BRAND GUIDE
2020

SECTION 1
BRAND INTRODUCTION

1.1 The Brand Idea

1.2 What We Believe

OUR MISSION

Movetes provides the active woman with smart, sophisticated clothing, merging fashion and sport, to create a refined look that is just as timeless as the game itself. We aim to keep women outfitted for every facet of life – from tee to cup – and wherever her aspirations may lead.

OUR TAGLINE

Movetes aims to bridge the gap between fashion and sport. We design clothes that are comfortable, smart, and flattering, so that no matter where your game takes you, you're outfitted for confidence and success.

STYLE THAT DRIVES YOU

We believe in giving women options to style their own lives. To express who they are, where they want to go, and live a life with courage and spontaneity.

-Mo

SECTION 2
LOGO SYSTEM

2.1 Main Logo

2.2 Logo Variations

ON WHITE

Our main logo should be used with our primary brand colors on a white background.

KNOCKED OUT

When the primary logo is used on a dark color, the navy blue should be completely knocked out using a solid white.

SINGLE COLOR

When the primary logo needs to be converted to a single color, the brand navy blue should be used.

VERTICAL

When the primary logo needs to be vertically-oriented, the full color logo should be used. If a single color is needed, the brand navy blue should be used.

ICON

When the primary logo is used in a square or as an icon, the following variations may be used.

SECTION 3
COLOR SYSTEM

3.1 Primary Brand Colors

3.2 Secondary Colors

PRIMARY COLORS

Our color palette is bold and impactful. The primary colors are minimal and sophisticated and should be used with a fair amount of white space.

PRINTING NOTES

Pantone colors should be used whenever possible to maintain a consistent brand color system on all materials.

Brand Navy Blue
C=100 M=85 Y=43 K=44
R=13 G=39 B=72
#0D2748
PANTONE 2767 C

Brand Light Blue
C=70 M=4 Y=0 K=0
R=76 G=180 B=231
#4CB4E7
PANTONE 298 U

Brand Red
C=0 M=85 Y=95 K=0
R=240 G=78 B=41
#F93822
PANTONE Bright Red C

SECONDARY COLORS

These complimentary swatches can be used to pair with our Primary Brand Colors to create contrast and a rich color system.

Medium Yellow
C=0 M=8 Y=69 K=0
R=255 G=228 B=109
#FFE46D
PANTONE 2003 C

Medium Green
C=74 M=17 Y=66 K=2
R=67 G=157 B=119
#439D77
PANTONE 7723 C

SECTION 4
FONTS

4.1 Typography & Fonts

OUR FONTS

We use Dosis Regular for both headlines and subheadlines.

When used for headlines, the copy should be formatted using all caps. Subheadlines should be formatted using traditional sentence case. In terms of color, both should stick to the primary brand colors.

We use Lato Regular for long form body copy. It should be used on content that needs time to be consumed.

We use Jenna Sue Pro for any copy that needs to appear like it was handwritten.

STYLE THAT DRIVES YOU

Long paragraphs will always read much better when using Lato Regular. It should be considered the default body copy used for any and all materials with extended information.

Handwritten

Dosis Regular – Headlines

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1234567890
!@#$%^&*()

Jenna Sue Pro - Handwritten

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1234567890
!@#$%♡&*()

Lato Regular - Body Copy

Long paragraphs will always read much better when using Lato Regular. It should be considered the default body copy used for any and all materials with an extended amount of information.

SECTION 5
IMAGE DIRECTION

5.1 Lifestyle Shots

5.2 Solid Overlay Treatment

5.3 Gradient Overlay Treatment

CREATE A LASTING IMPRESSION

Our images should always be very visual and impactful. We want the images to feel relatable and help the customer envision themselves living the lifestyle that Movetes is trying to promote.

MOVETES

SOLID OVERLAY TREATMENT

When applying a tint or overlay treament to an image, we'll want to use only the Movetes brand colors. We'll also want to grayscale the original image so the colors do not clash with the overlay. Use the Brand Navy Blue when trying to darken a lighter image to accomodate white or light colored text. Use White to lighten a darker image to accomodate darker colored text. Never use the navy blue logo on a dark background or the white logo on a light background. There should always be a nice contrast between the two.

GRADIENT OVERLAY TREATMENT

When we only need part of an image darkened or lightened, we'll want to use a gradient overlay using either the Brand Navy Blue or White.

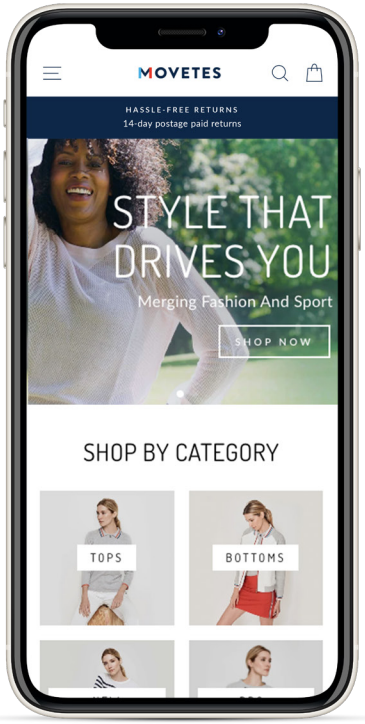
SECTION 6
BRANDED EXAMPLES

MOVETES
PRODUCT
GUIDE
SPRING 2021

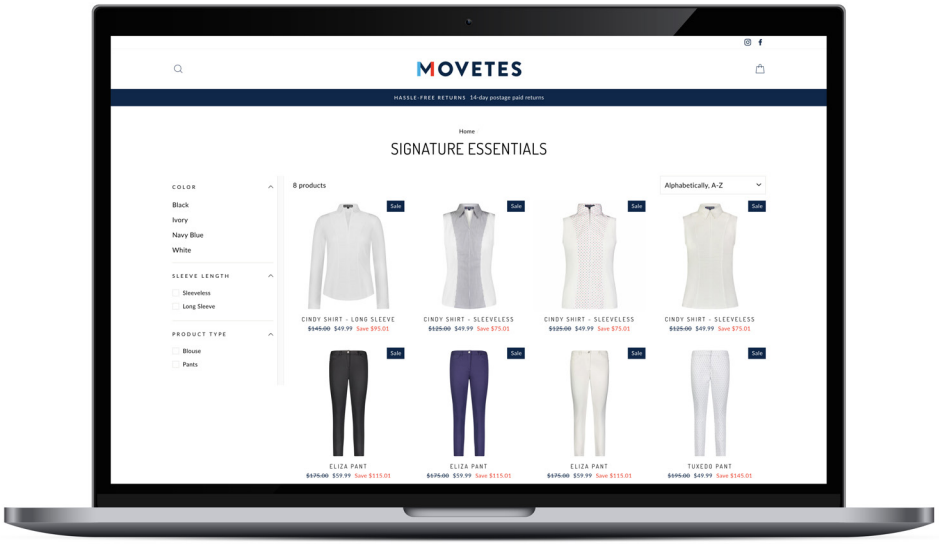
IMMEDIATE SHIP
Ace 3/4 Sleeve Knit Polo
Style: KS2003
Sizes: XS-XL WS: $60
Fabric: Cotton, Nylon, Silk
Color: Grey
Ace 3/4 Sleeve Knit Polo
Style: KS2003
Sizes: XS-XL WS: $60
Fabric: Cotton, Nylon, Silk
Color: Ivory
Ace 3/4 Sleeve Knit Polo
Style: KS2003
Sizes: XS-XL WS: $60
Fabric: Cotton, Nylon, Silk
Color: Teal
Francesca Jacket
Style: KF1903-S20
Sizes: XS-XL WS: $125
Fabric: Cashmere, Wool
Color: Grey w/ Ivory
Francesca Jacket
Style: KF1903-S20
Sizes: XS-XL WS: $125
Fabric: Cashmere, Wool
Color: Light Blue w/ Grey
Francesca Jacket
Style: KF1903-S20
Sizes: XS-XL WS: $125
Fabric: Cashmere, Wool
Color: Navy w/ Light Blue
12

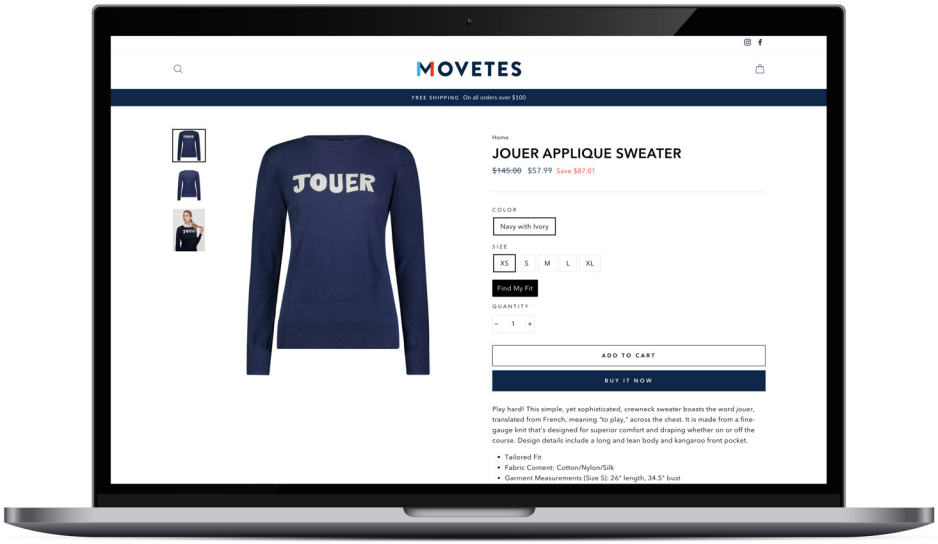
MOVETES
STYLE THAT
DRIVES YOU
MOVETES
JOUER
MOVETES.COM

MOVETES
STYLE THAT
DRIVES YOU
MOVETES.COM



SECTION 6
Branded Examples





SECTION 6
Branded Examples

LABOR DAY
EVENT
25% off with code
LABORDAY25
through September 7
MOVETES

LABOR DAY
EVENT
25% off with code
LABORDAY25
through September 7
MOVETES

LABOR DAY
EVENT
25% off with code
LABORDAY25
through September 7
MOVETES

LABOR DAY
EVENT
25% off with code
LABORDAY25
through September 7
MOVETES