

moogo

Corporate Identity

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## **General info about Moogo's corporate identity**

The purpose of this corporate identity guide is to function as a basic tool for creating consistent communication for Moogo. This guide contains information about the logo, colors and typography in different kinds of media.

Corporate identity guide should be used by people who work with Moogo's out going communication. The consistency of the brand and communication can be ensured and strengthened by following this guide.

## Logo

Moogo's logo consists of a blue, shaped word "Moogo".



moogo

## Safety margins of the logo

To ensure the visibility and recognizability of the logo, the logo has been given safety margins. Nothing should be placed inside these margins.

The size of the margin area is defined by the width and height of the letter "M" in "Moogo."



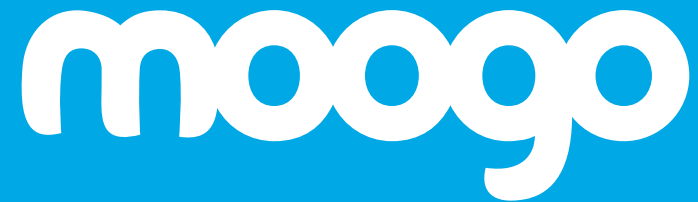
## Colors of the logo

PMS colors are usually used when the printing is done with less than 4 colors.

In any other case CMYK colors are to be used in printed material.

In electronic communication, such as internet and powerpoint presentations, RGB colors are to be used.

Moogo logo in a normal and a negative version can be seen on the right.



C 82

R 0

PANTONE Solid 299 C

M 10

G 170

Y 0

B 229

K 0

## Typography

Moogo's typography is based on a purely shaped Gotham Rounded font family. It is a geometric grotesque font.

Gotham Rounded Light is used for body text and headlines.

Gotham Rounded Light Italic is used for highlighting text.

If it is impossible to use the font because of technical reasons, use Verdana instead.

Gotham Rounded Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö

a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

1 2 3 4 5 6 7 8 9 0 %

*Gotham Rounded Light Italic*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö*

*a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö*

*1 2 3 4 5 6 7 8 9 0 %*