

MOAI - BRAND IDENTITY STYLE GUIDELINES



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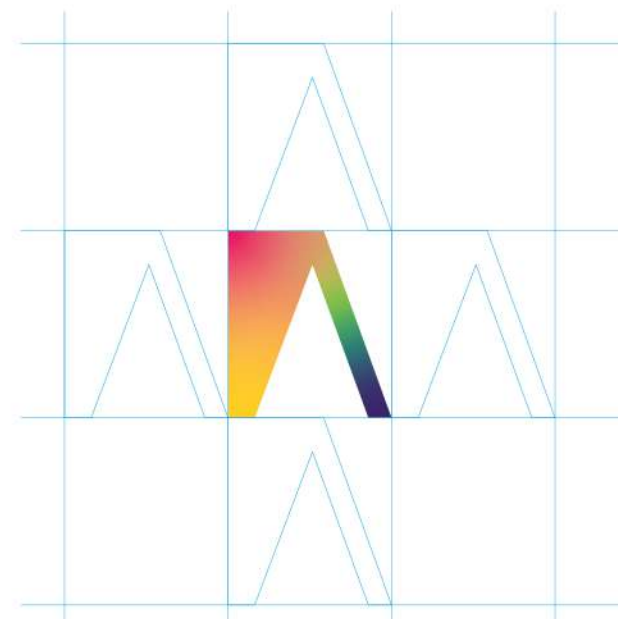
Logomark

Logo e Brand Identity Guidelines



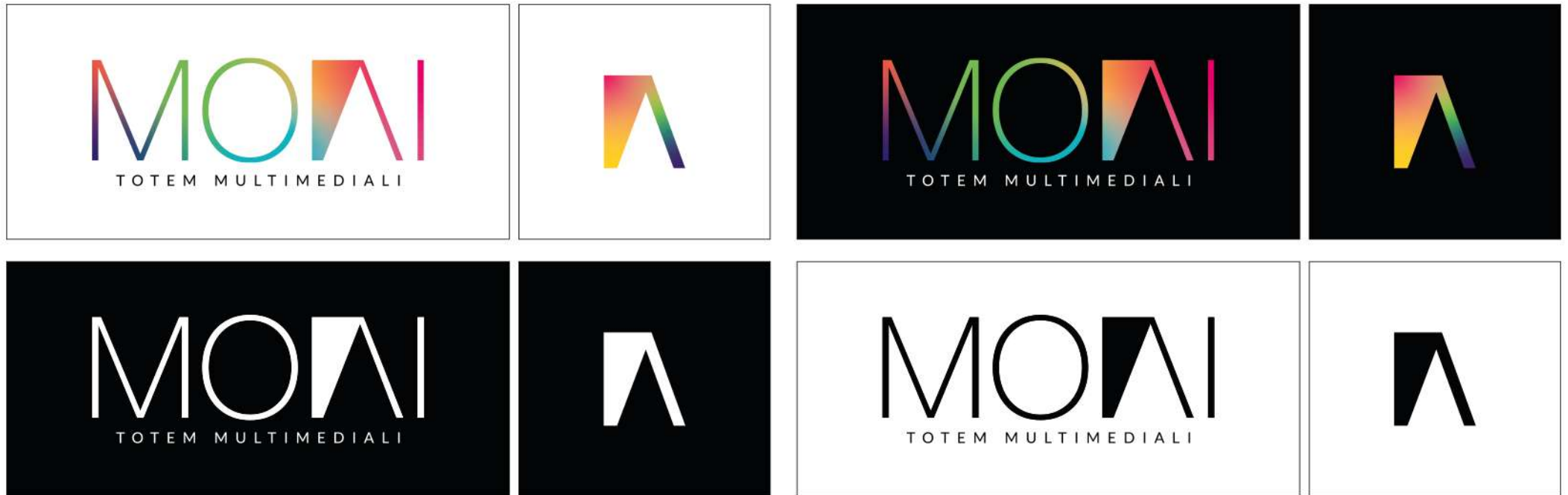
Our logo is the face of MOAI Totem Multimediali. The first visual impression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do it consistently.

2. Clear Space



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by the width of the A. To be safe, measure the clear space for primary logomark by the width of the A.

3. Logo Variation



The logo can be divided into two different pieces: just A and MOAI
The use of this will depend on the tone of the artwork and the amount of information we want to reveal. We will try to use A in those spaces that are more related to community creation (such as social networks) and leave MOAI for those more institutional occasions (for the press).

4. Background



On white or light colored backgrounds we can use our primary logomark or alternatively use the cut out variant using one of our colors. On black or dark colored backgrounds we can use our primary logomark or the cut out variant combining our colors.

5. Colors Specification

Primary colors



Primary colors can be used to create different combinations on the primary register, depending on the artwork.

Secondary colors



6. Typeface in use

Headline	Lato Black
Baseline	Lato Medium
Bodycopy	Lato Light... che un lettore che osserva il layout di una pagina viene distratto dal contenuto testuale se questo è leggibile. Lo scopo dell'utilizzo del Lorem Ipsum è che offre una normale distribuzione delle lettere (al contrario di quanto avviene se si utilizzano brevi frasi ripetute, ad esempio "testo qui"), apparendo come un normale blocco di testo leggibile. Molti software di impaginazione e di web design utilizzano Lorem Ipsum come testo modello. Molte versioni del testo sono state prodotte negli anni, a volte casualmente, a volte di proposito (ad esempio inserendo passaggi ironici).

LATO is to be used for all forms of standard body text from: stationery, website design, brochures and all forms of general correspondence. It is a family with a big range of thickness, from thin to black; which allows to highlight what's important.

7. Do nots

1. Do Not: Logomark

Do not resize or change the position of the logomark.

2. Do Not: Fonts

Do not use any other font, no matter how close it might look to Prohibition.

3. Do Not: Re sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

4. Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



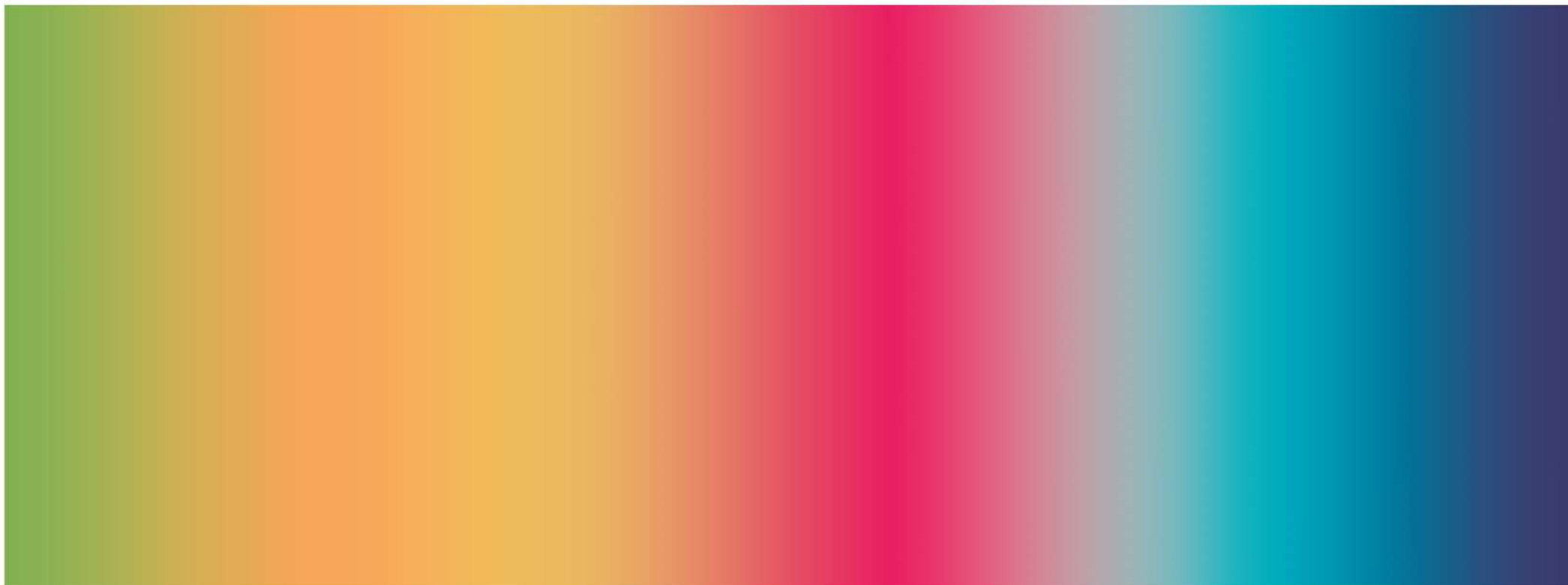
8. Application of Logo

Logo e Brand Identity Guidelines



Sticker

9. Pattern



We can playing with our colours.