

Built to move.

The final MOOW identity.



APEX BOLD

Orange icon. Ink lettering. One unmistakable silhouette.

Primary logo + L / WARM app and website icon



One mark. A complete system.

Every composition uses the same angular symbol and the same Apex Bold lettering.



MOOW

HORIZONTAL / DEFAULT COMPOSITION



SYMBOL

MOOW

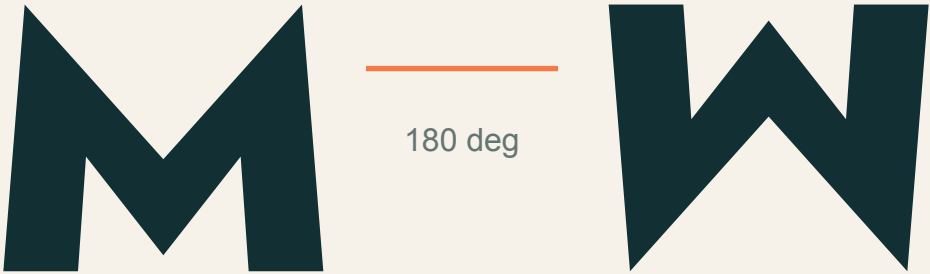
WORDMARK



STACKED

Apex Bold is the logo typeface.

Pointed M and W forms. Two matching circular O forms. Fixed weight and spacing.



M AND W / EXACT INVERSE COUNTERPARTS

CUSTOM VECTOR LETTERING

The W is the M rotated 180 degrees. Keep the supplied outlines, round O letters and original spacing together.

Apex Bold here names the custom MOOW wordmark. The package does not contain an installable font or a complete alphabet. Place the supplied SVG or PNG; do not retype the logo.

Give the identity room.

Scale the complete artwork uniformly. Use the supplied composition and its built-in spacing.



720 x 190 artwork canvas

CLEAR SPACE

x = 28 wordmark units: one M stem at the baseline.
Reserve at least x outside the supplied canvas on all four sides.

SCREEN MINIMUMS



Horizontal 160 px / 180 px preferred

MOOW



Wordmark 100 px

Symbol 32 px / 48 px preferred

Review at actual size. Dedicated favicon files are the exception at 16 px and 24 px.

Warm energy. Clear foundations.

The palette stays intact. Orange and ink lead the identity; teal remains part of the product palette.



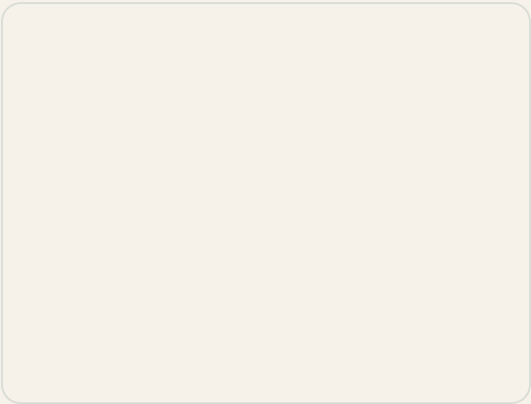
ORANGE
#F47B47

Primary symbol / warm icon field



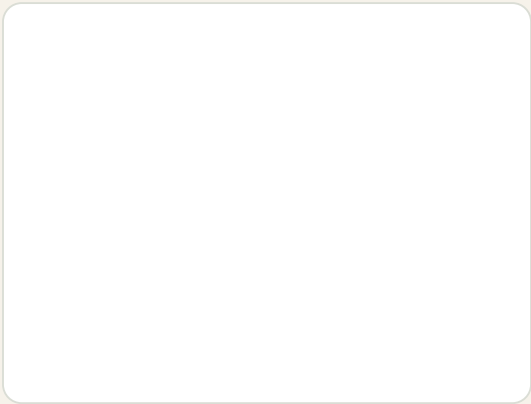
INK
#122F33

Primary lettering / warm icon symbol



PAPER
#F6F2EA

Primary light surface



WHITE
#FFFFFF

Dark lettering / reverse artwork



TEAL
#127F89



LIGHT TEAL
#62C4CA



LIGHT ORANGE
#FF9264

Use ink or white for reading text on suitable surfaces. Test final text, controls and overlays in their actual context; the logo palette is not a blanket accessibility approval.

The right contrast for the surface.

Choose the approved appearance that keeps the symbol and lettering clear.



PRIMARY / LIGHT

Orange symbol and ink lettering on paper or white.



DARK

Orange symbol and white lettering on a dark field.



REVERSED

All-white artwork on a strong color or controlled dark image.

Single-color ink or black artwork is reserved for print and system constraints. Keep every path solid.

L / WARM. The app and website icon.

Ink #122F33 on orange #F47B47. The same appearance in light and dark mode.



THE APPROVED LAUNCHER

The delivered 1024 x 1024 icon is opaque and square. The operating system applies its own corner mask.

ANDROID ADAPTIVE



Use the ink foreground and orange background layers. Preserve the supplied safe area.

SYSTEM TINTED

Monochrome assets support OS-controlled tinting. They are platform assets, not another brand color choice.

WEBSITE / FAVICON



16 px

24 px

32 px

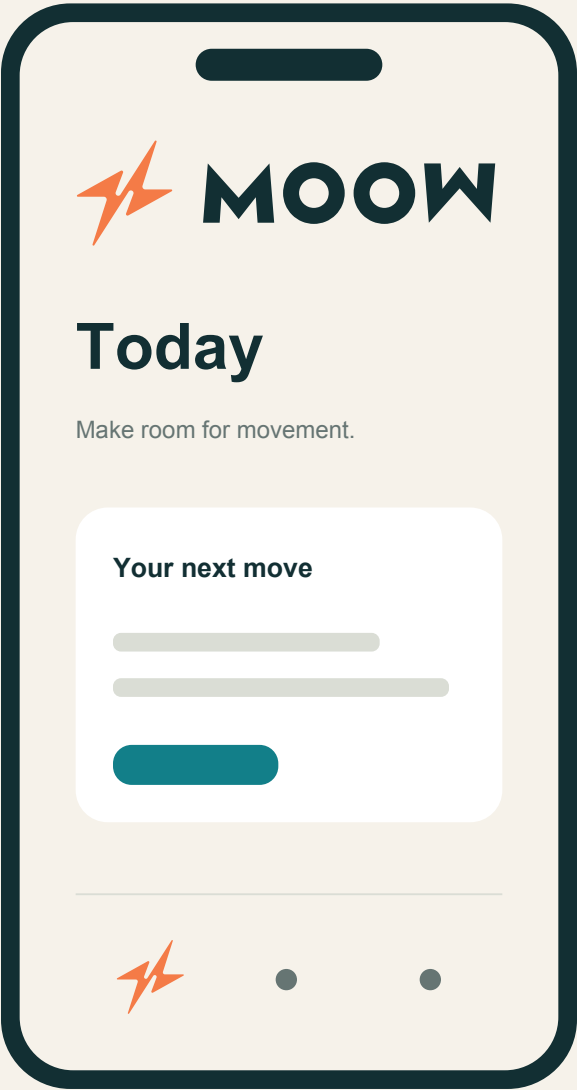
48 px

64 px

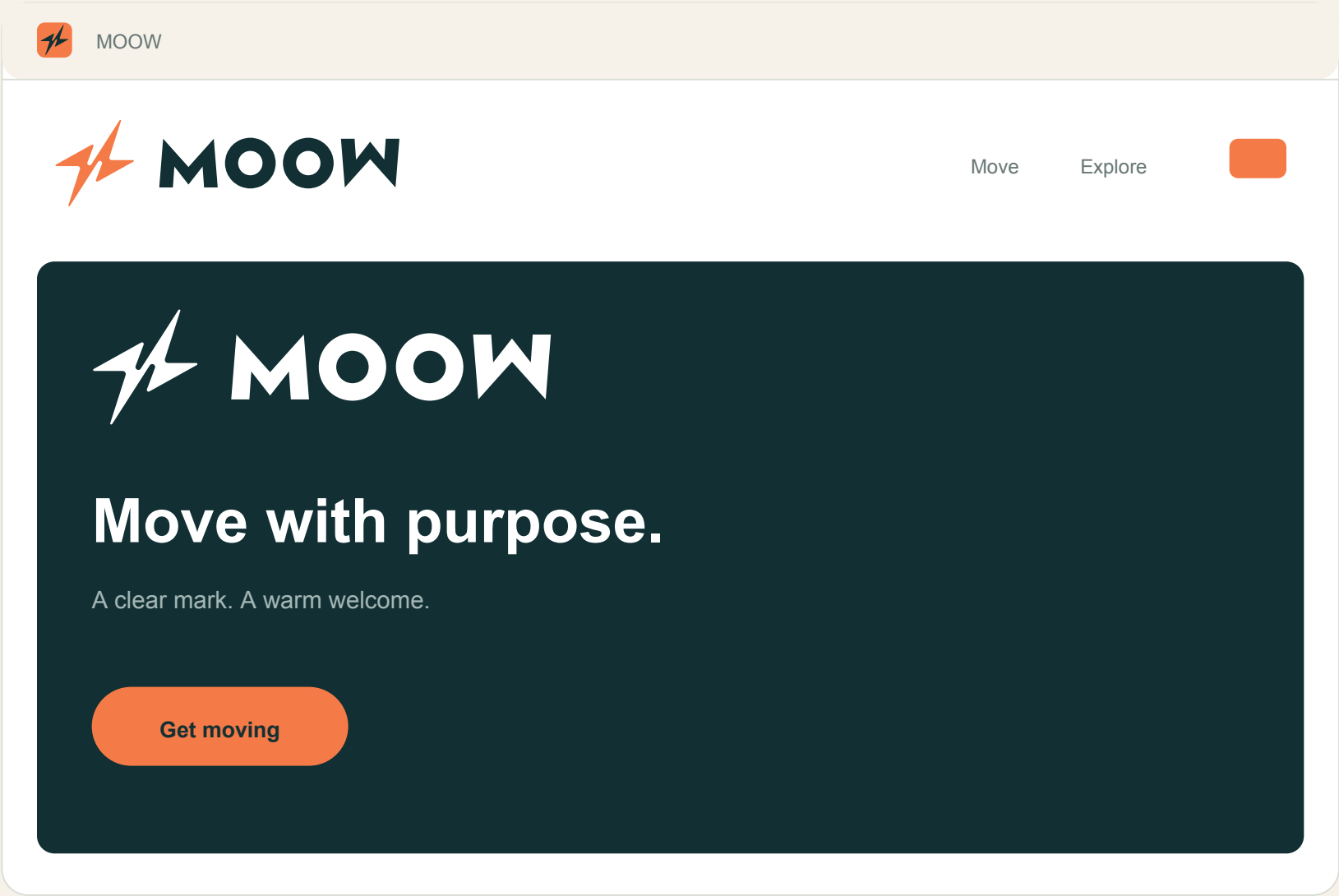
Use the dedicated favicon files. Keep the ink symbol and orange rounded field together.

Recognizable at every entry point.

Illustrative layouts show the hierarchy; use the shared assets in the real interfaces.



MOBILE / LIGHT APPEARANCE



WEB / PRIMARY HEADER AND REVERSED HERO

Open. Hold. Close. Repeat.

The symbol reveals from the center along its diagonal, then closes through the same mask.



FAST-TO-SLOW COLOR HOLDS



0.00 s

6.80 s / seamless loop

FIXED COMPOSITION

Keep the logo size and position fixed. The MOOW wordmark remains fully visible and stationary throughout.

CINEMATIC PACE

Color cuts start quickly and hold longer toward the end. L / WARM closes the loop on the same frame.

DELIVERY

Use the approved 6.8-second loop. Its palette cuts are motion-only treatments. For reduced motion, show a static logo.

Keep the details that make it MOOW.

The approved artwork is the standard for every new surface and export.

01 Use the supplied vectors.

Place the official SVG. For raster-only tools, choose a PNG large enough for the final output.

02 Keep the shape and spacing.

Preserve the connected icon, its open cuts and fixed icon-to-wordmark spacing. Scale uniformly.

03 Keep the Apex Bold lettering.

The M/W rotation, O forms and weight are one construction. Use the complete wordmark artwork.

04 Apply the defined appearance.

Use the primary, dark or reversed logo for the surface. The launcher and favicon always use L / WARM.

05 Let the mark stay clear.

Use a quiet area of an image. Check the whole mark at actual size and keep the required clear space.

06 Export for the destination.

Use sRGB for screens. Proof printed color with the supplier; preserve the source hex values in digital masters.

One source of truth.

The production package contains this identity, its standards and the files needed to use it.

source/	Approved icon, letter outlines, layouts and reproducible builders.
svg/	Horizontal, stacked, symbol and wordmark artwork in approved appearances.
png/	Transparent raster exports for applications without SVG support.
app-icons/	L / WARM launcher, adaptive layers, system monochrome and favicon assets.
motion/	Approved open/close loop, poster, timing and editable motion source.
guide/	This final brand guide.
manifest.json	Checksums that identify the delivered package files.

THE FINAL STANDARD

Apex Bold. Orange symbol and ink wordmark. L / WARM app and website icon. Apply this guide and its current production package whenever MOOW is represented.