not recommended that this font is used as a body copy typeface; rather it's kept purely as the logo and stationery font.

Lato is the corporate typeface to be used for all other printed and digital marketing items.

CORPORATE FONT: LATO

Lato Hairline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Hairline Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Lato Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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Our Colours

Colour logos should always be reproduced in the corporate colours: PMS 1505 Orange and PMS Black. Colour references are listed here and should be adhered to wherever possible.

The secondary palette is also provided here to accent the primary colours and bring colour to the brand. Tints of these colours can be used.

PRIMARY PALETTE



SECONDARY PALETTE



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Our Icon

The blade icon has been created to represent the motion of trimming. The shape has been designed as a generic shape so that it is not specific to any brand or type of product.

This shape can be used separately away from the logo. Please see examples of how it can be used below.



Free Next Day Delivery
to the UK Mainland

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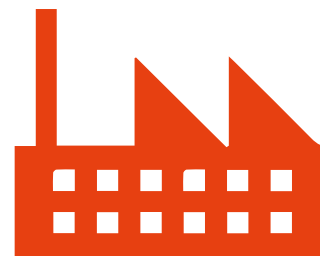
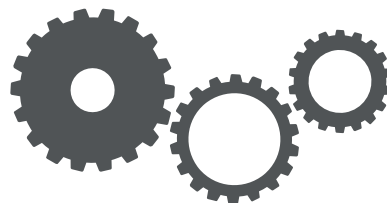
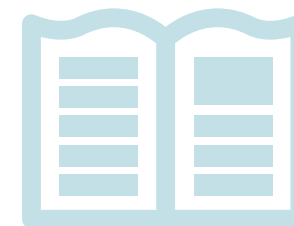
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Other Icons

We have created a style of icon that can be used as a part of the MowDirect brand.



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Other Photography

Below is an example of the style of photography that we should aim to use at all times.

It is important to find engaging, impactful shots for all marketing materials, whether it be lifestyle or product shots. When showing a cutout photograph of a product, please ensure that it is clear and high-resolution.

