



**Brand
Guidelines**

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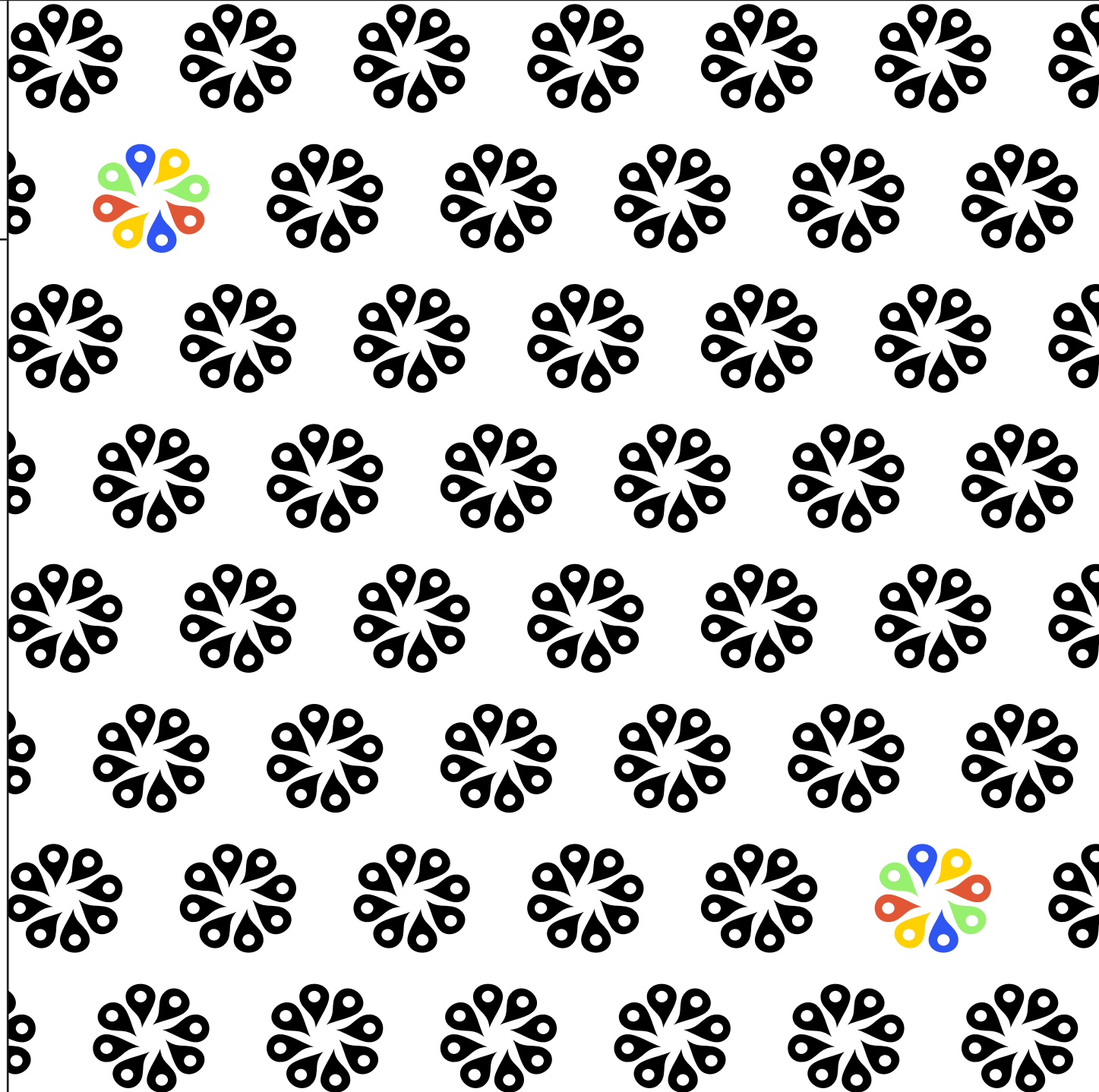
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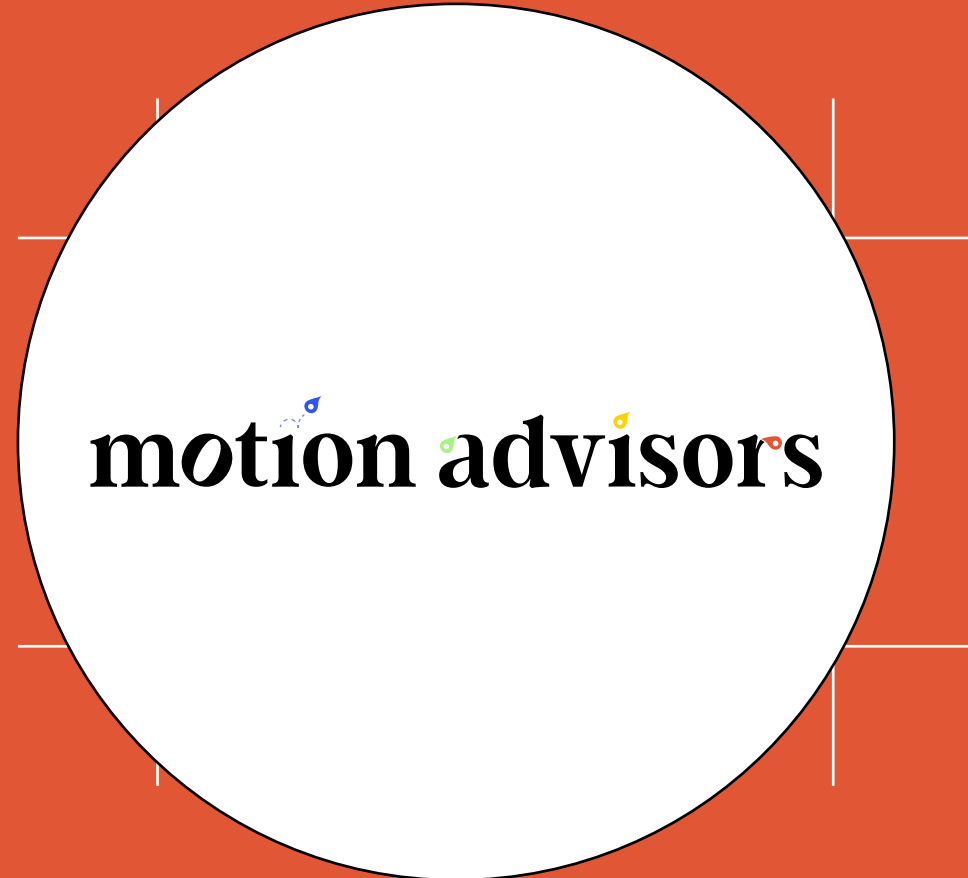
About the Brand

Motion advisors is a consultancy that helps mobility companies run more smoothly. We understand the ins and outs of the transportation industry and we have experience working with public and private mobility start ups. We understand the nuances of local and regional transportation systems. We will listen to your needs and collaborate on strategic solutions to help you achieve greater success.



Primary Logo & Usage

Your primary logo is the MVP of your brand. It is the image that you will use most frequently.



Secondary Logo & Usage

Your secondary logo can be used when your primary logo doesn't feel right or fit within a certain context. It was created to blend seamlessly with the rest of your brand identity. You can use this when you want to mark your images or create a professional email signature.

The secondary logo is presented within a white circle. It consists of the word "motion" in a black serif font, with a blue location pin icon above the letter 'o'. Below it is the word "advisors" in a black serif font, with a yellow location pin icon above the letter 'i' and a red location pin icon above the letter 's'.

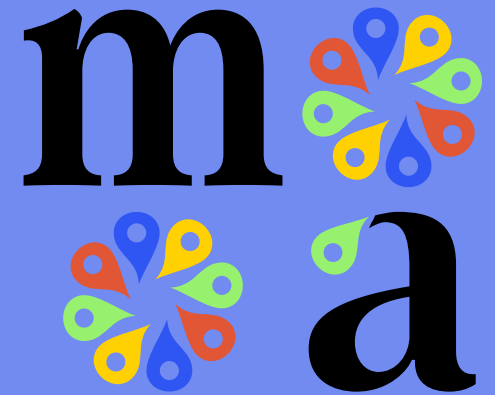
motion
advisors

The secondary logo is presented within a white circle. It consists of the word "motion" in a black serif font, with a blue location pin icon above the letter 'o'. To the right of "motion" is a colorful pin icon with multiple colored dots. Below it is the word "advisors" in a black serif font, with a yellow location pin icon above the letter 'i' and a red location pin icon above the letter 's'.

motion
advisors

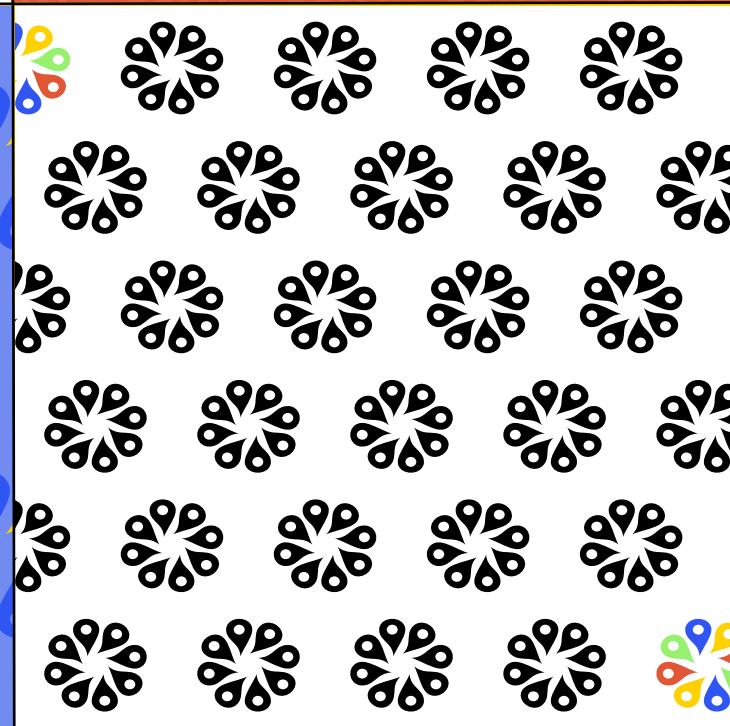
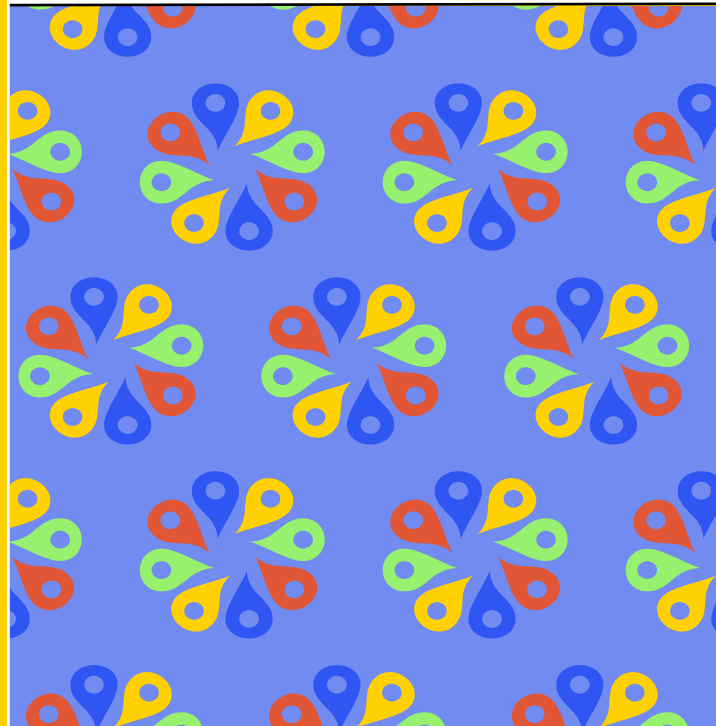
Submarks

This is an icon that can stand alone as its own separate brand element. You can use your submark in places where your business name already appears or when you have limited space. Some examples include website favicon, social media avatar, etc.



Brandmarks & Illustrations

These images can be used on their own or as a group. They would make great social media posts and powerpoint backgrounds.



Logo Color Variations

motion advisors

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Brand Colors

Your brand colors are what give your brand life. With these colors, we've created a brand identity that is vibrant, informative, and welcoming. They are the primary colors that your brand should be using across all marketing materials and channels.

CORNFLOWER BLUE

#718BF0
RGB: 113, 139, 240
CMYK: 53, 42, 0, 6

ULTRAMARINE BLUE

#2F56F3
RGB: 47, 86, 248
CMYK: 81, 65, 0, 5

MEDIUM VERMILION

#E15634
RGB: 225, 86, 52
CMYK: 0, 62, 77, 12

CYBER YELLOW

#FFD002
RGB: 255, 208, 2
CMYK: 0, 18, 99, 0

INCHWORM

#97F06E
RGB: 151, 240, 110
CMYK: 37, 0, 54, 6

WHITE

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Typography

HEADINGS

Argent CF

A B C D E F G H I J K L M N O

P R S T U V W X Y Z

a b c d e f g h i j k l m n o

p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ # \$ % * ?

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Donec
rhoncus enim a urna tempor.**

BODY COPY

Source Sans

A B C D E F G H I J K L M N O

P R S T U V W X Y Z

a b c d e f g h i j k l m n o

p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ # \$ % * ?

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Donec rhoncus enim a
urna tempor.

SUB HEADINGS & ACCENTS

Source Sans Lt Italic

A B C D E F G H I J K L M N O

P R S T U V W X Y Z

a b c d e f g h i j k l m n o

p r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @ # \$ % * ?

*Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Donec rhoncus enim a urna
tempor.*

Powerpoint Templates

motion advisors



Powerpoint Templates

The logo for Motion Advisors is displayed on a white curved background. The word "motion" is in a black serif font with a blue dotted line and a blue dot above the 'i'. The word "advisors" is in a black serif font with a yellow dot above the 'i' and a red dot above the 's'.

motion
advisors

Powerpoint Templates





Thank you

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