



MOOMOO

Visual Identity Guidelines

LOGO

Brand logo guidelines

Brand logo guidelines

Vertical logo combination

Recommended for materials used online.
(Actual applications may vary.)

The MOOMOO logo is an important visual identifier of our brand. It communicates our company's core values and sets the stage for all messaging and communication that follows.

The MOOMOO logo should be used to identify the company in external communication materials to maximize our visibility and to maintain the singular, iconic look with which our audiences identify. Hence, it should not be used as a secondary image in all collaterals and must be treated with utmost respect.



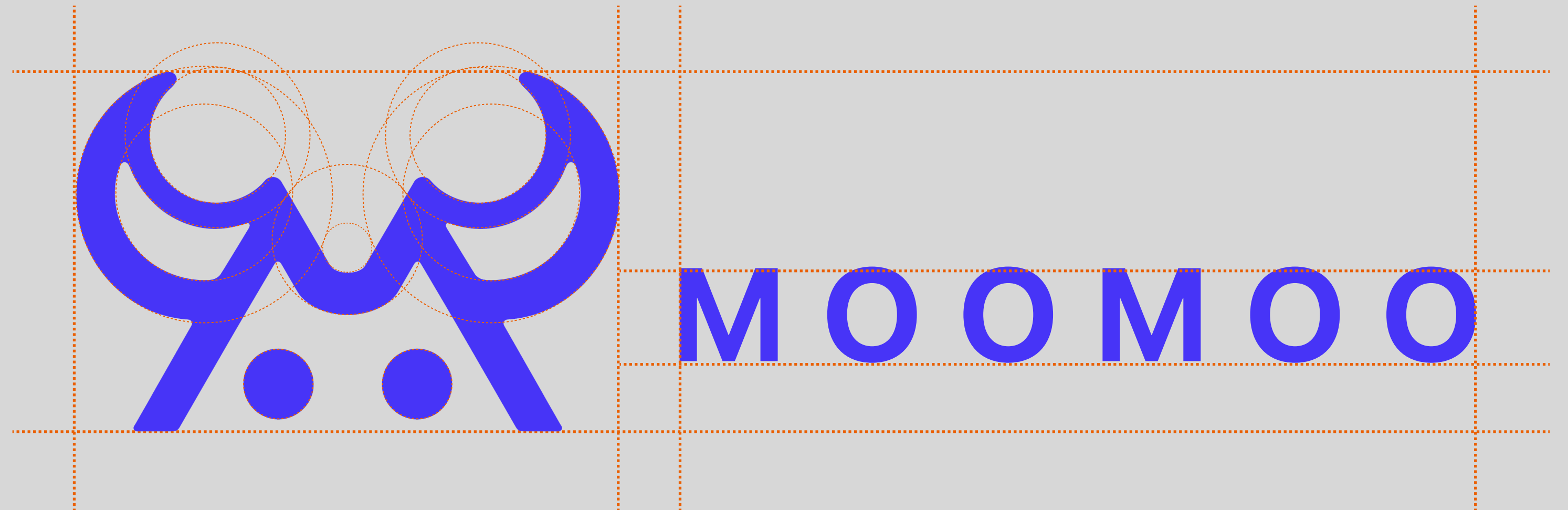
Brand logo guidelines

Horizontal logo combination

Recommended for one materials, when it is difficult to see our logo from afar. (Actual applications may vary.)

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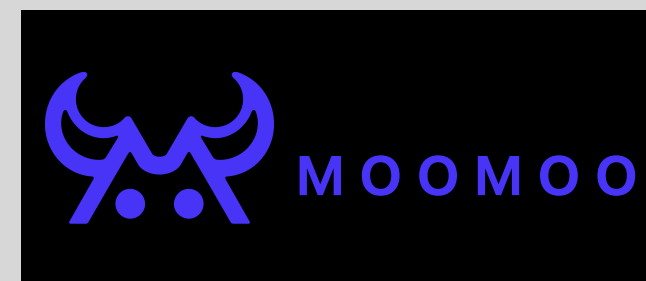
Standard



Black



White



Brand logo guidelines

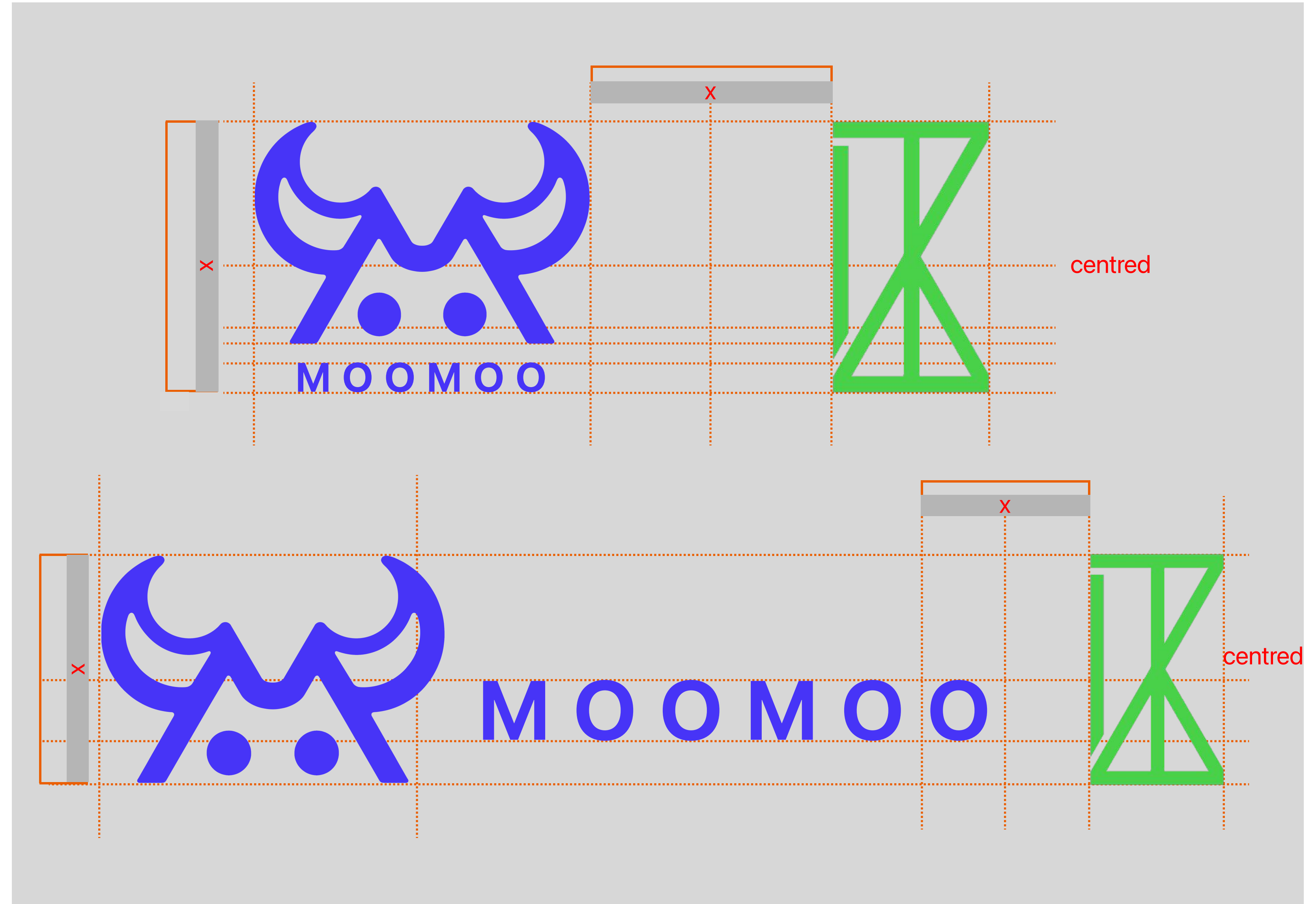
Co-branding guidelines: With other companies

Ratio

When both companies' logos are placed side-by-side:

1: The MOMO logo should be placed on the left.

2: Both logos should be aligned.



Brand logo guidelines

Co-branding guidelines: With other companies

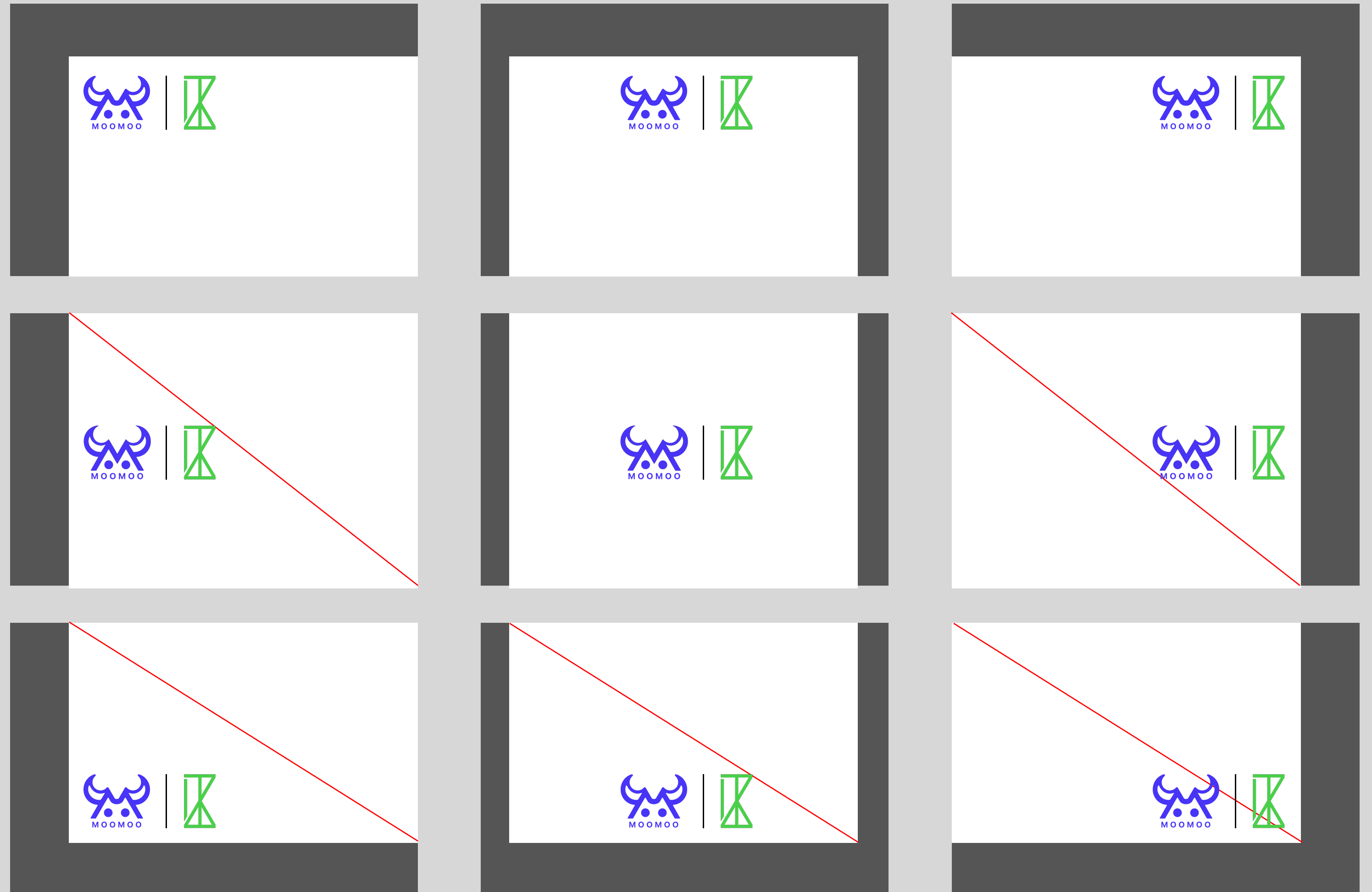
Application

When both companies' logos are placed side-by-side:

1: The MOOMOO logo should be placed on the left.

2: Both logos should be aligned.

Logo positioning



COLEOUR

Brand colors guidelines

COLOUR

COLOUR

COLOUR

COLOUR

BLACK

HEX
#151515

RGB
21 21 21

GRAY

HEX
#EBEBEB

RGB
235 235 235

LIGHT GRAY

HEX
#F6F6F6

RGB
246 246 246

WHITE

HEX
#FFFFFF

RGB
255 255 255

PURPLE

HEX
#4734F7

RGB
71 52 247

BLUE

HEX
#4CFBFE

RGB
76 251 254

YELLOW

HEX
#FFDC27

RGB
255 220 39

GRAY 1000

GRAY 900

GRAY 800

GRAY 700

GRAY 600

GRAY 500

GRAY 400

GRAY 300

GRAY 200

GRAY 100

GRAY 50

WHITE

BLUE 500

BLUE 400

BLUE 500

BLUE 400

YELLOW 500

YELLOW 400

BLACK

Purple Background



PURPLE

Background



WHITE

Text



20%WHITE

Outline

Purple Background



BLACK

Background



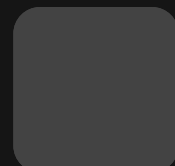
WHITE

Primary text



GRAY 700

Secondary text



GRAY 1000

Outline

Purple

Background



WHITE

Background



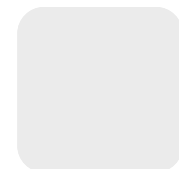
BLACK

Primary text



GRAY 400

Secondary text



GRAY 200

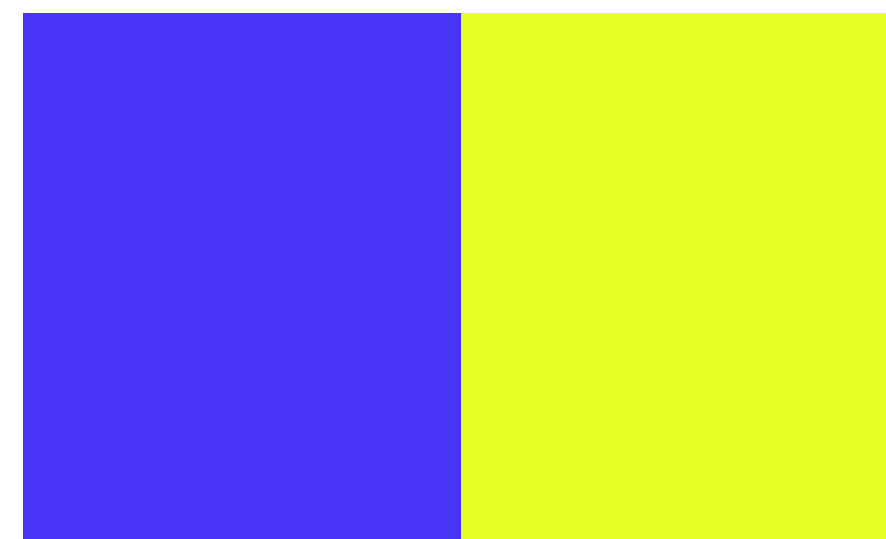
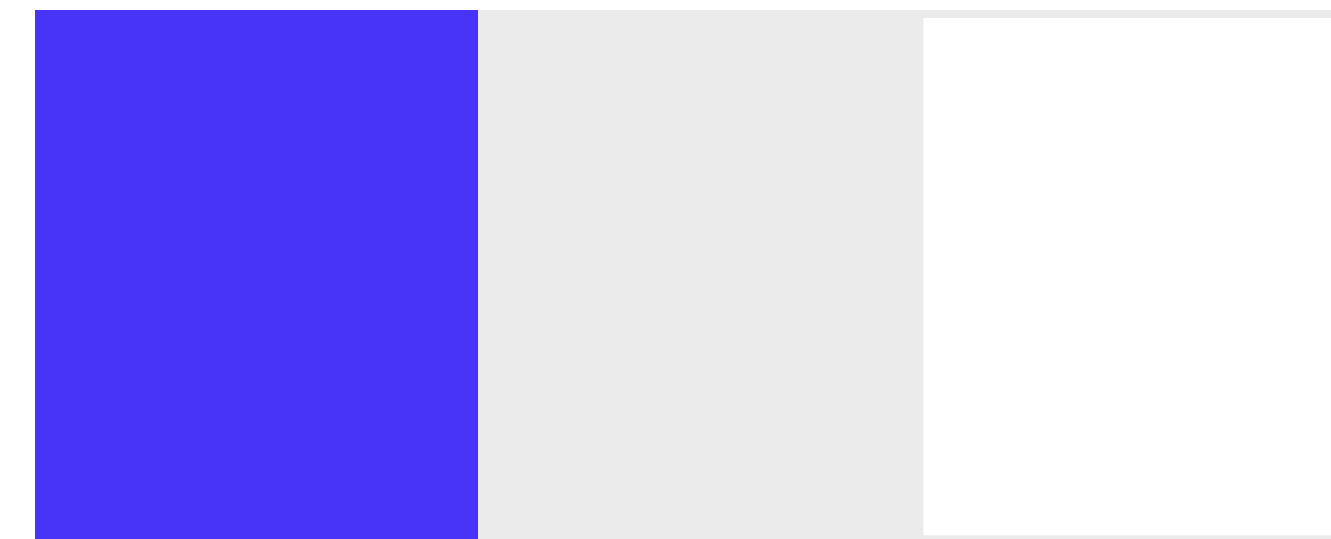
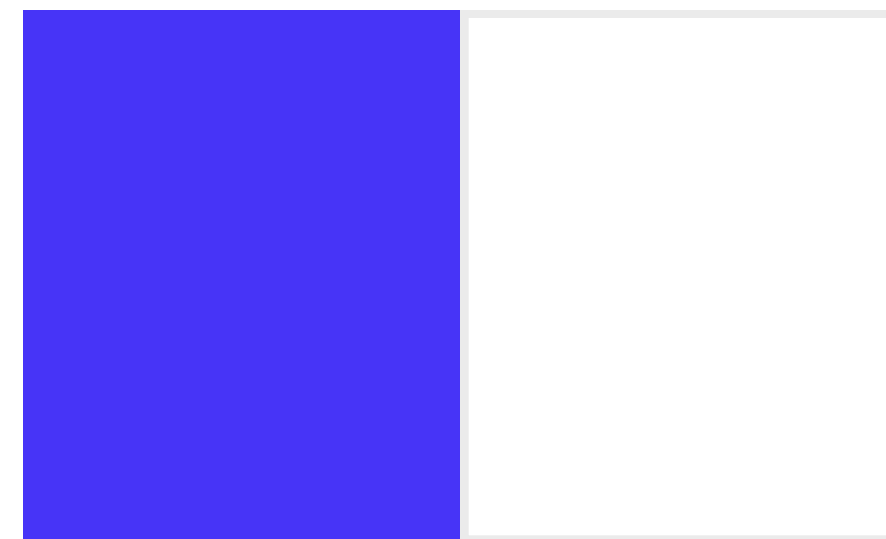
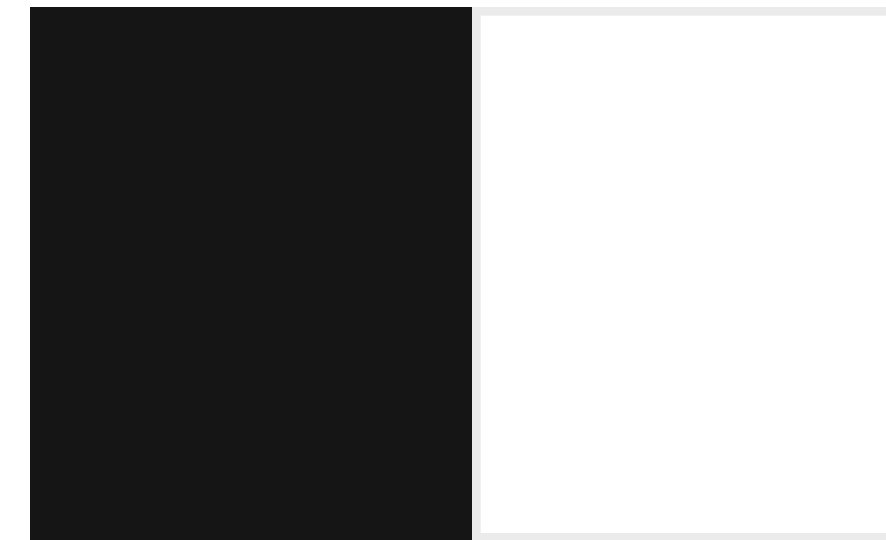
Outline

Colour: Combinations

This page demonstrates colours that go together well when using multiple colours within a communication.

We also include some bolder colour combinations to be in line with our brand purpose of striving for a bolder expression.

Note: our primary palette should always have a presence and works with all colour sets.



FONT

Brand font guidelines



English Fonts: Master Fonts

1. SF Pro Display (Bold)

Only use for main headlines

- › Semibold only
- › Can be UPPERCASE, sentence case or lower case

2. SF Pro Display (Semibold)

Sub-titles and body copy only

- › Medium or Book
- › Always sentence case
- › Body copy always black

3. SF Pro Display (Regular)

Use when Bold or Semibold aren't available.

- › Full text use
- › Typical size of 24
- › Body copy always black

1. **Pocketmemo**

2. **Pocketmemo**

3. **Pocketmemo**

English font

SF Pro Display (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SF Pro Display (Semibold)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

SF Pro Display (Bold)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

English Fonts: Master Fonts

1. Alibaba 3.0

Only use for main headlines

- › Semibold only
- › Can be UPPERCASE, sentence case or lower case

2. Alibaba 3.0

Sub-titles and body copy only

- › Medium or Book
- › Always sentence case
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3. Alibaba 3.0

Use when Bold or Semibold aren't available.

- › Full text use
- › Typical size of 24
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1. 口袋便签

2. 口袋便签

3. 口袋便签

4. 口袋便签

5. 口袋便签

6. 口袋便签

Chinese Fonts:

Alibaba 3.0 35Thin

欢迎购买使用口袋便签

Alibaba 3.0 45Light

欢迎购买使用口袋便签

Alibaba 3.0 55Regular

欢迎购买使用口袋便签

Alibaba 3.0 55Regular L3

欢迎购买使用口袋便签

Alibaba 3.0 65Medium

欢迎购买使用口袋便签

Alibaba 3.0 75Semibold

欢迎购买使用口袋便签

Alibaba 3.0 85Bold

欢迎购买使用口袋便签

Alibaba 3.0 95Extrabold

欢迎购买使用口袋便签

Alibaba 3.0 105Heavy

欢迎购买使用口袋便签

Alibaba 3.0 115Black

欢迎购买使用口袋便签

Incorrect USE

Incorrect use cases

Incorrect USE

Vertical logo combination

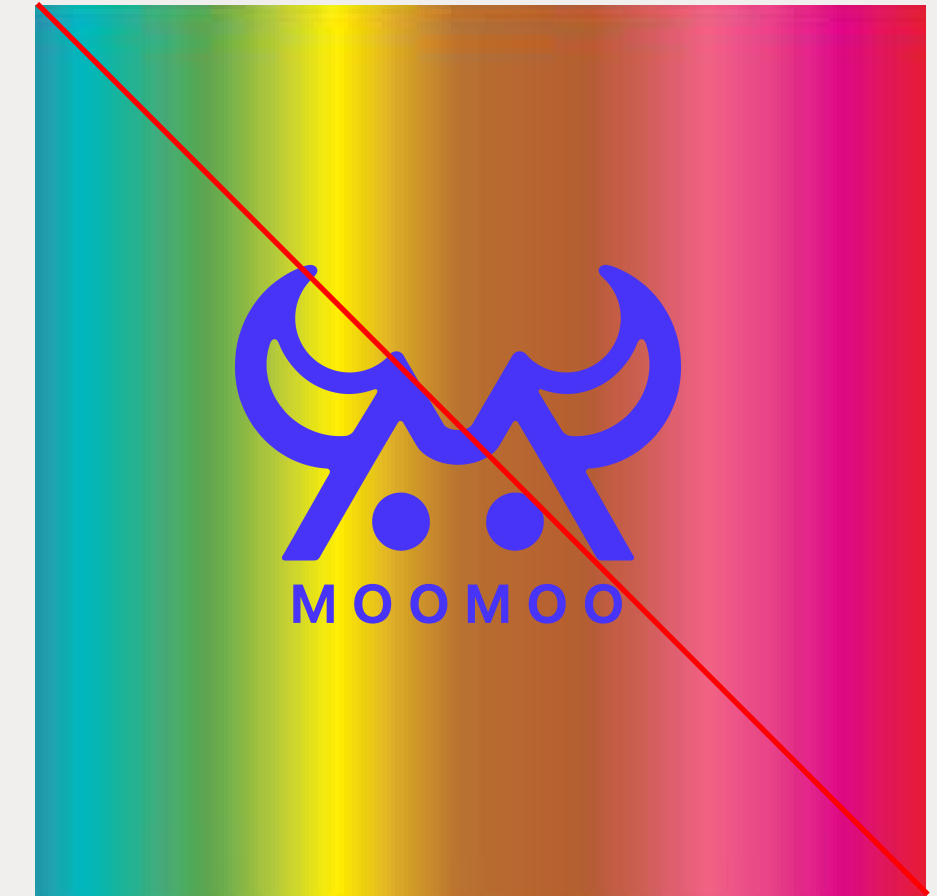
Some incorrect examples



Do not use any colors other the brand colors



Resize the logo in proper proportions



Do not place the cutout logo on a visually cluttered or patterned background



Do not redesign the logo



Please do not add any special effects



Do not use other fonts in the logo

Incorrect USE

Horizontal logo combination

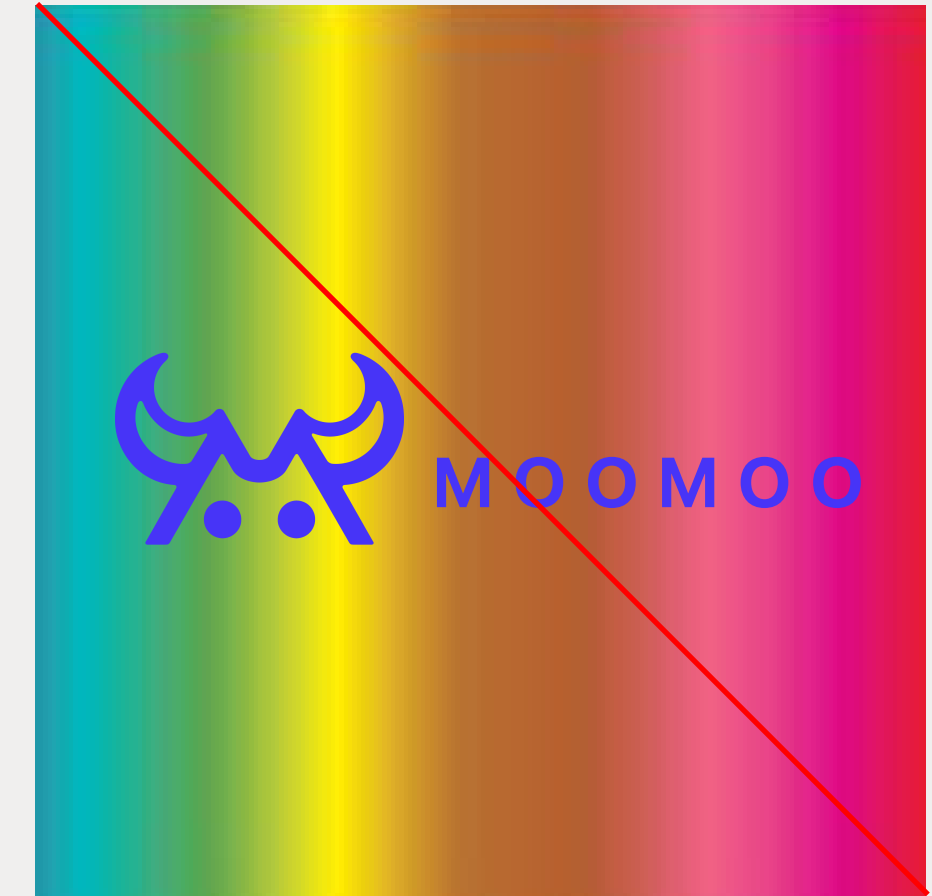
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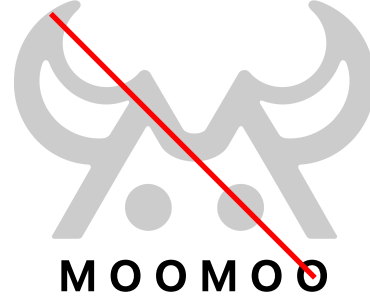
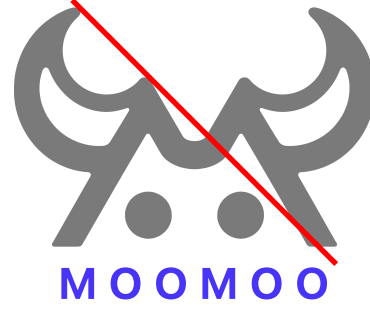
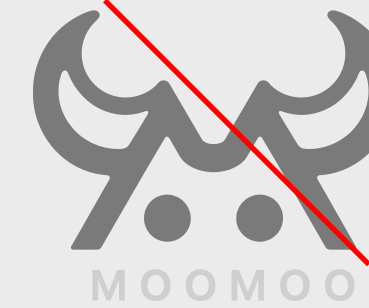
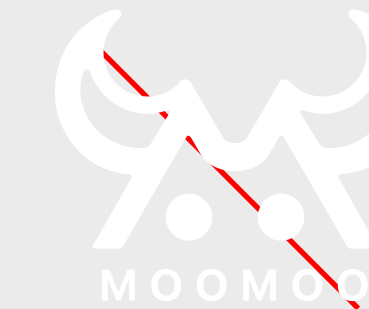
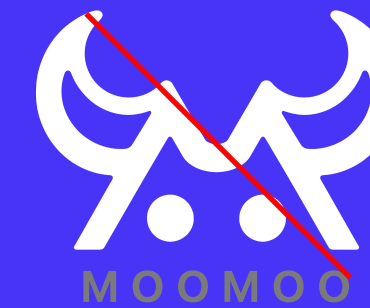
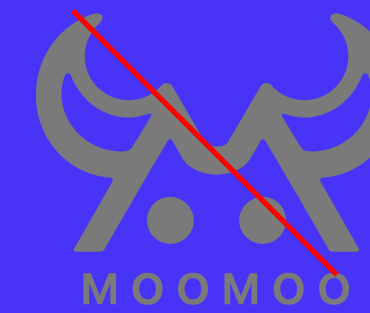
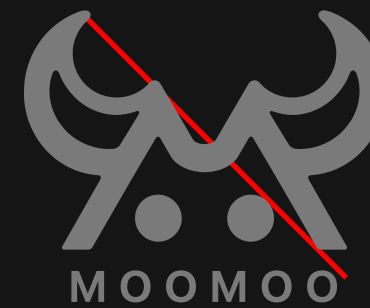
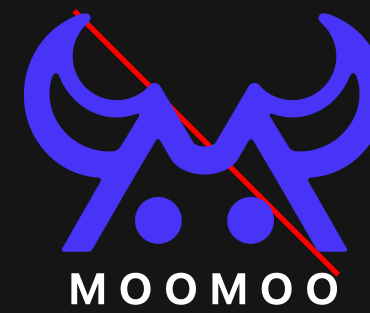
Please do not add any special effects



Do not use other fonts in the logo

Logo and background color

Please do not place the Xiaomi logo on a background color that makes it difficult to recognize.



Application

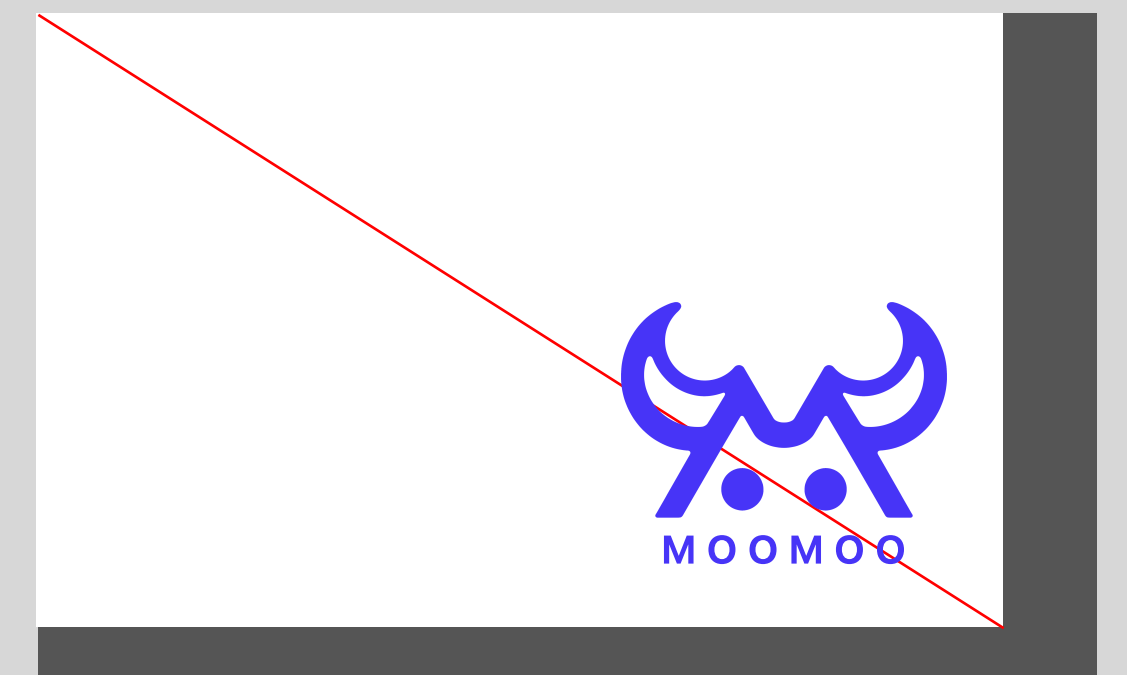
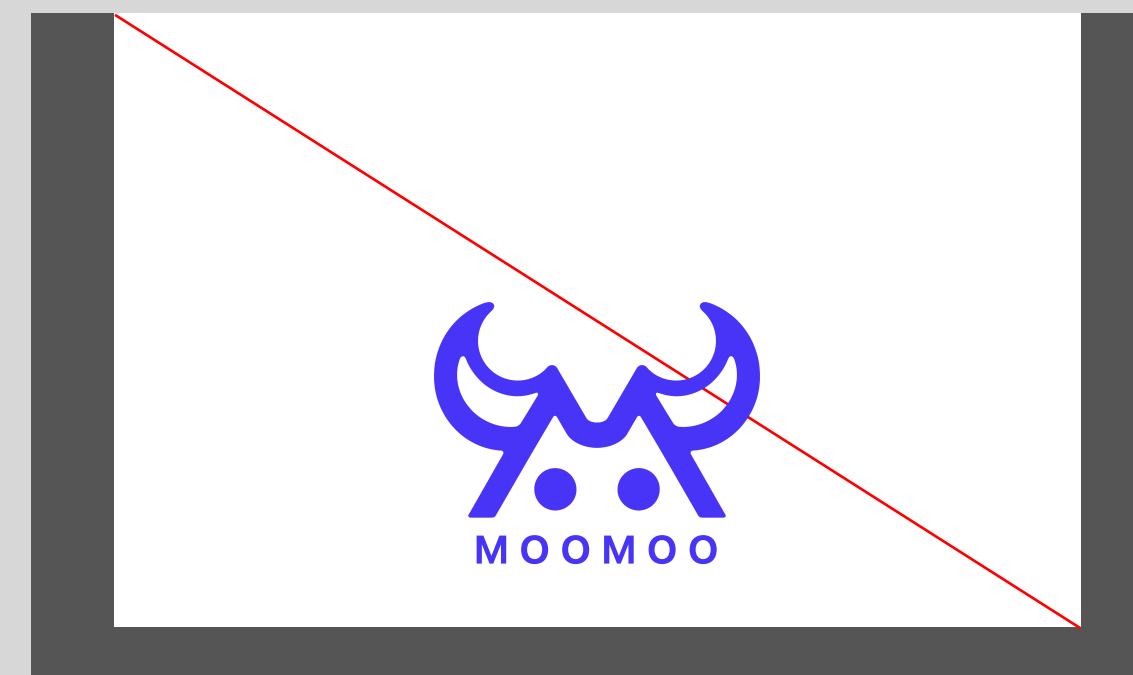
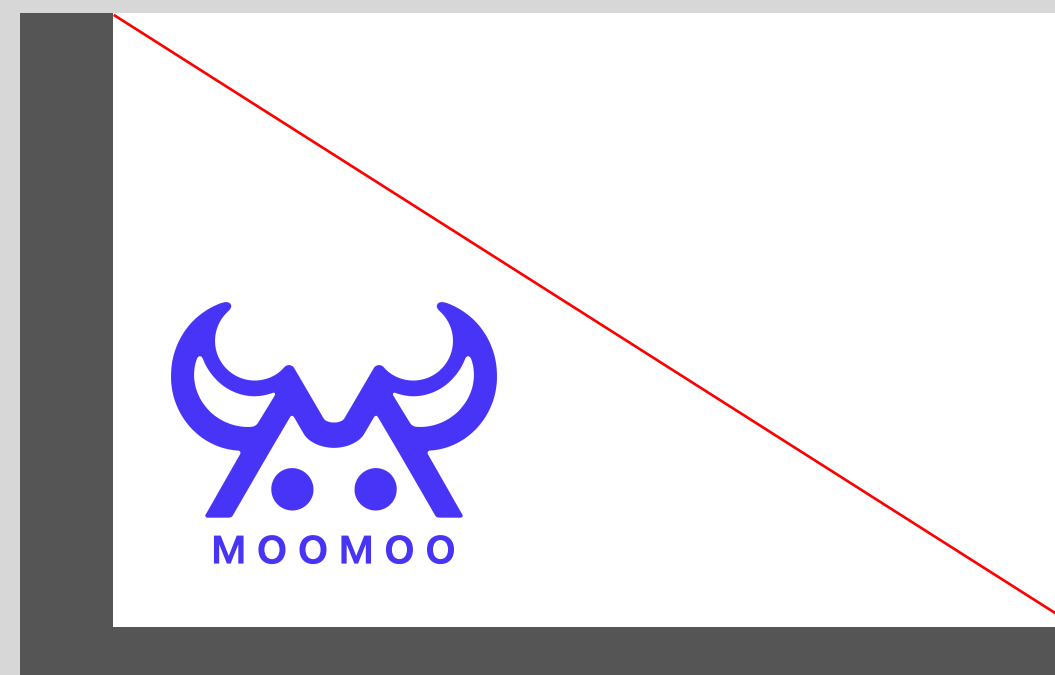
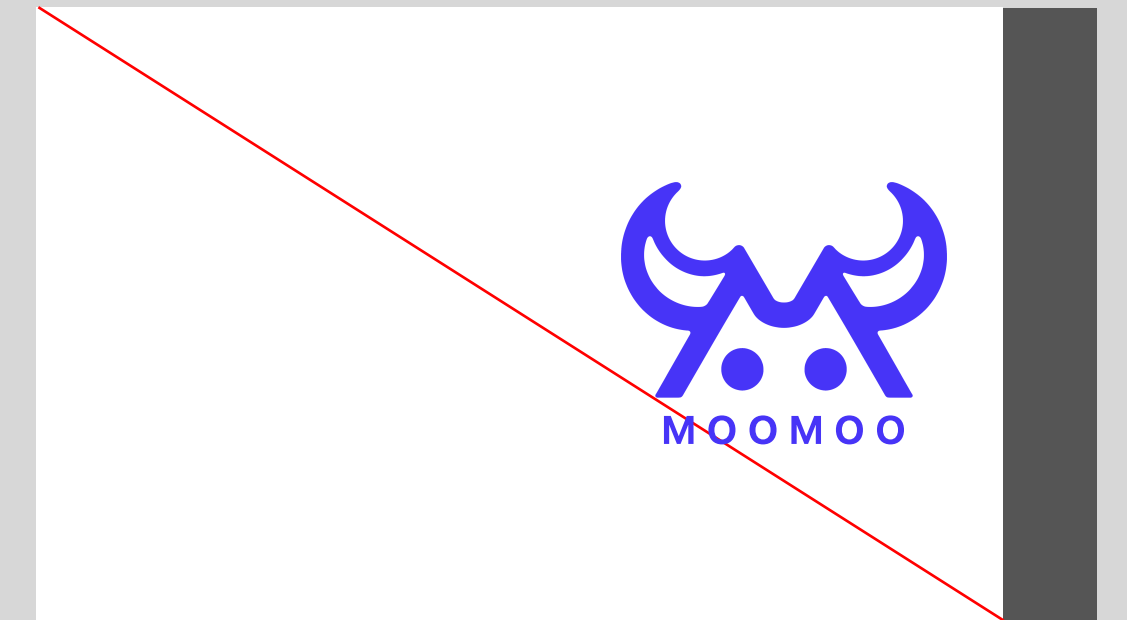
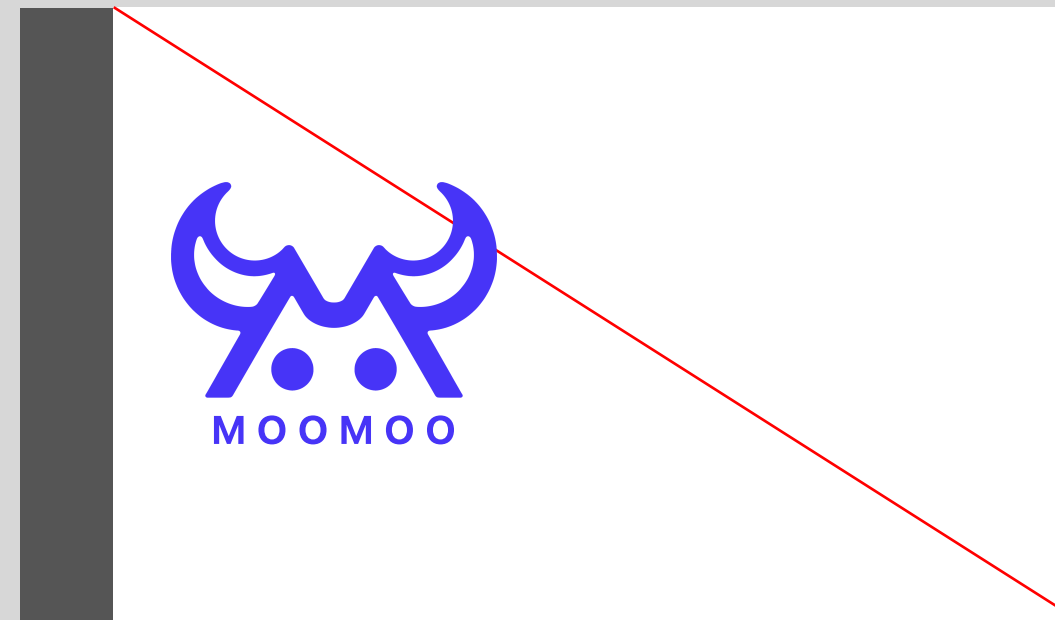
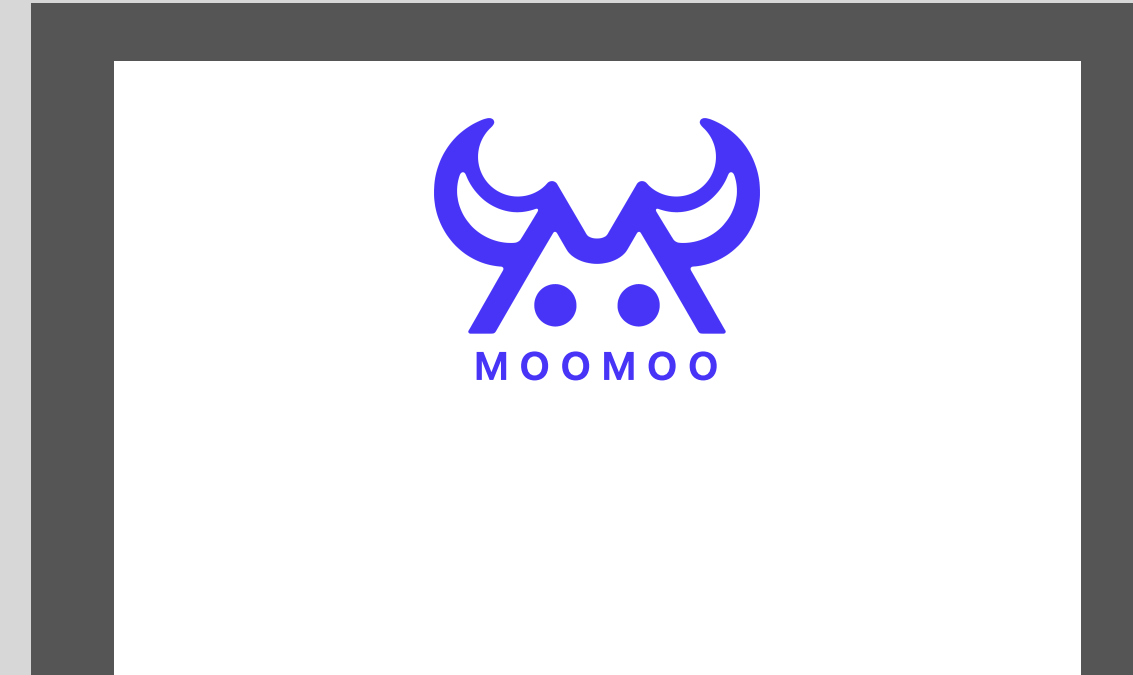
Logo application

Incorrect USE

Vertical logo combination

Recommended for online marketing materials. (Actual applications may vary.)

The logo placement may vary based on the design of the communication material. It is recommended to have the the logo placement in the upper half of marketing materials to achieve the best impact.



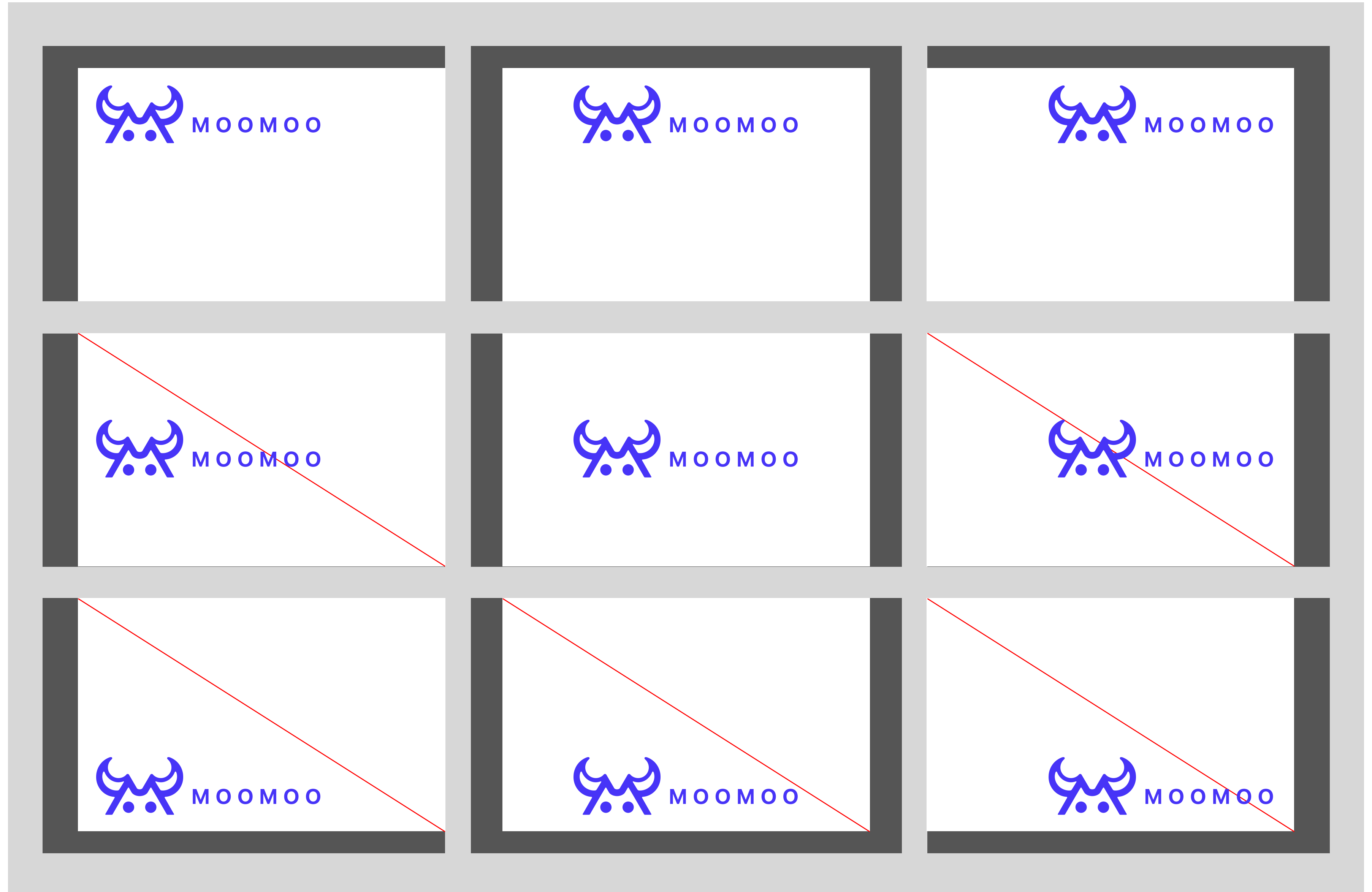
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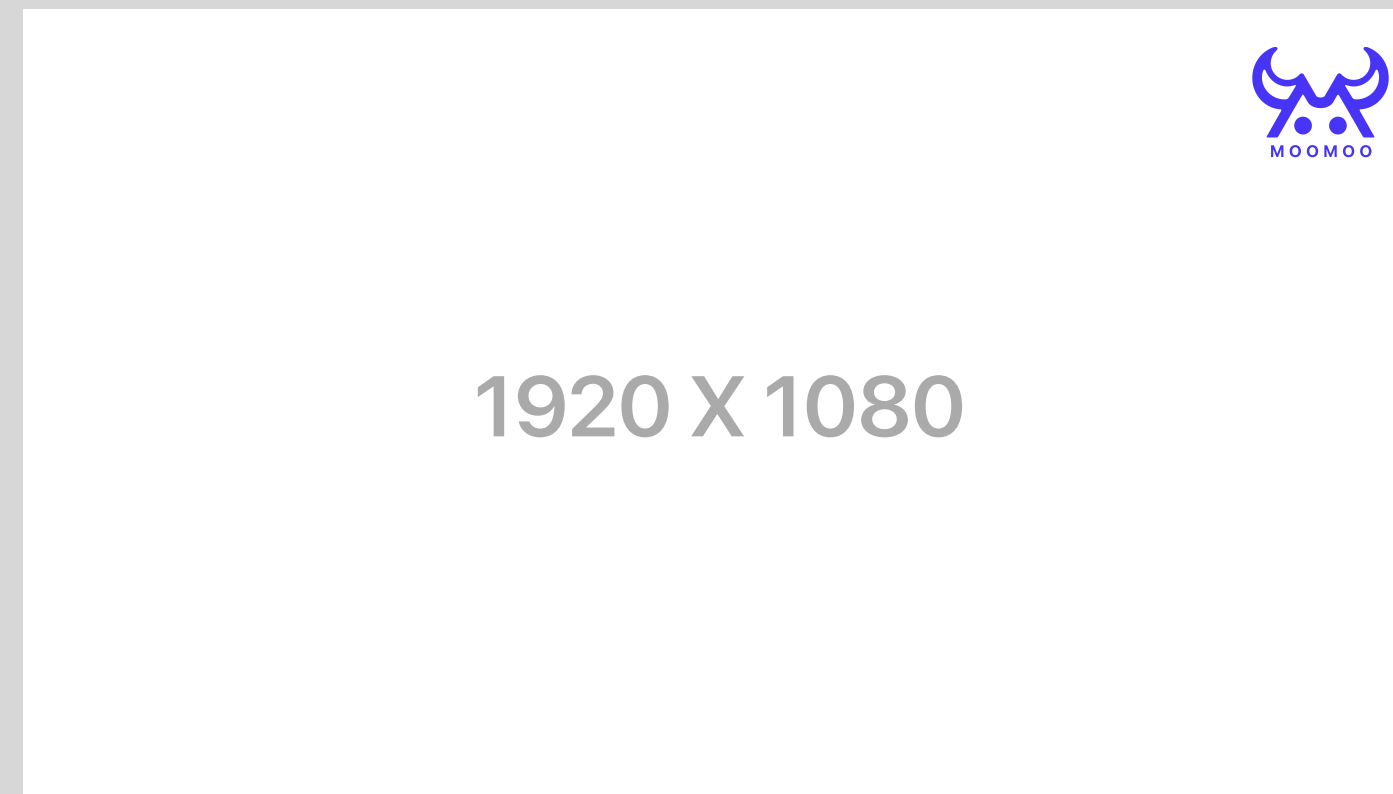
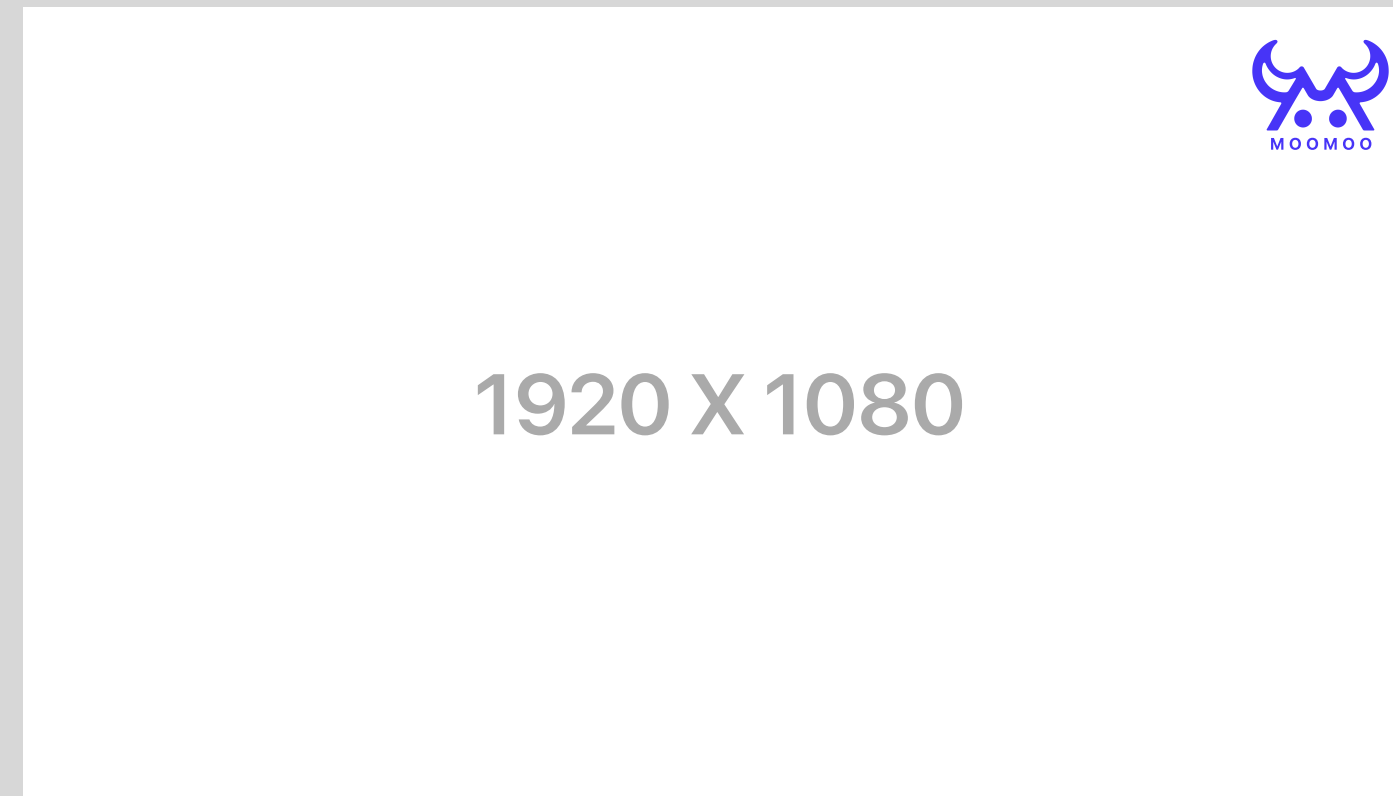
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Incorrect USE

Vertical logo combination

The "MOOMOO" word should be reversed to white for legibility on dark backgrounds.

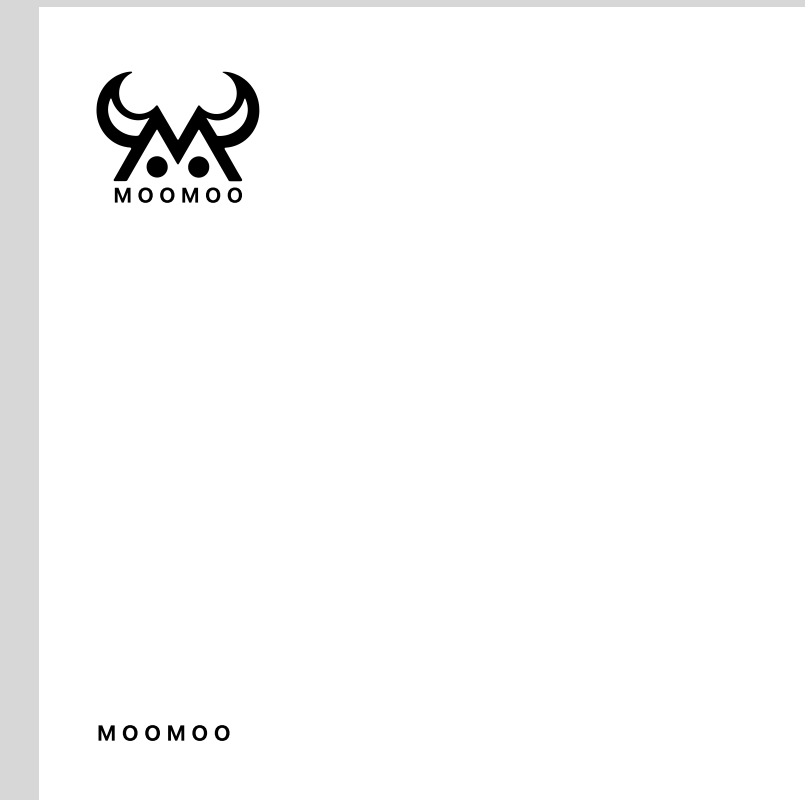
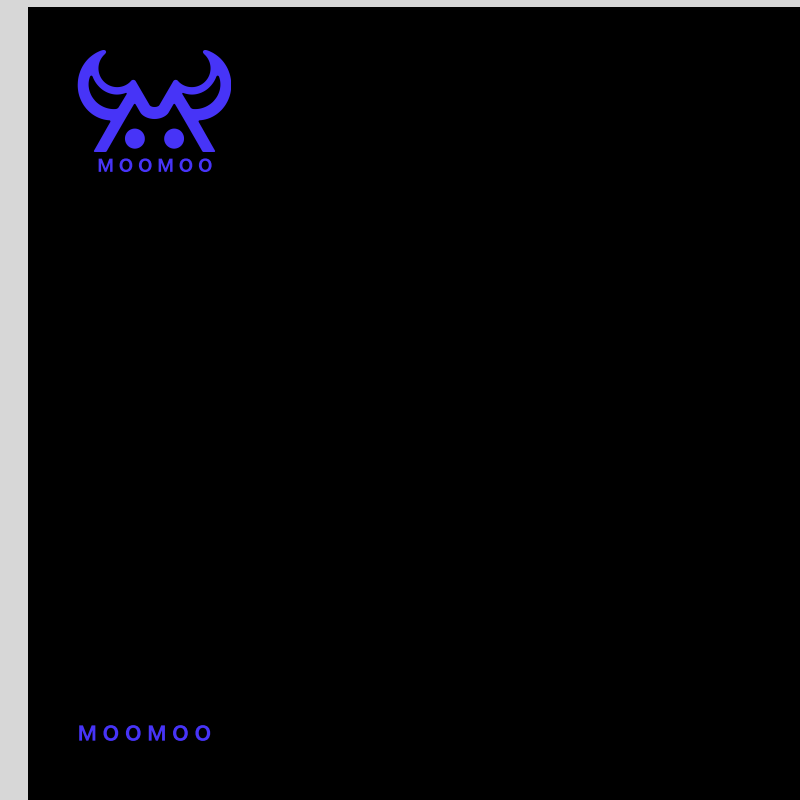
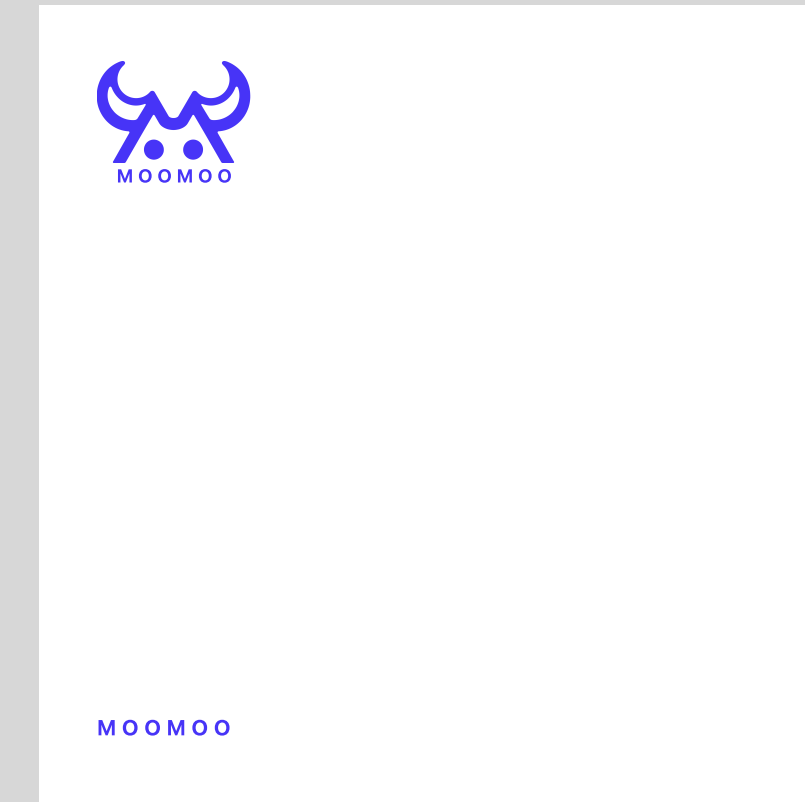


Special USE

Special use cases

Incorrect USE

Logo pillar background color





MOOMOO

END