



BRAND GUIDELINES

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BRAND GUIDELINES

These guidelines are intended to help execute the correct and consistent use of the brand Moonglow. The objective is to serve as a reference guide that will ensure a consistent application of the brand elements across all communication materials.

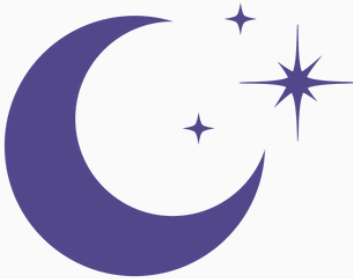
For this identity,
we developed a concept that brings the company's values and personality to the surface. These concise visual elements communicate the brand's values and guiding concepts.



LOGO



LOGO



SYMBOL

LOGO USAGE



EXCLUSION ZONE

Always allow a minimum space of around the logo. minimum space: 15% of the horizontal size



MINIMUM WIDTH FOR LOGO

The logo minimum width is 100px



MAXIMUM WIDTH FOR PRIMARY AND ALTERNATE LOGO

There is no maximum size defined for these logos



MINIMUM WIDTH FOR ALTERNATE LOGO

The logo minimum width is 50px

COLOR PALETTE

DOMINANT



LILAC

R183 G185 B223

HEX CODE:

#B7B9DF

PANTON SHADE:

7444C

BLUE

R198 G214 B227

HEX CODE:

#B1B5CE

PANTON SHADE:

643C

ACCENT COLORS



PURPLE

R81 G70 B138

HEX CODE:

#C6D6E3

PANTON SHADE:

7671C

GREY

R216 G215 B223

HEX CODE:

#D8D7DF

PANTON SHADE:

5315C

BEIGE

R215 G196 B183

HEX CODE:

#D7C4B7

PANTON SHADE:

4755C

MOOD BOARD



