



M O O R E R
P R O P E R T I E S

CORPORATE IDENTITY GUIDELINES

Company Confidential



BRAND ELEMENTS:

The Moorer Properties logotype is the unique image that identifies Moorer Properties products and services.

It should be used as a signature element on all materials and documentation from Moorer Properties.

Always use the correct artwork. It cannot and should not be modified or embellished in any way.

SPACING / SIZE:

Wherever the logotype is used, maintain an area of clear space equivalent to the width of the 'mp' in the Moorer Properties logo. The minimum size for the Moorer Properties logo is 1" in height (26 mm).

COLOR:

Whenever possible, the logo should be rendered in the Moorer Properties trade dress coal grey on a solid white background.





BRAND ELEMENTS:

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USAGE:

For alternate applications where a white background may not be suitable, the logotype can be used within a complementary and monochromatic palette.

BLACK AND WHITE:

When printing prohibits the use of color or is limited to black and white, the logotype should be reversed out to white on all black or using a 50% grayscale background. Alternatively, where the trade dress coal grey may not be the most appropriate color to use, the logo may be colored black or white.





TRADE DRESS:

The correct use of the color palette associated with the Moorer Properties identity is critical to the integrity and visual consistency of the brand.

These color chips are not to be used as a reference for color proofing.

For accurate color reproduction, use the values on this page according to the recommendations of the printer, medium being used and application.



PRIMARY COLOR
Coal Grey

CMYK
C=67 M=55 Y=49 K=47

RGB
R=71 G=74 B=78

HEX (WEB)
#46494d

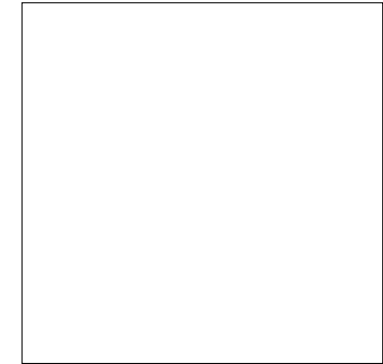


SECONDARY COLOR
Fern Green

CMYK
C=55 M=0 Y=55 K=0

RGB
R=128 G=194 B=143

HEX (WEB)
#7fc28f



SECONDARY COLOR
White

CMYK
C=0 M=0 Y=0 K=0

RGB
R=255 G=255 B=255

HEX (WEB)
#ffffff



TYPOGRAPHY:

Consistent use of Bank Gothic and Gotham as the primary typefaces is a key component of the Moorer Properties identity.

Always use the correct typeface in all applications both printed and digital and application.

BANK GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Bank Gothic face is the main emphasis face used in the Moorer Properties logotype representing the text “Moorer Properties”. It is recommended for titles and other points of emphasis.

GOTHAM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Gotham face isn’t used in the Moorer Properties logotype but is recommended for body copy.



USING THE BRAND:

Consistent and proper use of the Moorer Properties branding elements is key to maintaining the brand and identity.

1. Don't rotate the logotype or icon.
2. Don't skew or distort the logotype or icon.
3. Don't change the color of any element of the logotype or icon other than to the approved trade dress color palette.
4. Do not use any other font with the icon or logotype other than the corporate font.



USING THE BRAND:

When the identity and brand are reproduced correctly, the possibilities are endless.

By following these guidelines, application and representation of the Moorer Properties identity can easily be used across many mediums and will help drive reinforcement and consistent use of the Moorer Properties brand.



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