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## Main Logo

The main logo can be used in:

- Move Mint Green
- Blank Slate Grey
- New Chapter White

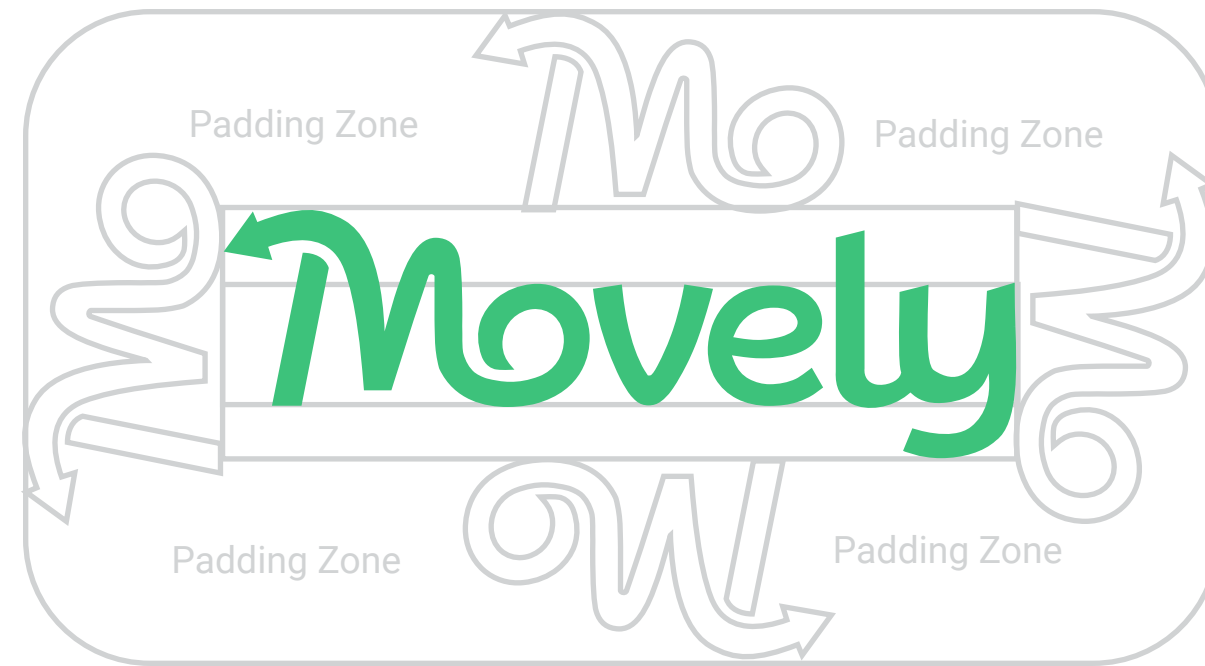


## M Icon Symbols

This symbol can be used as a freestanding or within an app icon in the same combinations of color:

- Move Mint Green
- Blank Slate Grey
- New Chapter White





## Logo Padding

It's important to allow the logo enough space to stand out. The M Icon Symbol should be used as a proportional guide to keep other elements spaced away from the Movely logo.

## Do Not

Aesthetic modifications should not be made to the logo in any way. For example do not stretch, apply drop shadows, or gradients to the logo. Approved color options are the only modifications that can be used.





## Blank Slate Grey

#1c231f

C: 74%, M: 62%, Y: 68%, K: 74%

R: 28, G: 35, B: 31

## Next Phase Grey

## #ededed

C: 6%, M: 4%, Y: 4%, K: 0%

R: 237, G: 237, B: 237

## Move Mint Green

#3dc47b

C: 68%, M: 0%, Y: 71%, K: 0%

R: 61, G: 196, B: 123

# New Chapter White

#ffffff

C: 0%, M: 0%, Y: 0%, K: 0%

R: 255, G: 255, B: 255

## Fresh Start Yellow

#f7ffe5

C: 3%, M: 0%, Y: 12%, K: 0%

R: 247, G: 255, B: 229

## Morning Dew Green

#dff8ea

C: 11%, M: 0%, Y: 10%, K: 0%

R: 223, G: 248, B: 235

Book with Movely

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# Your next chapter deserves a smooth start.

Choose Movely and get 20% off your  
first move!

Get Started

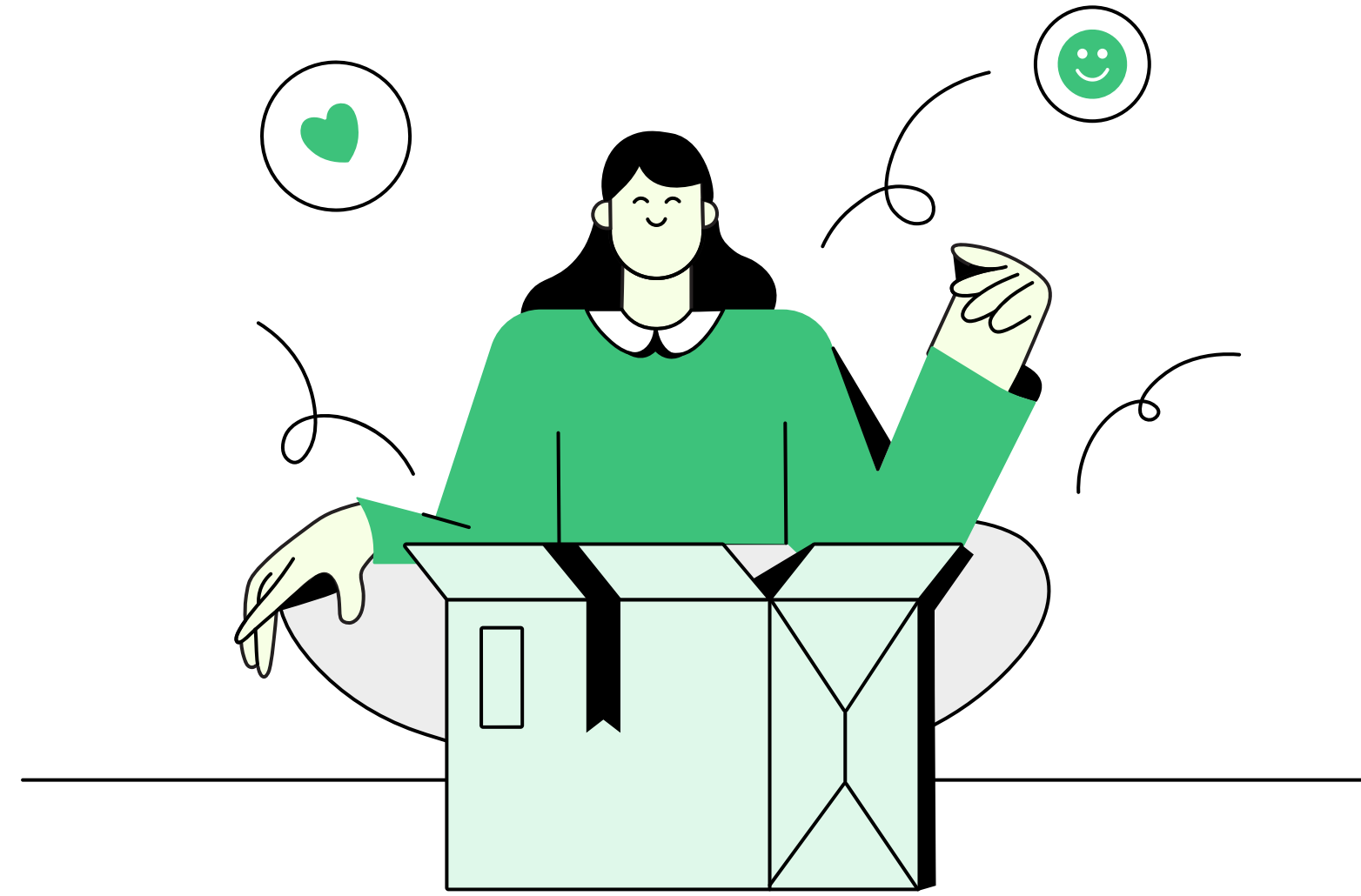
Eyelid in New Spirit Regular

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# Big headlines in Neue Power Ultra

This is your body copy, which is called  
Roboto Regular.

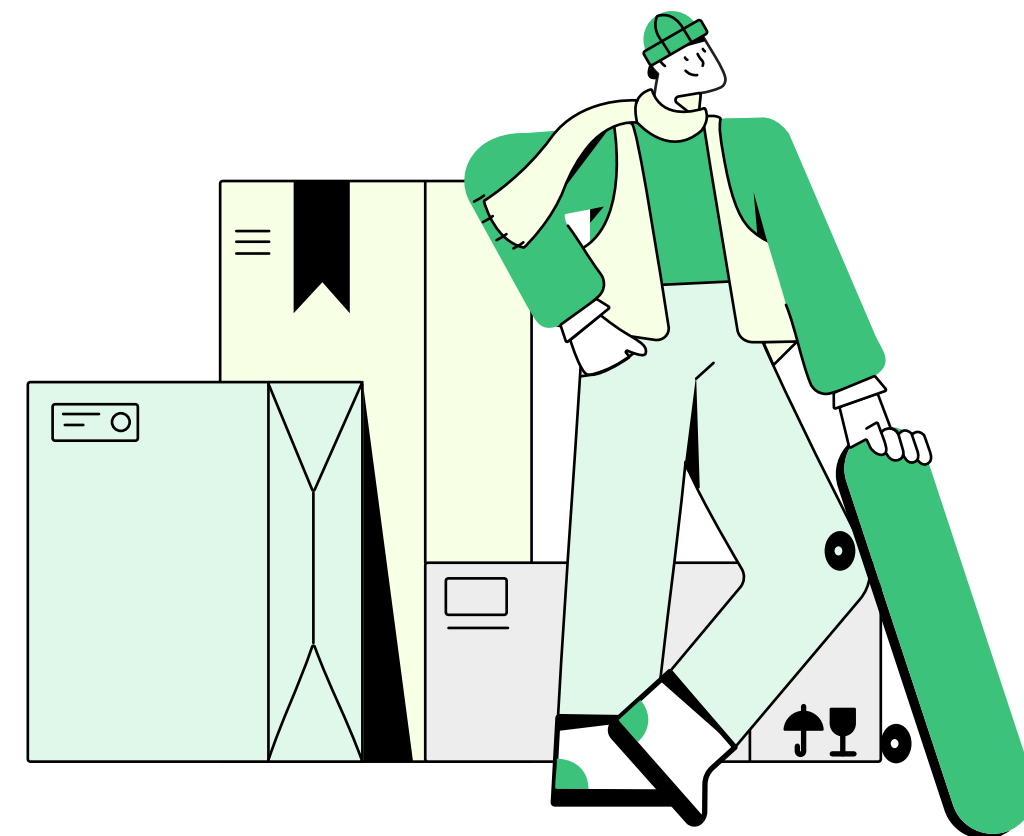
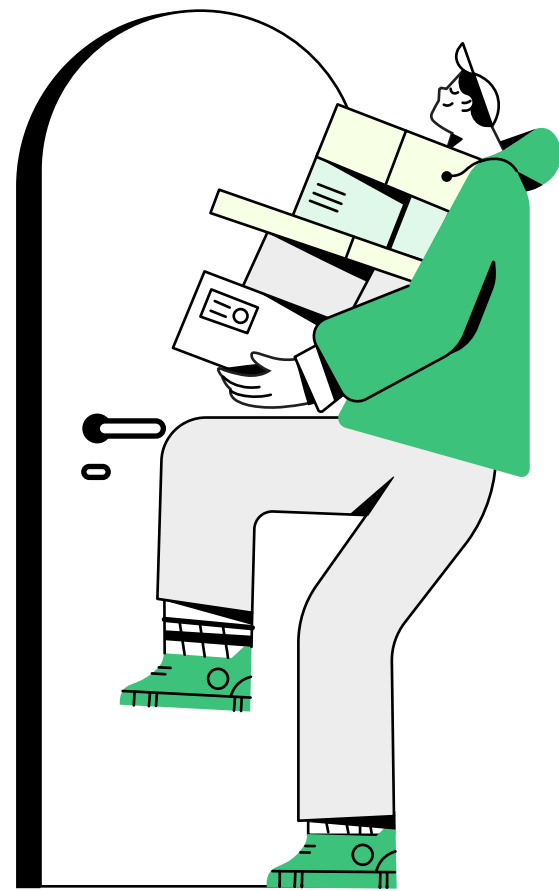
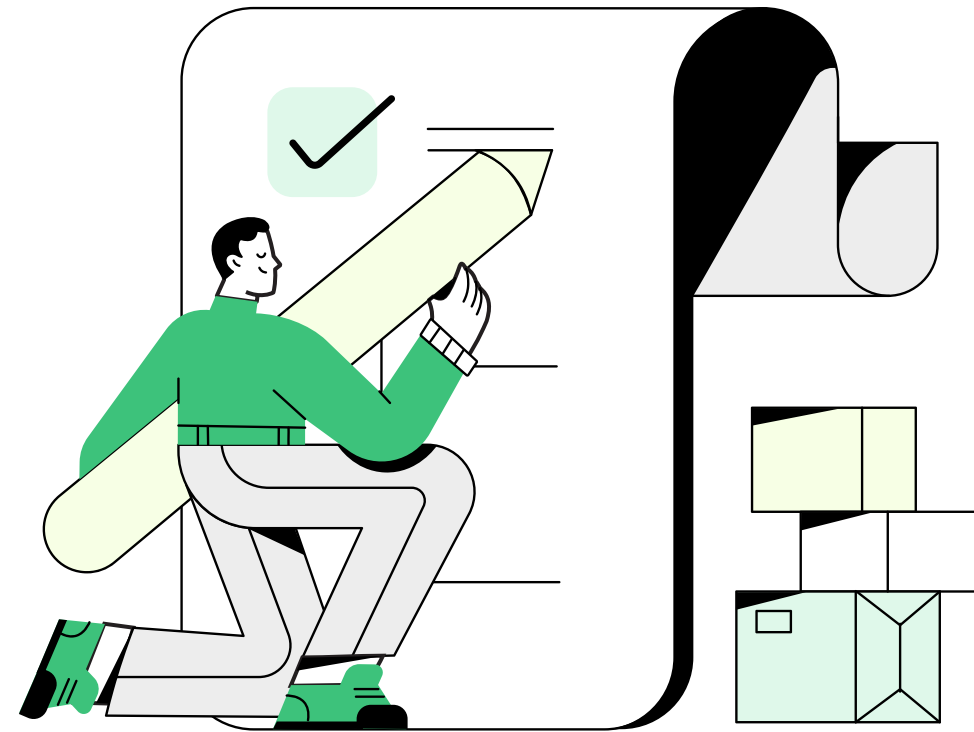
CTA in New Spirit Regular



## Illustration Style

Illustrations are modern, minimalistic, and quirky. They show characters enjoying the experience of moving with optimistic smiles on their faces.





## Illustration Creation

Illustration bases were purchased from [craftwork.design](https://craftwork.design).

They were created by PikoDesign and modified to fit the Movely brand style. For more illustrations, visit [craftwork.studio](https://craftwork.studio) and use these examples to inform the style for future illustrations.

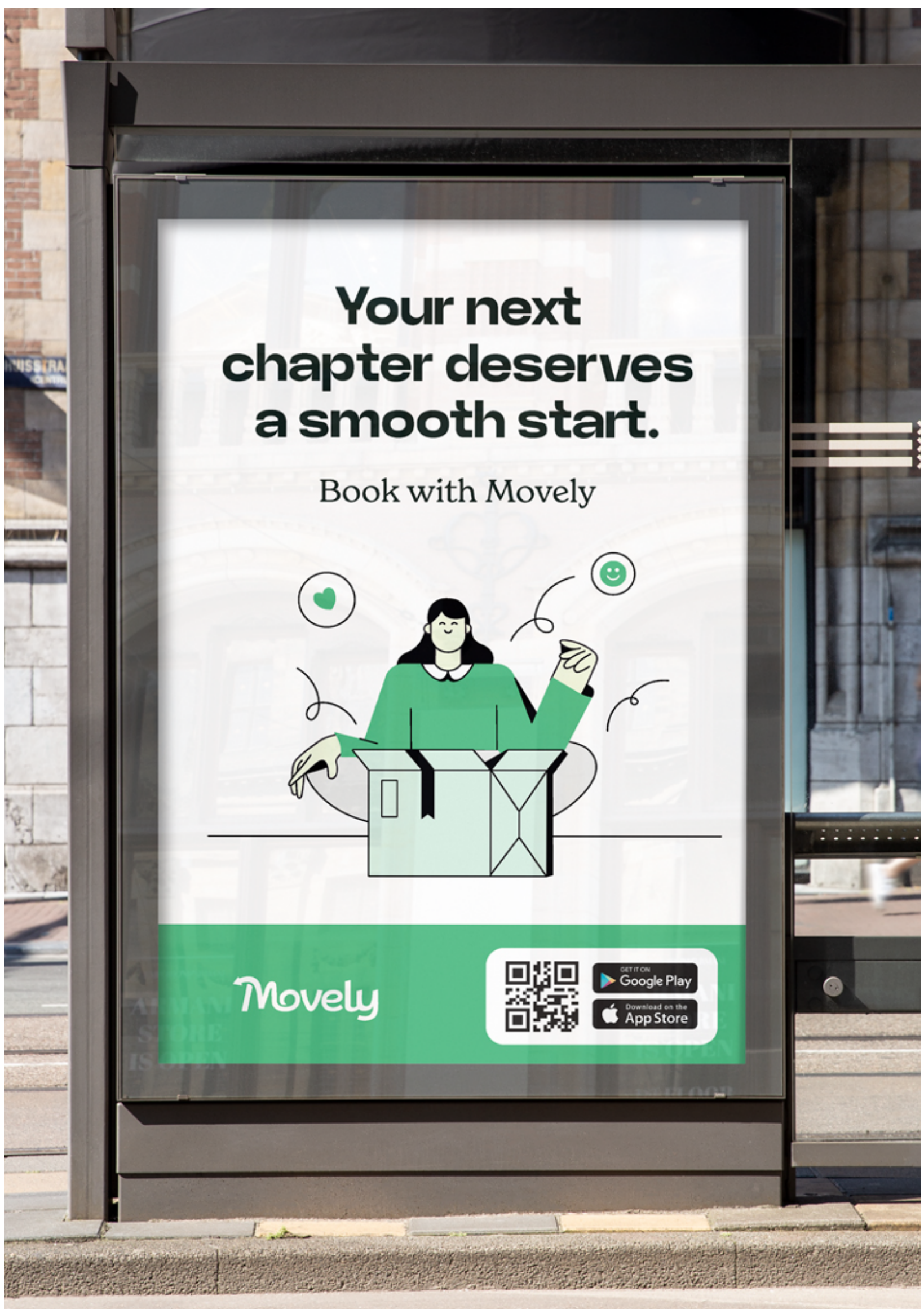


## Photo Style

Photography should present as comfortable, clean, and optimistic. Lighting should be naturally warm, invoking a feeling of golden hour. It should look consistent throughout the brand experience as if it was all shot by the same photographer.











Questions?

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