

MOVVO Brand Guidelines



logo horizontal version



logo vertical version

MOVVO Brand Guidelines

TRACING THE **PATH TO RETAIL EXCELLENCE**

slogan (centered version)



logo horizontal version >7cm + slogan

TRACING THE **PATH TO RETAIL EXCELLENCE**

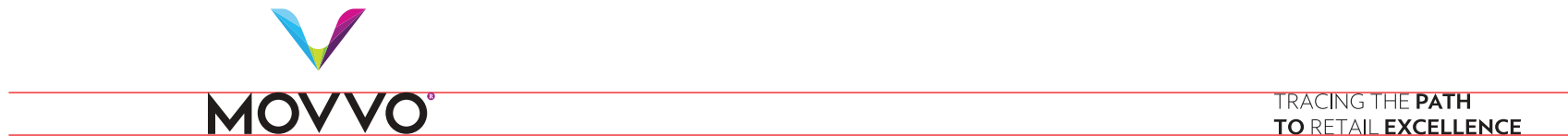
slogan (aligned left version)



logo vertical version >5cm + slogan



logo horizontal version <7cm + slogan



logo vertical version <5cm + slogan

MOVVO Brand Guidelines



logo horizontal version - 1 color (positive)



logo vertical version - 1 color (positive)

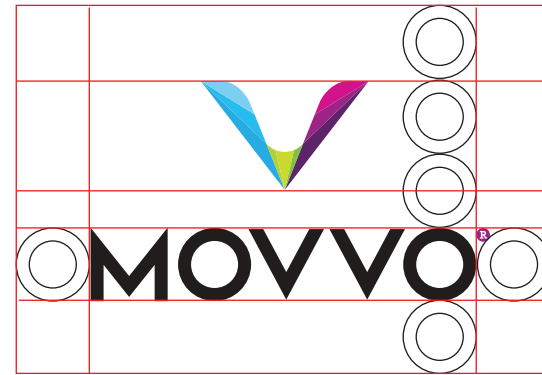
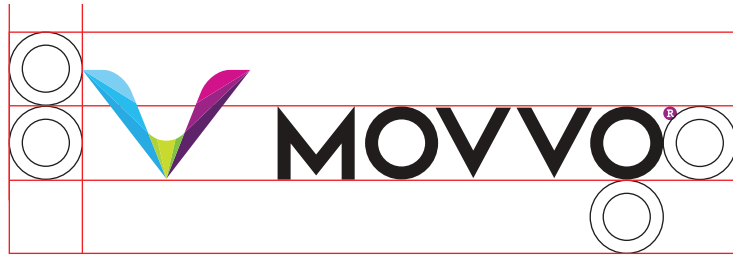


logo horizontal version - 1 color (negative)



logo vertical version - 1 color (negative)

MOVVO Brand Guidelines



logo horizontal version (minimum margins)



logo vertical version (minimum margins)

MOVVO Brand Guidelines



logo horizontal version (backgrounds examples)












logo vertical version (backgrounds examples)



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AZUL CLARO	AZUL INTERMÉDIO	AZUL ESCURO	VERDE ESCURO	VERDE CLARO	PINK CLARO	PINK INTERMÉDIO	PINK ESCURO	AZUL/gray
CMYK	CMYK	CMYK	CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
45	70	100	54	28	12	66	66	20
1	3	0	0	0	100	100	100	0
0	0	0	100	100	0	0	8	0
1	0	0	0	0	6	6	27	80
RGB	RGB	RGB	RGB	RGB	RGB	RGB	RGB	RGB
146	26	0	138	205	191	163	97	66
210	184	159	189	213	52	19	26	81
244	236	227	36	0	139	123	100	90
#7dcdf1	#00baee	#00adef	#82c341	#c3d82d	#d30d8c	#9c1d86	#5d1869	#42515a
2905C	2190C	Process Cyan	376C	382C	233 C	2415 C	260 C	

MOVVO Brand Guidelines

MARTINI LIGHT
martini light

MARTINI BOLD
martini bold

FORO LIGHT
foro light