Basic Brand Identity Manual

December 4, 2024

moeve

This manual outlines the key elements that make up Moeve's brand identity.

If you need more information about any of these contents or want to explore sections not included here, please visit our brand platform:
Brand center

If you have any questions, you can also reach out to our Brand Team:
brandcare@moeveglobal.com

Index

Moeve represents our transformation toward a future drive by green molecules

We are committed to building a better world. We're opening the doors to a more sustainable future by providing cleaner, more affordable, and abundant energy.
A change with a clear purpose: to positively impact people and society, helping everyone with their own energy transition.

Moeve is an unstoppable transformation—it's movement, optimism, energy, courage, and evolution. Moeve is the future.
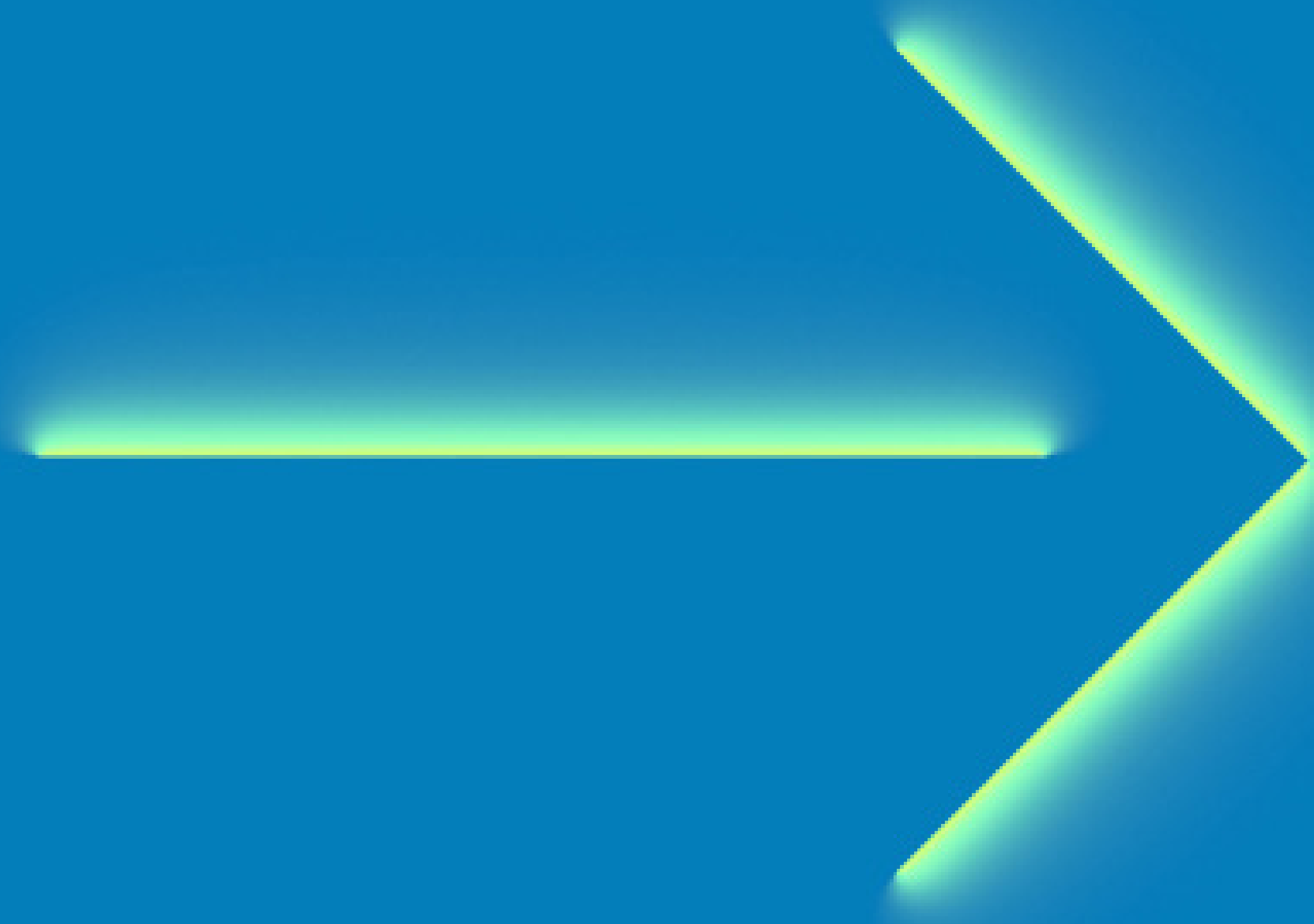
A future with a future.

01.
Strategy

This is the core idea of our brand, reflected in every touchpoint and application.

Positive Motion

This is why we exist and the values that define us, beyond just our business goals.

We transform energy and mobility to improve the world together.

Brand Values

People are our main driving force. That's why we've defined Moeve's values—to drive our purpose forward, to shape who we are and how we do things.

We care about people

We are dedicated to the safety, well-being, and development of our teams and communities.

We delight our customers

We learn and grow alongside them to exceed expectations, creating unique experiences to ensure their complete satisfaction.

We look after the planet

We work towards a better energy future.

Together we create more value

We collaborate effectively, with respect and integrity, bringing people together to achieve exceptional results.

We dare to be entrepreneurial

We embrace change with enthusiasm and courage, leading projects that create a lasting impact.

02.
Best Practices

Make the best use of our new brand.

Apply our brand to the materials you use most often.

Also, be sure to respect our visual and verbal identity.

2.1. Moeve logo

The logo is a key element in Moeve's visual communication system.

By consistently appearing as a signature on all visual materials, it becomes a recognizable symbol that identifies the brand and represents its activities, goals, and achievements.

Our logo

The Logo is the most essential element of our brand identity. It's a simple, timeless wordmark, featuring a symbol that serves as the primary identifier of our entire organization.

Our symbol is the first letter of our name, and its key concept is the 'Open Door.' Moeve opens the doors to a more sustainable future with cleaner ways of moving, giving you the freedom to choose the energy
you need for transportation, production, and daily life, all while preserving the essence of how we've always done things.

Our wordmark is fresh
and contemporary, with simple, geometric, friendly letterforms that are easy
to read. The two 'e's have been slightly angled to give them a human touch and add a distinctive charm.

-20°

+20°
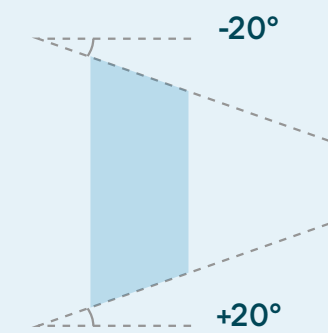
Protection area

A minimum protection area should always surround the logo to ensure that headlines, text, or other visual elements don't interfere with it.

The' m' defines the size of the protection area as shown on this page. This exclusion zone provides the logo with optimal space, ensuring maximum visual impact and clarity.

It is important to note that this is the minimum required space; however, it can be expanded if needed to best suit a particular design.

Reduced protection area

In extreme situations where maximizing impact is essential, we can reduce the protection area to maintain visibility. In these cases, use the first vertical stroke of the 'm' instead of the entire 'm'.

The reduced protection area can be adjusted according to specific needs.

A key rule is to apply the reduced protection area when space is limited in the design and when its use helps maximize the logo's impact.

For example, on access cards.

Reduced protection area

1x

1x

x

Comparison

Standard protection area

Reduced protection area

moeve
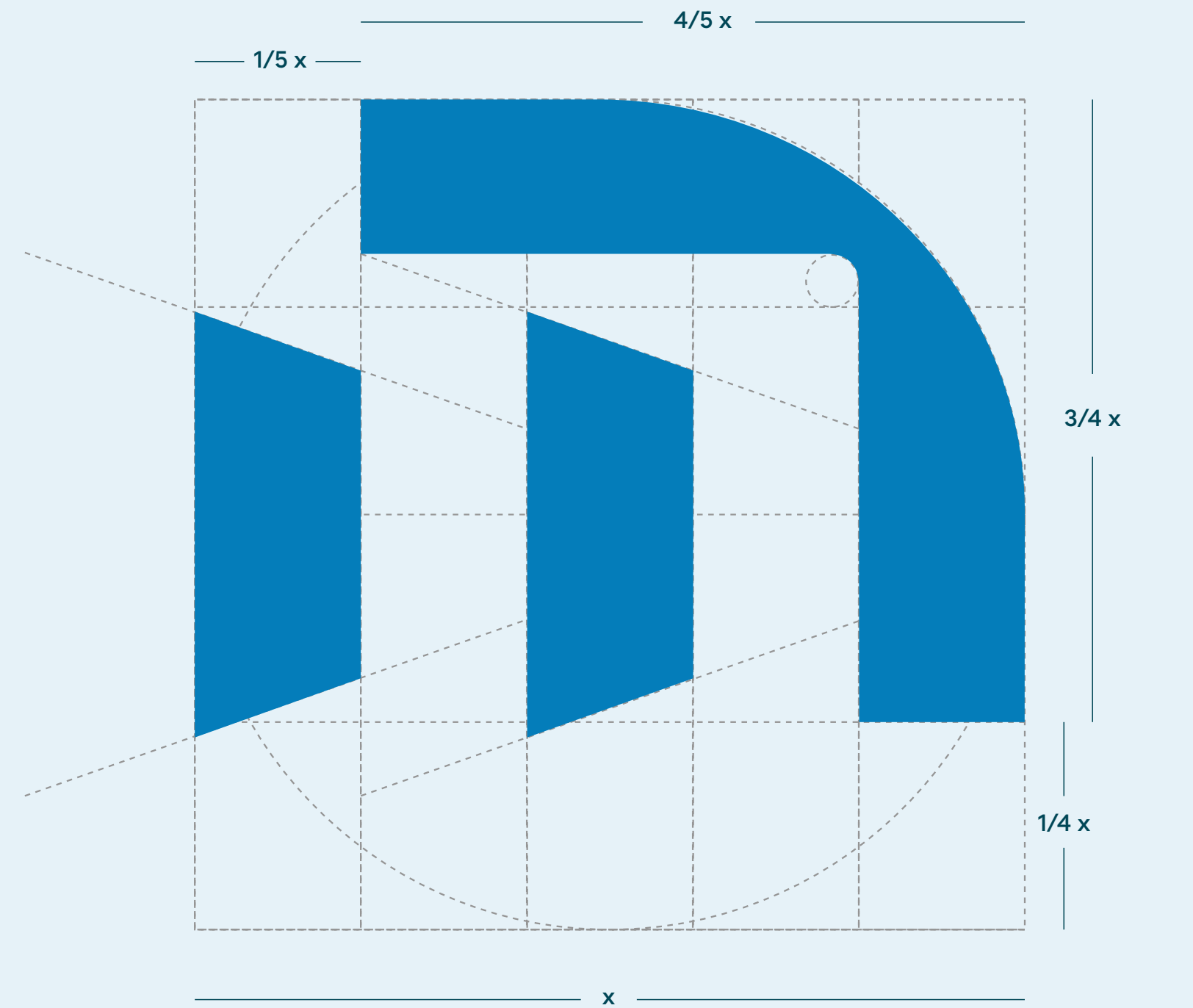
Tarjeta
de acceso

Nº 000000000000

Symbol

Our symbol is an abbreviated version of the logo formed by the letter 'm' of Moeve.

Its distinctive shape is the result of a carefully crafted design process, ensuring balance while maintaining dynamism.

The symbol can be used independently of the Moeve Logo.

Refer to the 'Using the Symbol' section for additional guidelines.

Minimum size

To ensure proper reproduction of the logo, its length must be no less than 25 mm for print, and no less than 50 px for digital media.

Print: 25mm

Screen: 50px

Main Versions

This is the primary version of the logo, in both positive and negative.

Use
Both logo versions can be used interchangeably but choose the one that ensures maximum readability

Refer to the following pages for additional guidelines on how to use the logo on different background colors.

moeve

moeve

Launch Guide

Note: During the launch, we should prioritize using the positive version of our logo. This will help reinforce its shape and color in users' minds, boosting recognition in the early stages.

Monochrome versions

Monochromatic versions of the logo should be used when it is reproduced in a single color.

moeve

moeve

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

Logo on Backgrounds/Images

EThis page provides an overview of which version of the logo to use with different background colors and images.

The logo should always be clearly visible, regardless of the selected background.

Any exceptions should be consulted and approved by the Brand Team.

Launch Guide

Note: During the launch phase, it is recommended to use the positive version of the logo. This helps present our new corporate identity and color more effectively to our audience.
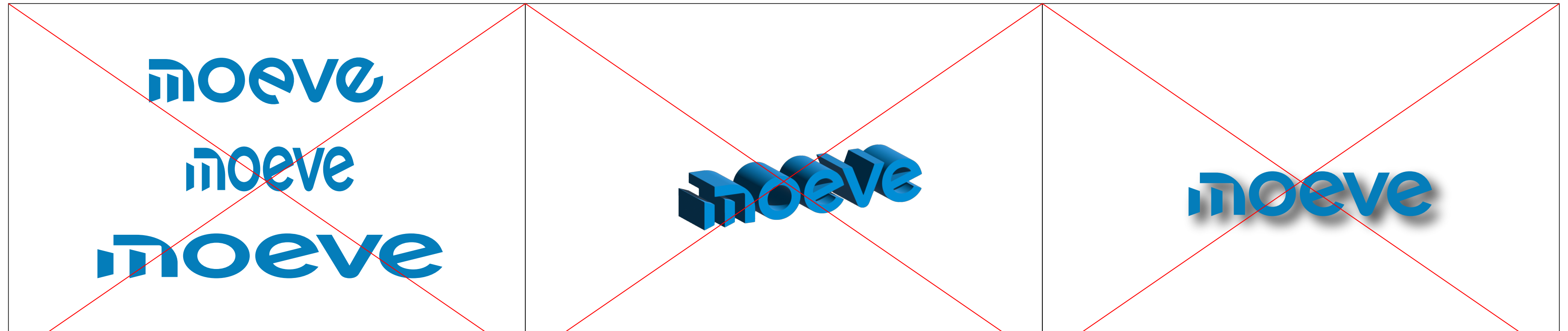
Incorrect use

It is essential to maintain consistency in the appearance of our logo.

Our logo must not be altered or modified under any circumstances.

Do not change its orientation, color, or composition.

All elements must adhere to the guidelines set in this document without exceptions.
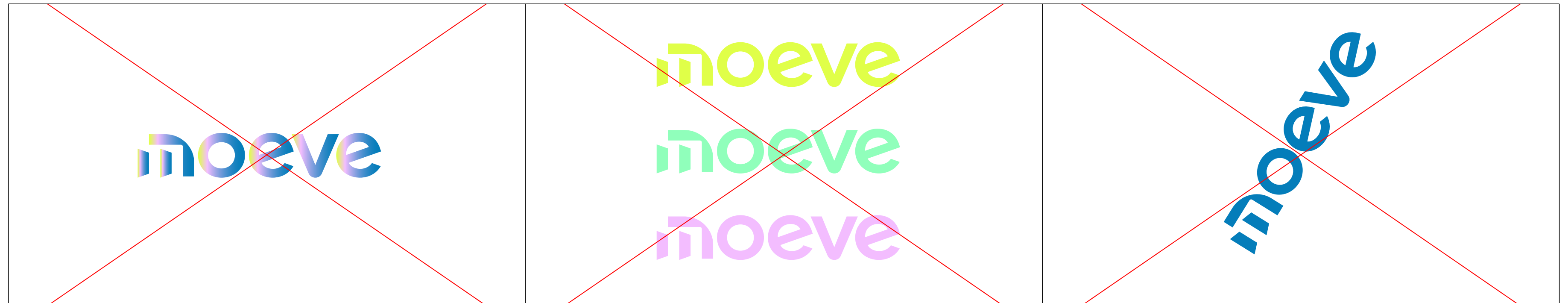
Here are some examples of what not to do.

Do not alter the elements of the logo or modify its proportion

Do not apply 3D effects to flat graphics

Do not add shadows

Do not apply additional effects

Do not use secondary colors

Do not rotate the logo

Do not combine the logo with the symbol

Do not use the white logo on a background image

Do not place the logo on gradient backgrounds

2.2 Colors

We've created a bright and vibrant color palette to reflect Moeve's personality and ambition.

It is important to use this palette consistently across all applications to maintain a cohesive look.

Primary Color palette

CMYK Specific Information

For CMYK values and how to use them, please refer to the following pages.

Color is a key element of our brand. Our primary color, Moeve Blue, symbolizes both the sky and the sea. It is associated with open spaces, freedom, intuition, imagination, inspiration, and sensitivity.

In addition to Moeve Blue, our primary palette includes White, Moeve Green, Moeve Yellow, Moeve Pink, and Moeve Dark Blue.

These colors complement Moeve Blue. Moeve Dark Blue serves as our alternative to Black and is mainly used for body text.

Note
Refer to the following pages for details on specific apps and contexts.

Moeve Blue

Hex: #047DBA
RGB: 4/125/186
Pantone: 7461 C
Ral: 240/50/40

White

Hex: #FFFFFF
RGB: 255/255/255
Pantone: --
Ral: --

Moeve Dark Blue

Hex: #004656
RGB: 0/70/86
Pantone: 302 C
Ral: 240/30/30

Moeve Green

Hex: #90FFBB
RGB: 144/255/187
Pantone: 353C
Ral: 150/80/40

Moeve Pink

Hex: #F3BDFF
RGB: 243/189/255
Pantone: 250 C
Ral: 330/80/20

Moeve Yellow

Hex: #E0FF48
RGB: 224/255/72
Pantone: 2296 C
Ral: 100/80/70

Secondary color palette

CMYK Specific Information

For CMYK values and how to use them, please refer to the following pages.

We also have an extensive palette of secondary colors, including Moeve Sky Blue, Moeve Lime, Moeve Teal, Moeve Orange, and Moeve Purple.

These colors work as accents that complement Moeve Blue.

Moeve Blue can also be applied in varying intensities, allowing for different shades to suit a range of needs.

Note
Moeve Orange and Moeve Lime are used exclusively on gradients.

Moeve Sky Blue is reserved exclusively for Mobility & New Commerce products and icons representing key values.

Moeve Sky Blue

Hex: #6CF3FF
RGB: 108/243/255
Pantone: 637 C
Ral: 220/70/35

Moeve Lime

Hex: #AEFE7A
RGB: 174/254/122
Pantone: 2284 C

Moeve Teal

Hex: #00BDB9
RGB: 0/189/185
Pantone: 2398 C

Moeve Orange

Hex: #FFCFB5
RGB: 255/207/181
Pantone: 475 C

Moeve Purple

Hex: #7F9FFF
RGB: 127/159/255
Pantone: 2142 C

Moeve Blue (Matices)

80%   60%   40%   20%

Colors CMYK

CMYK values serve as our base for achieving Pantone colors.

Moeve has been designed in RGB, which is why it's essential that our brand colors match the Pantone values as accurately as possible for correct CMYK printing.

The CMYK values provided in this manual serve as a reference and a starting point for matching the Pantone colors.

Printers interpret colors differently due to factors such as the type of paper, the ink used, and the printing process.

Print tests must be performed to ensure that the printed colors closely match the original Pantone values. This allows us to adjust and refine the colors until we achieve the desired Pantone result.

Moeve Blue
Pantone: 7461 C
CMYK: 93/35/0/5

White
Pantone: --
CMYK: 0/0/0/0

Moeve Dark Blue
Pantone: 302 C
CMYK: 100/32/0/68

Moeve Green
Pantone: 353C
CMYK: 43/0/43/0

Moeve Pink
Pantone: 250 C
CMYK: 0/35/0/0

Moeve Yellow
Pantone: 2296 C
CMYK: 17/0/65/0

Moeve Sky Blue
Pantone: 637 C
CMYK: 60/0/2/0

Moeve Lime
Pantone: 2284 C
CMYK: 32/0/72/0

Moeve Teal
Pantone: 2398 C
CMYK: 72/0/33/0

Moeve Orange
Pantone: 475 C
CMYK: 0/21/25/0

Moeve Purple
Pantone: 2142 C
CMYK: 48/34/0/0

Print Guide

Printing
Follow the guidelines to print Moeve materials with the best possible color reproduction.

Offset printing
Offset printing traditionally uses tiny overlapping four-color dots (CMYK). However, printing techniques have advanced beyond this standard method. Today, some offset machines use up to two additional inks (6 in total), allowing for greater vibrancy and precision in reproducing specific colors, ultimately enhancing the visual quality of the printed materials.

Digital offset printing (10 colors)
We also use 10-color digital offset printing, which matches our Pantone colors almost identically. Due to this increased accuracy, we always prefer printing methods that go beyond the standard four-color process. Even though the material will be delivered in CMYK, we must work closely with printers to ensure our brand colors match the Pantone selection as accurately as possible.
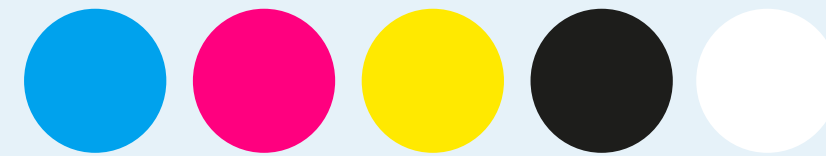
Pantone
Printing with Pantone colors ensures uniformity across large areas and high-quality results, achieving consistent color reproduction regardless of the printer. This standardization guarantees a professional finish. Pantone colors are particularly recommended for stationery, where color accuracy is crucial.
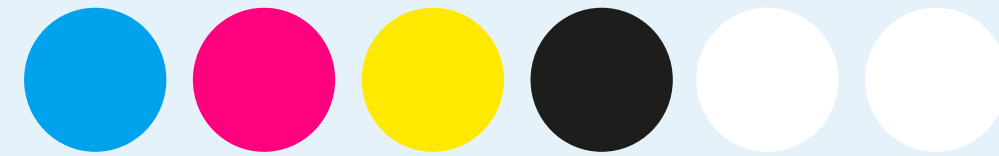
Offset printing
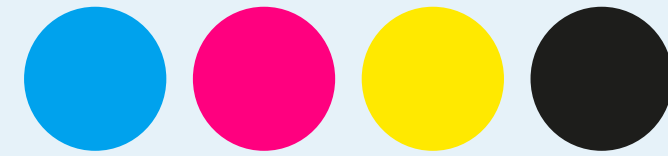
Offset: 4 inks
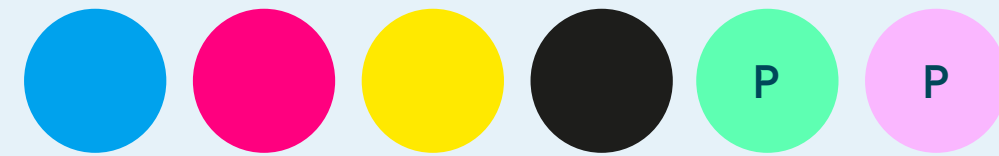
Printing with 4 pure colors.

Offset: 5 inks

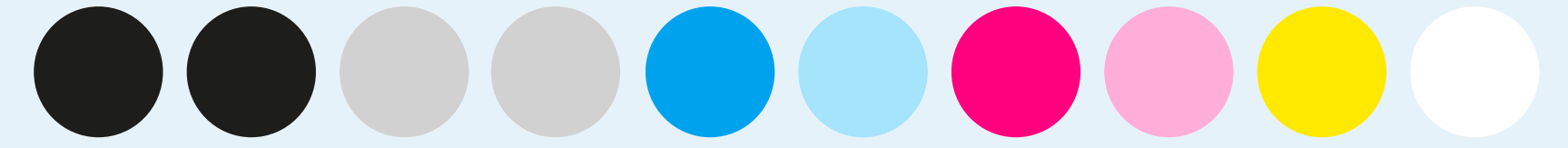Adding white to achieve a more faithful representation of secondary colors.

Offset: 6 inks

Adding white to achieve a more faithful representation of secondary colors.
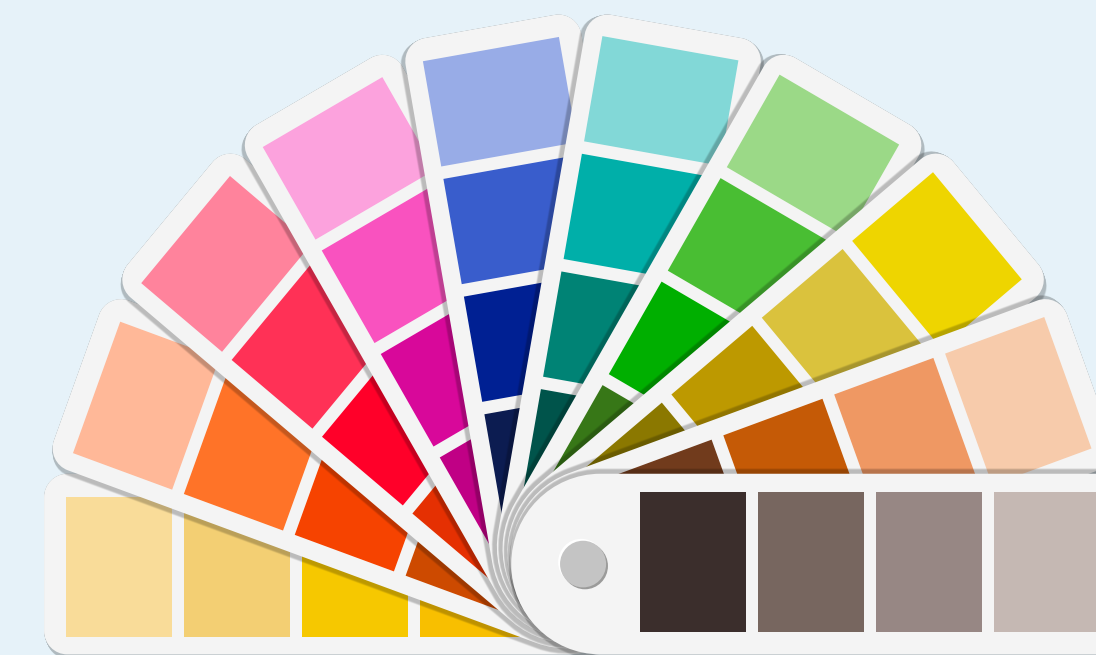
Offset+Pantone

Adding Pantone colors.

Digital offset printing

10 inks
Digital printing in 10 colors provides a highly accurate representation of the secondary colors.

Pantone

Spot colors
We can print directly in Pantone.

Colors

Gradients

To truly convey the sense of transformation and Positive Motion, gradients play a crucial role in our identity. We use primary and secondary gradients that culminate in Moeve Blue.
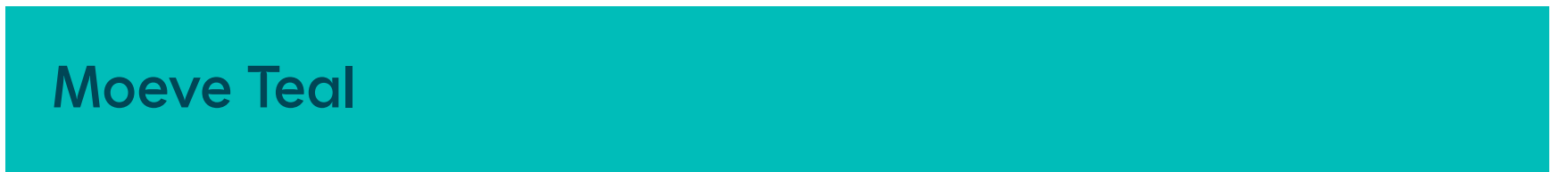
Primary Gradient
This resource is suitable for use in all types of communication, regardless of the medium.

Secondary gradient
This resource is primarily used in 'Hope treatments,' which we will cover later. Secondary gradients may be used in certain special cases.

Do not use texts on backgrounds with gradients.

Primary Gradient

Yellow	Lime	Green	Teal	Blue
0%	10%	20%	45%	70%

Moeve Lime   Moeve Teal

Secondary Gradient

Yellow	Orange	Pink	Purple	Blue
0%	10%	20%	45%	70%

Moeve Orange   Moeve Purple

2.3 Typography

Typography not only helps convey the message, but it also has the power to evoke emotional responses in readers.

Fonts are more than shapes and lines—they are symbols that carry meanings and associations, creating a deeper connection with the content.

Moeve Sans

Moeve has its own custom typography, which should be used in all brand communications, both internal and external, as well as in corporate or commercial settings.

Moeve Sans is a sans-serif font with a strong, timeless structure, designed for long-lasting use.

Its geometric design gives it a sense of warmth and humanity, striking a balance between functionality and accessibility.

It is extremely versatile, making it suitable for both headings and body text.

Moeve Sans

Font Family: Light, Regular, Bold.

Moeve©2023
Designed by Landor

Bespoke

Moeve - Light

abcdefghijklmnopqrstuvw
xyzABCDEFGHIJKLMNOPQ
RSTUVWXYZ1234567890!?
éç°§_:;òaù+è^*@#¶]"£$%&/

Moeve - Regular

abcdefghijklmnopqrstuvw
xyzABCDEFGHIJKLMNOPQ
RSTUVWXYZ1234567890!?
éç°§_:;òaù+è^*@#¶]"£$%&/

Moeve - Bold

abcdefghijklmnopqrstuvw
xyzABCDEFGHIJKLMNOPQ
RSTUVWXYZ1234567890!?
éç°§_:;òaù+è^*@#¶]"£$%&/

*2024© Typography

Alternative Characters

Use

Moeve Sans includes a set of alternative characters that add extra personality to the typeface. Some character shapes have been adapted to incorporate angles from 'The Open Door,' in both uppercase and lowercase.

The alternate character set also includes a slanted 'e' that reflects our logo and bullet points featuring the arrow from the logo.

Use
The alternative character set is designed exclusively for short headlines in advertising or internal communications. It should not be used in long texts or corporate communications.

Alternative Characters

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bullet point alternatives

Normal bullet point
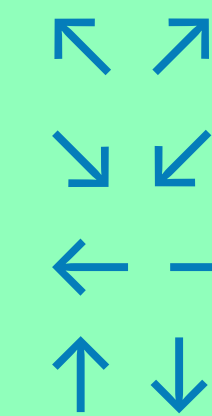• **Lorem ipsum**

Alternative bullet point in lowercase
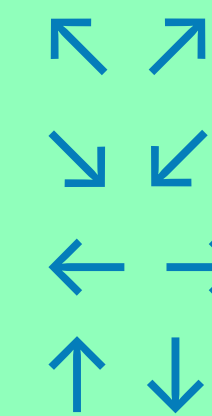› **lorem ipsum**
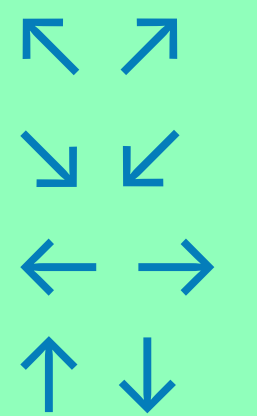
Alternate bullet point in uppercase
› **Lorem ipsum**

Arrow alternatives

Normal arrow

Alternate arrow in lowercase

Alternate arrow in uppercase

ij ij F F 2 2

Slanted "e"

Moeve
Moeve

Typographic system

Hierarchy is essential for making information as clear and easy to digest as possible.

To establish a clear information hierarchy, we can deploy several tools to ensure optimal readability: size, weight, color, alignment, and position. The Moeve brand offers flexibility in using these resources, allowing for adaptation to any context or medium.

Line spacing should be approximately 120% of the selected font size.

The example on this page illustrates the correct use of information hierarchy, utilizing different font sizes and weights effectively.

As a brand, Moeve prefers using sentence case rather than all caps to maintain the right tone. Therefore, headlines should always be displayed in sentence type.

Make sure to use metric kerning when applying the font, and avoid adding any additional kerning.

Title
Moeve
Bold

Title - Lorem ipsum dolor sit amet

Subtitle
Moeve
Light

Subtitle - Lorem ipsum sit amet consectetuer adipiscing elit.

Text
Moeve
Regular

Text - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zril delenit augue duis.

Small text
Moeve
Regular

Small text - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Small text - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Legend
Moeve
Bold

Legend - Lorem ipsum dolor sit amet

Legend - Lorem ipsum dolor sit amet

Use of color

To ensure the correct use of colors and typography, it's important to follow a few simple guidelines.

The examples on this page illustrate the correct combination of color and typography.

The goal is always to ensure optimal readability and contrast.

Note
Black is not allowed; use Dark Blue instead.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam ipsum dolor sit.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam ipsum dolor sit.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam ipsum dolor sit.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam ipsum dolor sit.

Lorem ipsum dolor sit amet

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Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

System Font

Century Gothic is our default system font, available on all operating systems.

It is a geometric-style digital sans-serif typeface chosen for its similarity to Moeve Sans. Like many geometric sans-serifs, Century Gothic is characterized by having a single-stroke 'a' and 'g.'

Use
When Moeve Sans is unavailable, Century Gothic is our default font. If Century Gothic is also unavailable, Arial is our backup font.

When sharing documents with third parties who do not have access to Moeve Sans, we recommend using Century Gothic.

Century Gothic, nuestra tipografía de sistema

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

For a brighter future

Moeve Sans

For a brighter future

Century Gothic

For a brighter future

Arial

2.4 Photography

Our photographic style establishes a consistent visual language that reflects Moeve's new identity.

The following principles and techniques are designed to help you understand the essence of our photographic style.

Photography

Principles

Photography is a powerful tool for creating an immediate connection with our audience. We've defined four key principles to guide the selection of our images.

Saturation
Our photographs should reflect the richness and vitality of the world around us. Colors should be vivid and bright while still maintaining a natural look. Saturation can be adjusted in post-production to ensure the image aligns with the brand's identity.

Movement
Each photograph should incorporate an element of movement to reinforce our Positive Motion strategy. This movement can range from dynamic and obvious to subtle and discreet, depending on the context.

Optimism
No matter what the subject, we should always portray it from an optimistic perspective.

Authenticity
Our photographs must capture authentic, spontaneous, and real moments. We should avoid images that feel staged or overly contrived.
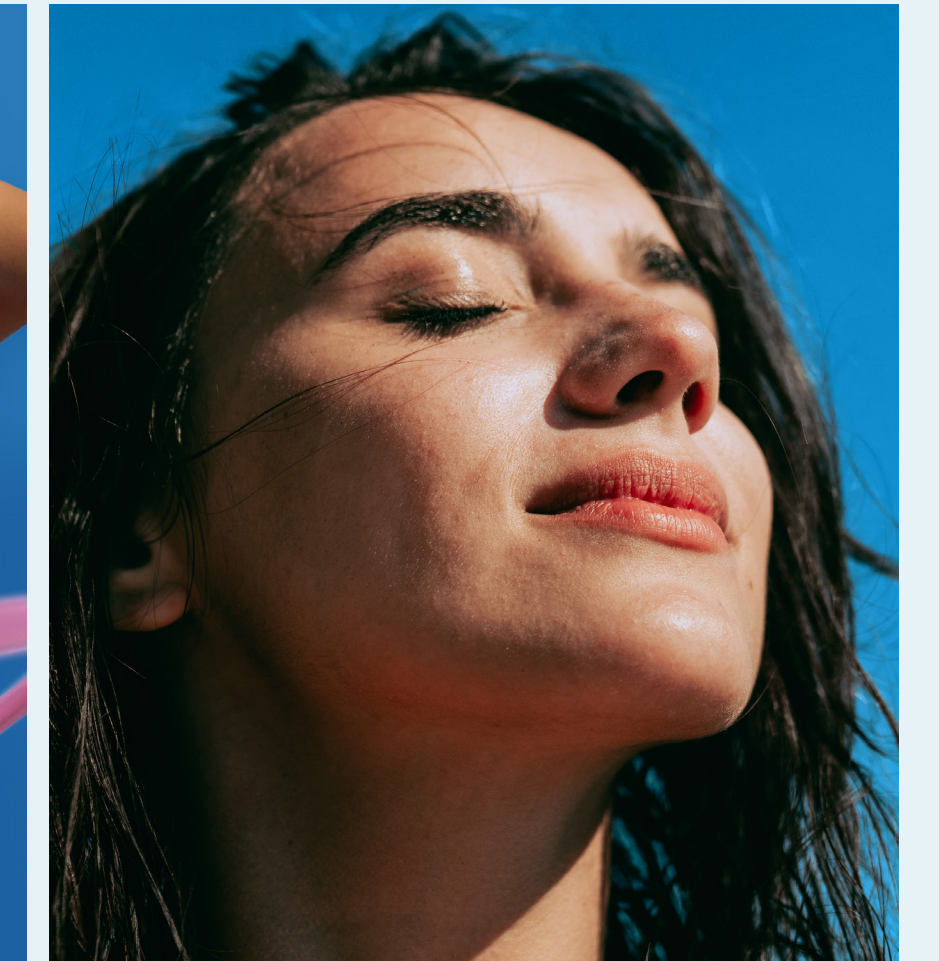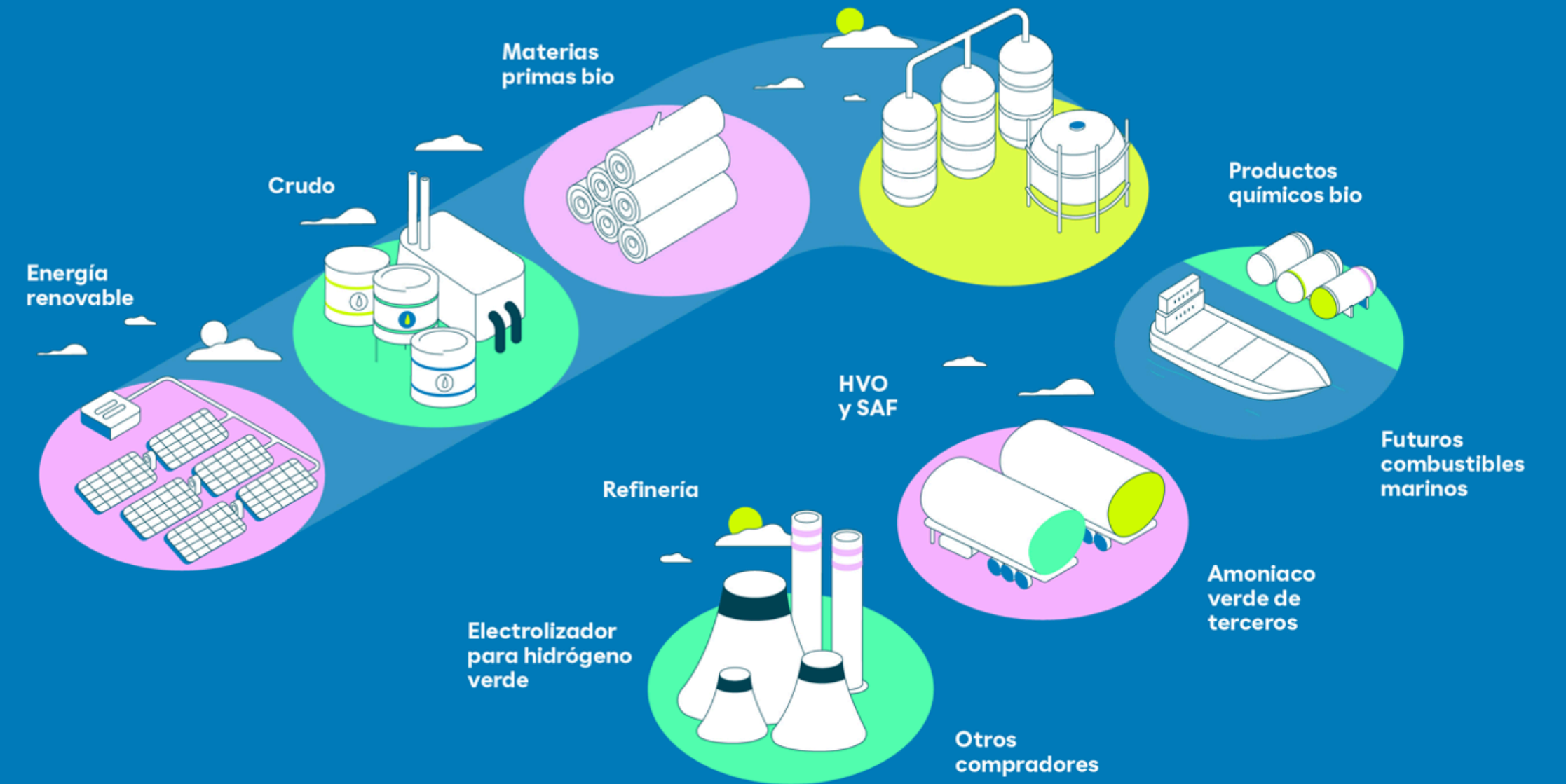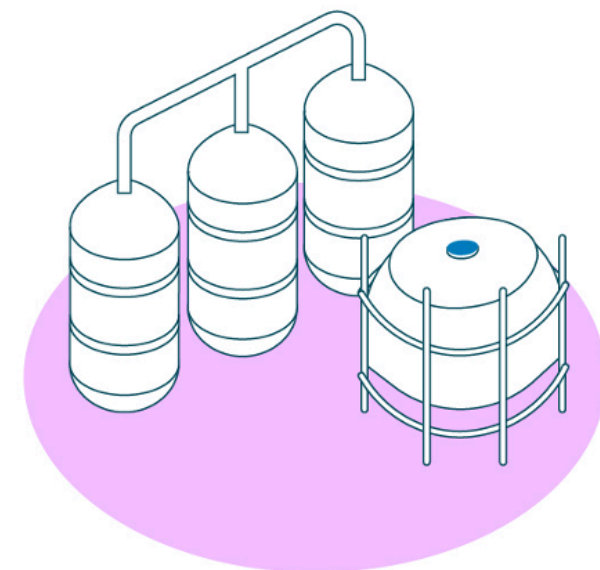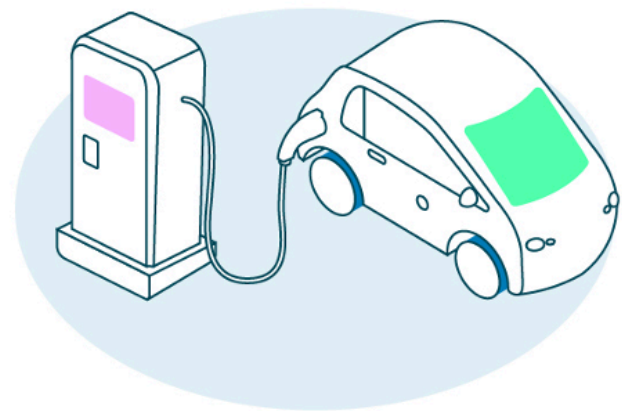
Saturation   Movement   Optimism   Authenticity

2.5 Illustrations

Illustrations help us express who we are and what we stand for. Along with other brand assets, they serve as a powerful communication tool that conveys our strategy and goals.

Materias primas bio

Crudo

Productos químicos bio

Energía renovable

HVO y SAF

Refinería

Futuros combustibles marinos

Electrolizador para hidrógeno verde

Amoníaco verde de terceros

Otros compradores

2.6 Verbal identity

Verbal identity defines how we speak and express ourselves as a brand. It is a key tool to reflect who we are and what we stand for, complementing other communication assets to clearly convey our strategy and objectives.

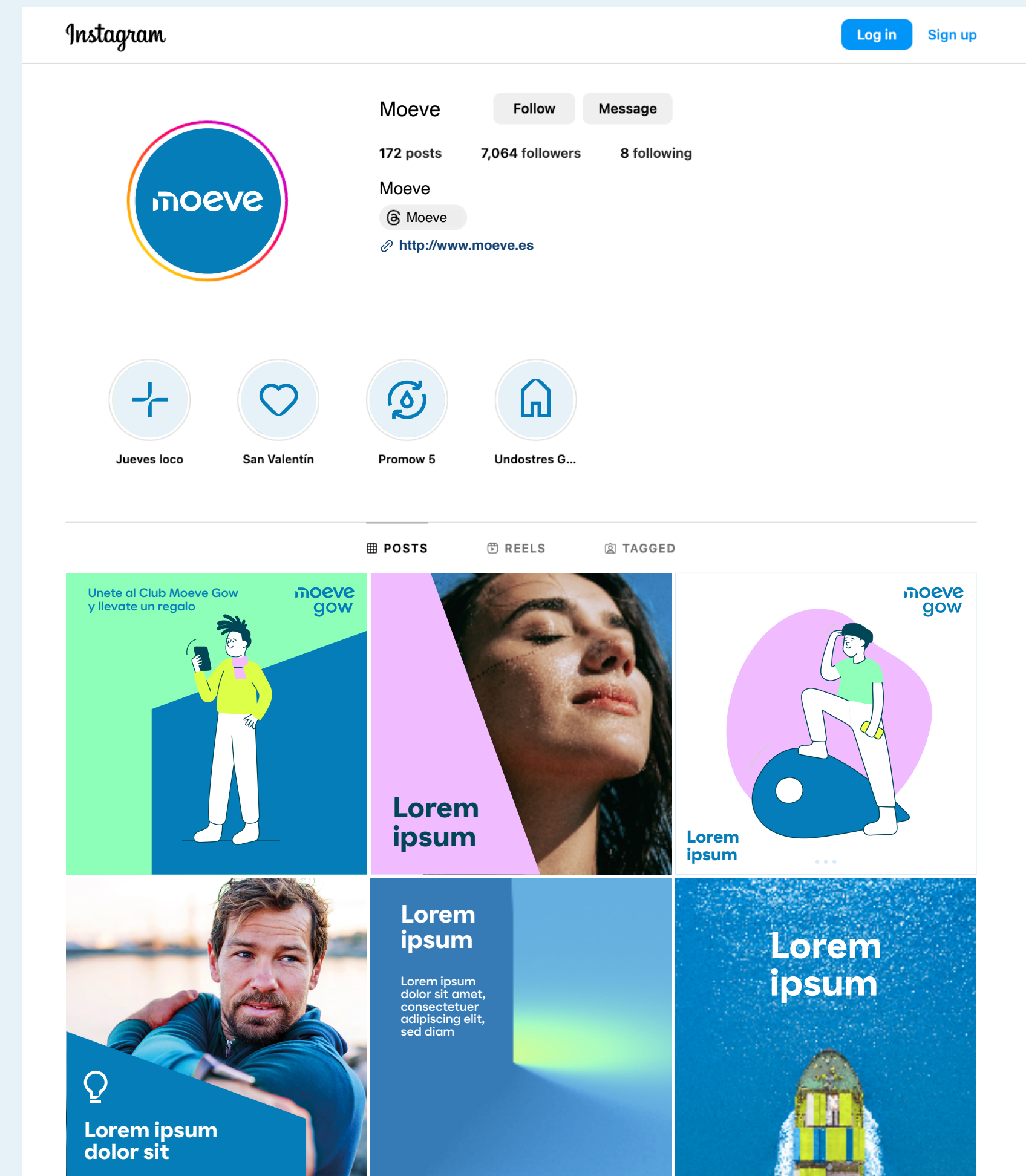# Our well-rounded personality

Respect our verbal identity by following our tone of voice.

Simple

Optimistc

Friendly

Entrepreneurial

Human

Inclusive

Energetic
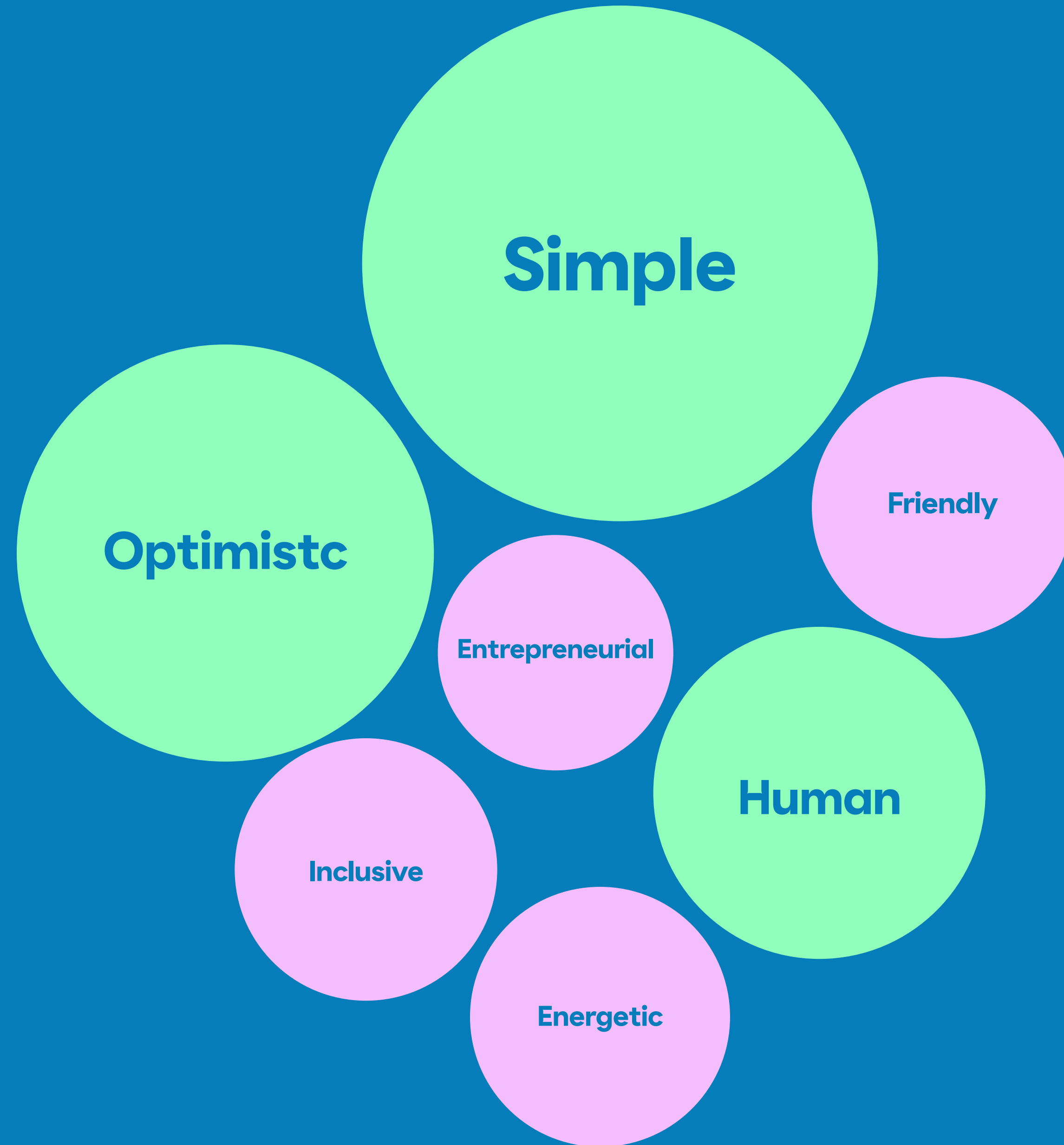
Do not create or register brands.

If you're thinking of creating a social media profile with our brand, a website domain, or even a new brand or sub-brand, or a logo for an internal initiative...Wait!

When in doubt, use our help tools.

If you have any questions that you can't answer, contact the Brand Team: **Brand care**
brandcare@moeveglobal.com

If you need **brand training** or notice any **brand compliance** issues, please let us know.

moeve