# MOAI
# –
# BRAND IDENTITY STYLE GUIDELINES

TOTEM MULTIMEDIALI

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4. Background
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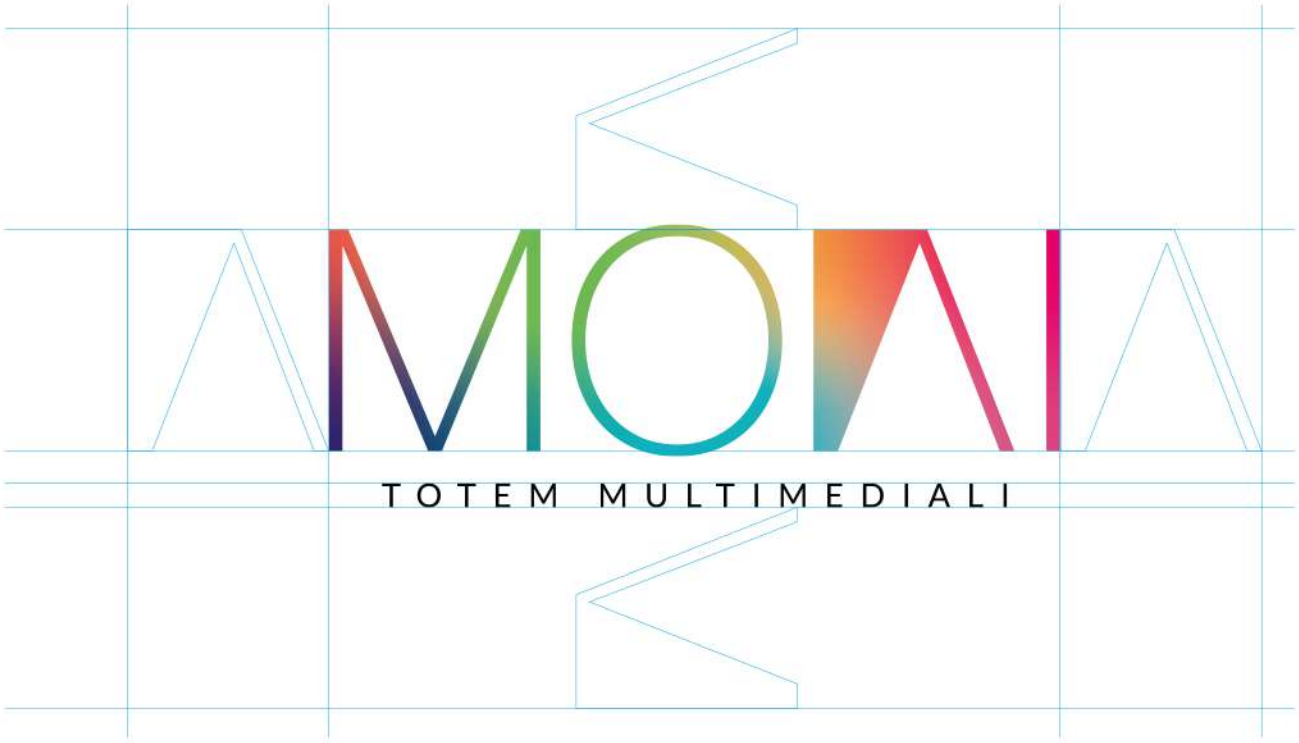
# Logomark

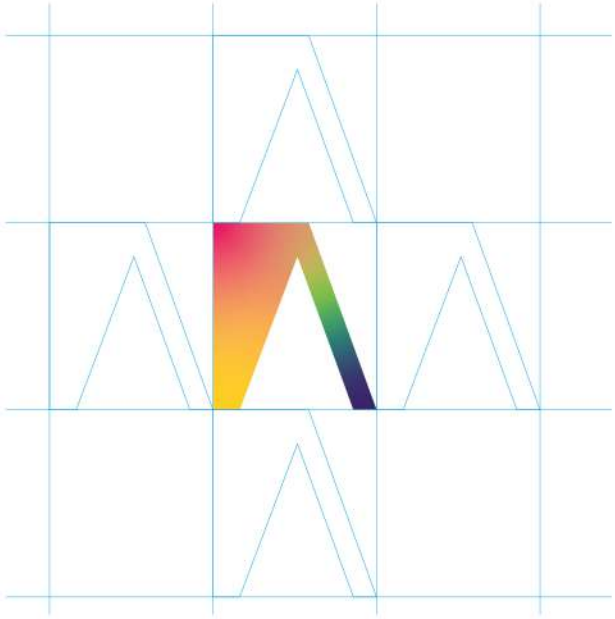
MOAI

TOTEM MULTIMEDIALI

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

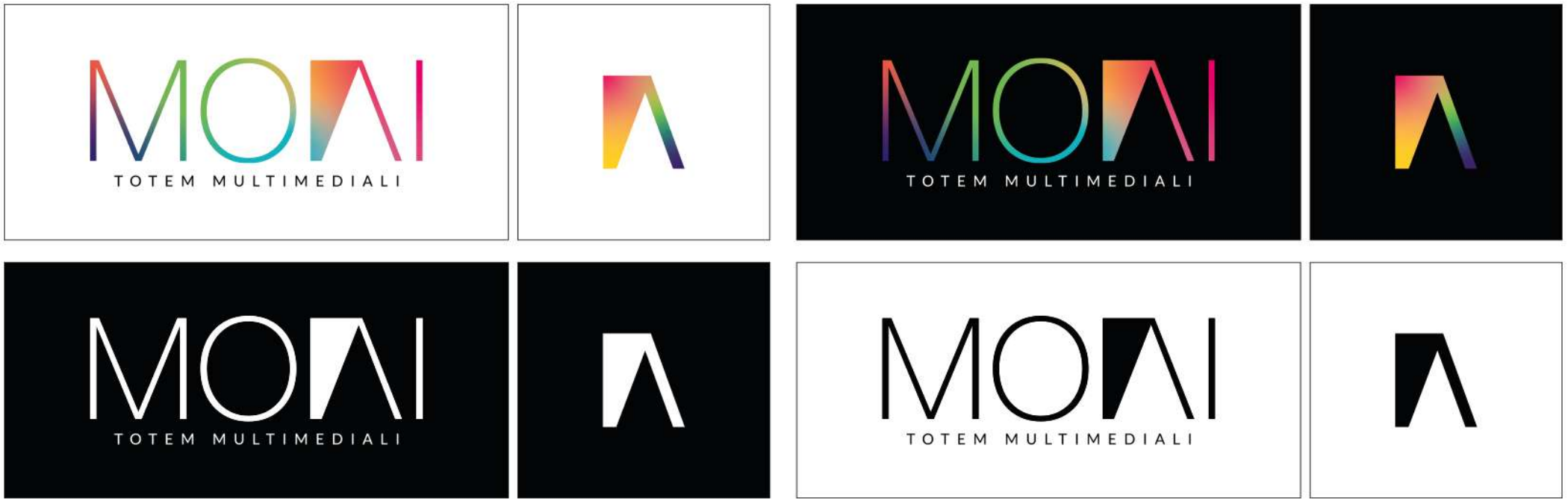


Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by the width of the A. To be safe, measure the clear space for primary logomark by the width of the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

# 3. Logo Variation

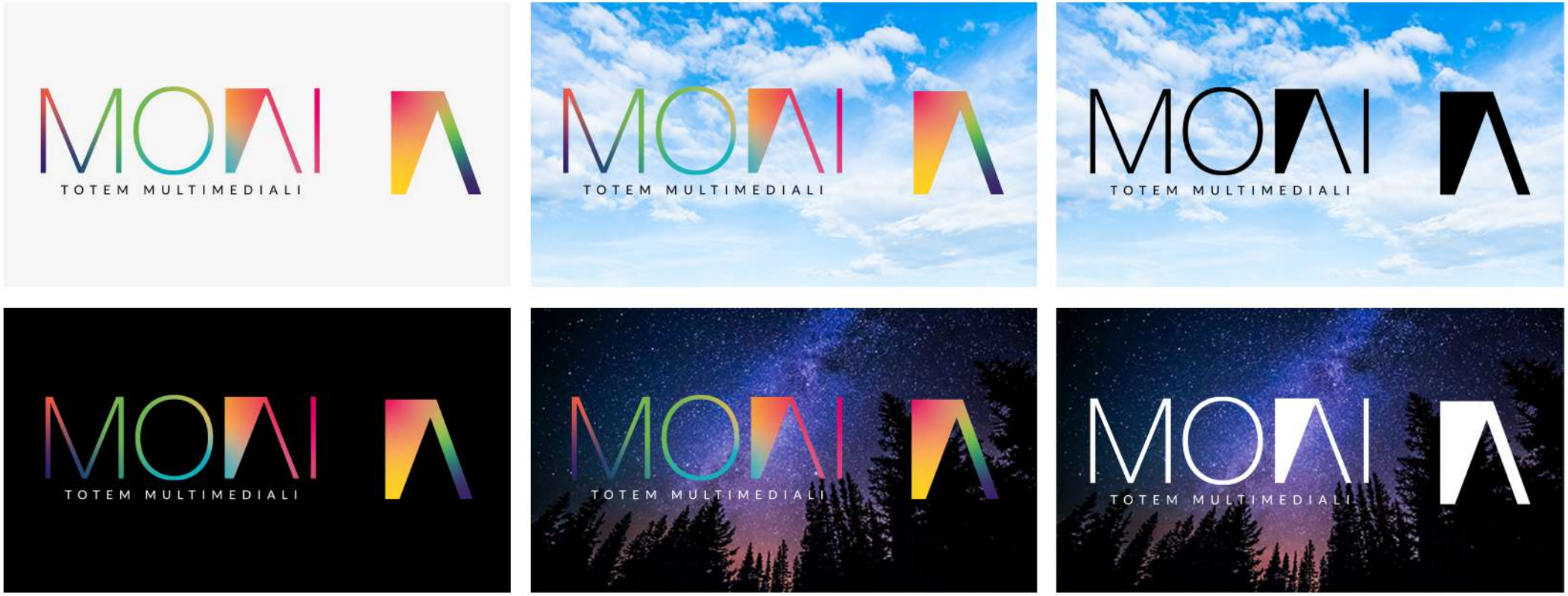





The logo can be divided into two different pieces: just A and MOAI
The use of this will depend on the tone of the artwork and the amount of information we want to reveal. We will try to use A in those spaces that are more related to community creation (such as social networks) and leave MOAI for those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

# 4. Background





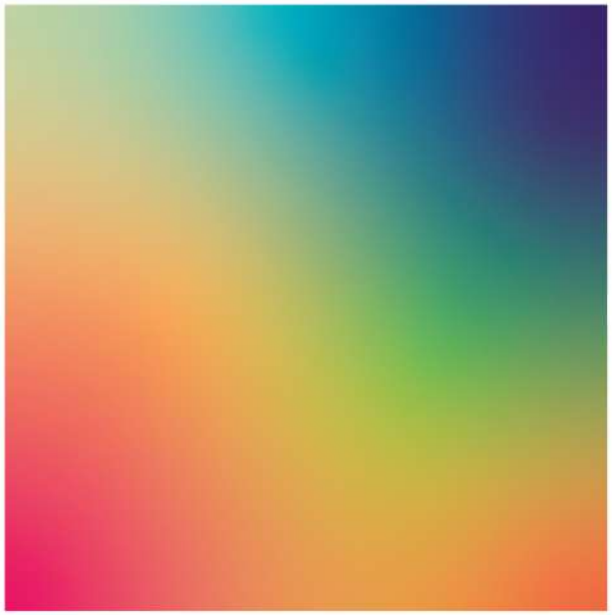

On white or light colored backgrounds we can use our primary logomark or alternatively use the cut out variant using one of our colors. On black or dark colored backgrounds we can use our primary logomark or the cut out variant combining our colors.

# 5. Colors Specification

## Primary colors

#1d1d1b

#ffffff



## Secondary colors

#88b252

#e38046

#e9b661

#ca2d5d

#4faabe

#4f485b

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

# 6. Typeface in use

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.

1.


3.

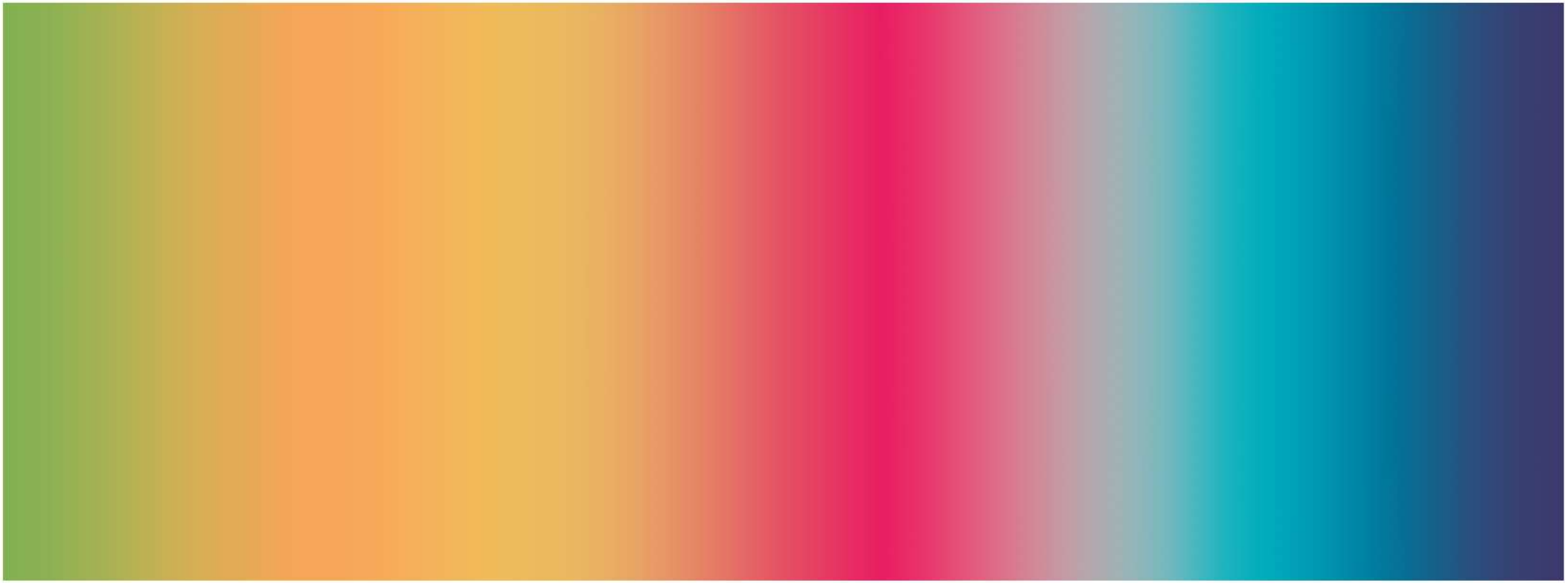

2.


4.

# 8. Application of Logo

Sticker

# 9. Pattern



We can playing with our colours.