

Brand Guidelines

PRESS CENTRE RELEASE

Brand Guidelines

Our Logo

Master Logo

For use when the communication is referencing &Move, the brand.

This version should be used at all available times.

*Please note, the midnight blue background can be set at 85% opacity to allow visible imagery behind the main logo.



Secondary Logo

For use when the Master logo does not fit within the design environment.

This should only be used when a darker background is not suitable.



Sub-Brand Logo

For representing &Move Agents Ltd or a sub-division of the brand.

This can be seen with in use with our “&Move Press Centre” logo.

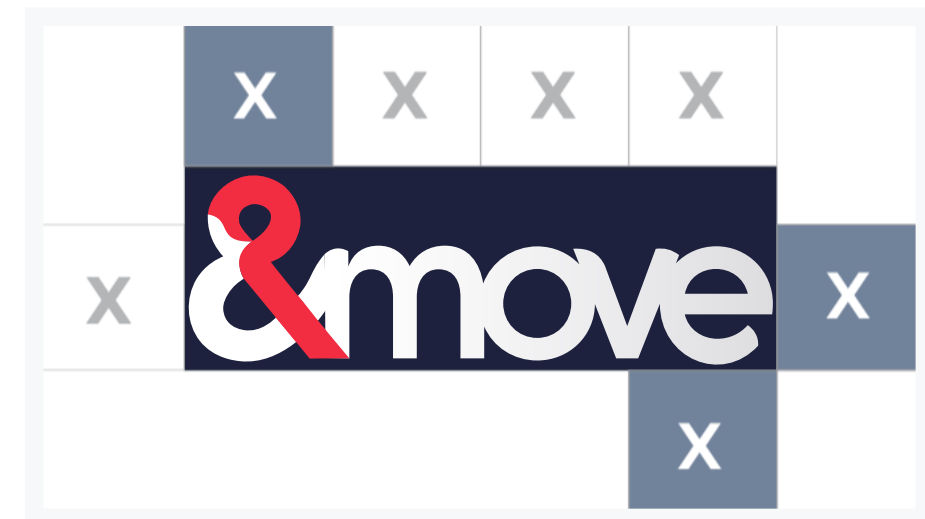


Logo Clear Space

Clear Space

The logo has been designed to react well in most design environments. The logo mustn't be cramped and must be allowed a certain amount of "breathing space".

By following these guides, you reduce the risk of the logo being lost behind text and graphics.



"X" = 1/4 width of the &Move logo



Incorrect Logo Usage

Ensuring Correct Usage

We have provided a set of incorrect logo usage examples, to show you how not to represent our brand.

By following these guidelines to the highest degree, you allow the retention of the &Move strong brand image.



Never distort the logo



Avoid surrounding the logo



No busy imagery, try an overlay



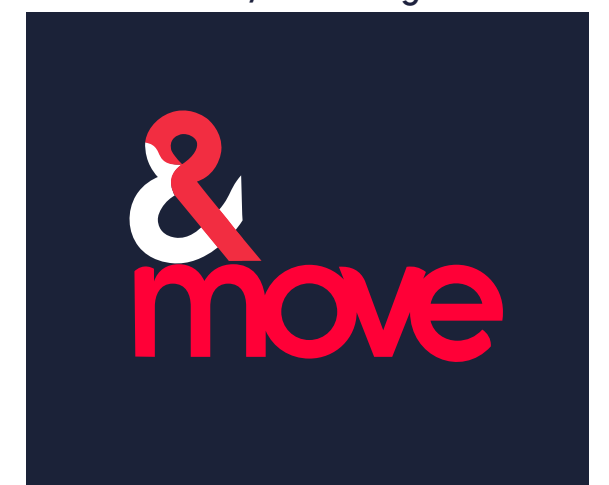
Avoid imagery other than housing



Don't use non-brand colours

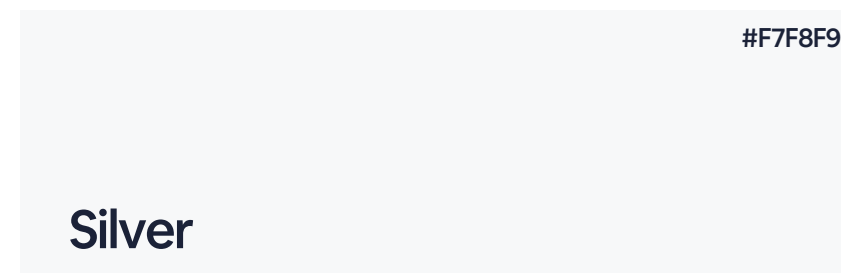


Never re-create/edit the logo



Our Colours

Our brand should only be represented by our 5 core colours.
Aim to use the colours in order of hierarchy appearance.



Our Main Typefaces

We use 4 typefaces to represent the brand, each typeface has a different usage environment.



Ambit ^{PRIMARY}

Bold (For Headers)

SemiBold (Subheading)

Regular (Content)

Only 3 fonts within the Ambit Typeface should be used in the following conditions: Primarily for web use, secondary use for signage, display and advertising material.

Larssiet ^{SECONDARY}

Bold (For Headers)

Regular (Content)

Only 2 fonts within the Larssiet Typeface should be used in the following conditions: Primarily for documents, secondary use for complimenting the Ambit typeface on signage/advertising material.

AndDesc ^{COMPANY}

SemiBold (For Headers/Sub)

Light (Content)

This typeface is used on our websites and across company communications, not for general use in signage/other material.

Helvetica ^{SYSTEM}

Bold (For Headers)

Medium (Subheading)

Regular (Content)

This typeface can be used for internal documents and certain external displays, only if the other typefaces are not available.

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Contact us for more information
press@andmove.co

 | PRESS CENTRE