

MOVING MANES - BRAND GUIDELINES

Logo Usage

Always use the official Moving Manes logo. Do not stretch, recolour, or place the logo on a busy background. Minimum clear space: equal.

Colour Palette

Name	HEX	RGB	CMYK	Usage
Black	#1b1b1b	27,27,27	0,0,0,89	Headlines (i)
Dark Blue	#1b3b48	27,59,72	63,18,0,72	Buttons, icons, headlines (ii)
Dark Grey	#212529	33,37,41	20,10,0,84	Paragraph text
White	#ffffff	255,255,255	0,0,0,0	Backgrounds, contrasting text

Typography

Primary Typeface: Barlow Condensed

Use for headings, subheadings, and key statements. Styles: SemiBold (600), Light (300). All Caps optional.

Example: Heading 1 — Barlow Condensed SemiBold, 32px, #1B1B1B

Secondary Typeface: Montserrat

Use for body text and long-form content. Styles: Regular (400). Italic or bold for emphasis.

Example: Body Text — Barlow Condensed Regular, 14px, #212529

Usage Guidelines

- Headings: Barlow Condensed, SemiBold, minimum 21px (digital), 16pt (print).
- Body text: Montserrat, Regular, minimum 14px (digital), 11pt (print).
- Emphasis: Use italics or bold.
- Avoid underlines (reserved for hyperlinks).

Contact

For brand asset enquiries, please contact:

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- www.movingmanes.com