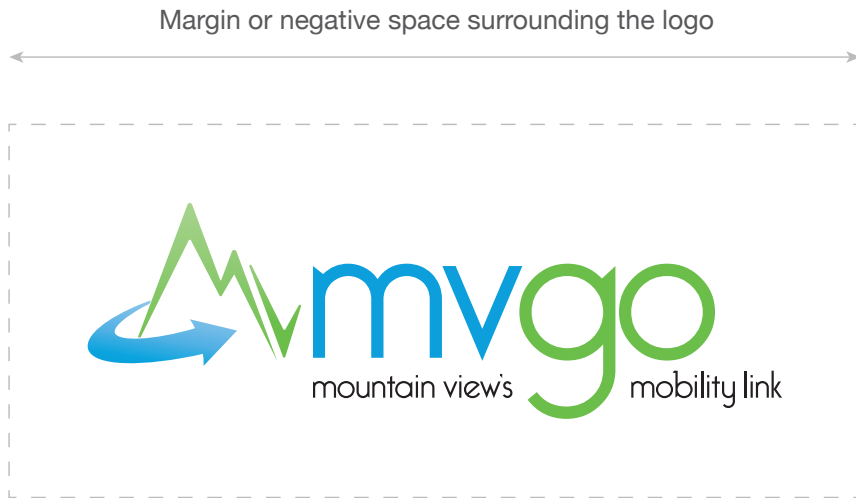


mvgo Logo and Treatments

Standard Iteration of the mvgo logo. To be used where space allows. White is the preferred background color for this version of the logo.



Stacked Iteration of the mvgo logo. To be used where horizontal space is limited.



Gray scale version of the logo. To be used when color is not available



Reversed version of the logo. To be used when only a dark background is available.



Logo Colors

Standard Iteration of the mvgo logo. To be used where space allows. White is the preferred background color for this version of the logo.



Color Specifications for recreating the logo. Gradients are solid color and a 50% screen of solid colors.



Pantone 299 C
Pantone 2995 U
C75 M17Y0 K0
R0 G161 B222
HEX #00A1DE



Pantone 360 C
Pantone 375 U
C56 M0Y98 K0
R97 G194 B80
HEX #61C250



Pantone Cool Gray 8 C
Pantone 430 U
C23 M17Y13 K41
R139 G141 B142
HEX #58595B

bellrose

Special Headlines

Bellrose is the MVGO logo font. It is a core part of the MVGO personality. It's distinctive and has a light, stylized tone. This typeface should be used sparingly.

Quicksand Bold
Quicksand Regular
Quicksand Light

Body Text

Quicksand is our preferred body copy font (all weights and styles.) Please use for normal headers, sub headers and for body copy text. Note that this font can also be used as headlines.

Vag Rounded Bold
Vag Rounded Light
Vag Rounded Thin

Substitute Body Text

Quicksand is a Google font and should be available on all systems. In cases where Quicksand is not available please substitute with Vag Rounded.