



# Moving Medicine

## Brand guidelines

Version One / September 2018

## The logo

Full colour.



## The logo: an alternative

Alternative use on a dark background.



**Moving Medicine**



**Moving Medicine**

# The logo: more alternatives

Varied lock-ups, for when space is tight or you need some wiggle room.




Logo lockup 2 - Portrait


Logo lockup 3 - Landscape

## The brand: colours


These energetic and lively colours were carefully chosen as Moving Medicine's primary branding palette.



C56 M0 Y87 K0  
R114 G210 B87



C69 M0 Y22 K0  
R34 G192 B204



C70 M63 Y62 K58  
R51 G51 B51

## The logo: spacing

The Moving Medicine logo needs room to breathe. The guide below shows how much space you should be leaving around all sides as a minimum.



# The logo: dos and dont's

Changing the logo willy-nilly is a sure-fire way to muddle the brand's identity - to keep things working properly, here's a list of all the things that you shouldn't do to the logo.



**Don't** distort the logo



**Don't** change the colours beyond the options already provided



**Don't** tint the colours



**Don't** use the full colour version on a light or similarly coloured background



**Don't** change the font



**Don't** rotate or skew the logo



**Don't** swap the logo round or adjust positioning beyond the options already provided



**Don't** apply the gradient to anything other than the "M" loop icon.

# The brand: fonts

The chosen typeface for the Moving Medicine brand is Montserrat. There are many weights and styles available, and any of these can be used. A small selection is shown below.

Aa

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aa

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

The Montserrat font family can be downloaded for free from Google Fonts here: <https://fonts.google.com/specimen/Montserrat>