Move inSync

Brand Guidelines



October 2026

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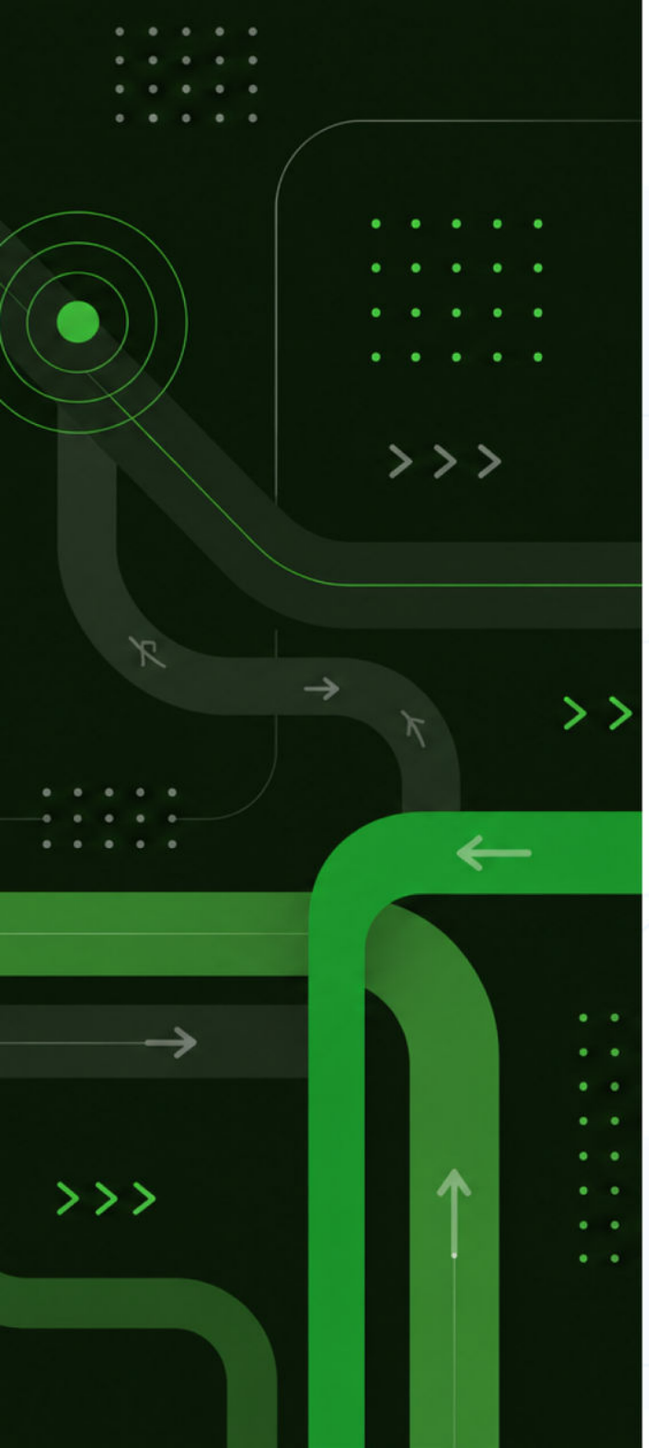
Move inSync
Smart Commute.
Synced Together.
Employee Commute
Shuttle Management
Route Optimization
Live Tracking
Transport Analytics
Safety & Compliance
Attendance Sync
Mobility Insights
One Platform.
Every Journey in Sync.
Dashboard Overview
Active Trips
1,246
On Time Performance
96.8%
Active Vehicles
312
Total Employees
8,742
Trip Summary
Intelligent Routing
AI-powered route optimization
Connected Fleet
Real-time vehicle tracking
Employee Safety
Live alerts and SOS support
Sustainability
Greener commutes, better tomorrow.
Move inSync
Moving People.
Moving Workplaces.
Forward.
Move inSync



01

Brand About



Introduction

Think Office Commute. Think of Us.

MoveInSync is an enterprise mobility management platform designed to simplify workplace transportation through intelligent commute automation, connected mobility systems and seamless employee travel experiences.

Built for modern enterprises and large-scale workforce operations, MoveInSync enables organisations to manage every aspect of employee transportation — from shuttle operations and route optimisation to parking management, employee commute planning, live tracking and transport analytics — within one unified ecosystem.

These guidelines document the visual identity, mobility-first design system and brand principles that define MoveInSync, so every team and partner applies the brand consistently.

Solution

MoveInSync was built to solve the growing complexity of moving a modern workforce. By bringing employee commute, shuttle operations, route optimisation, live tracking, safety and transport analytics into one unified platform, MoveInSync enables organisations to run employee transportation more efficiently, safely and transparently.

Mission

To empower enterprises with intelligent mobility solutions that improve commute efficiency, employee experience, operational visibility and transportation sustainability through technology-driven mobility infrastructure.



Vision

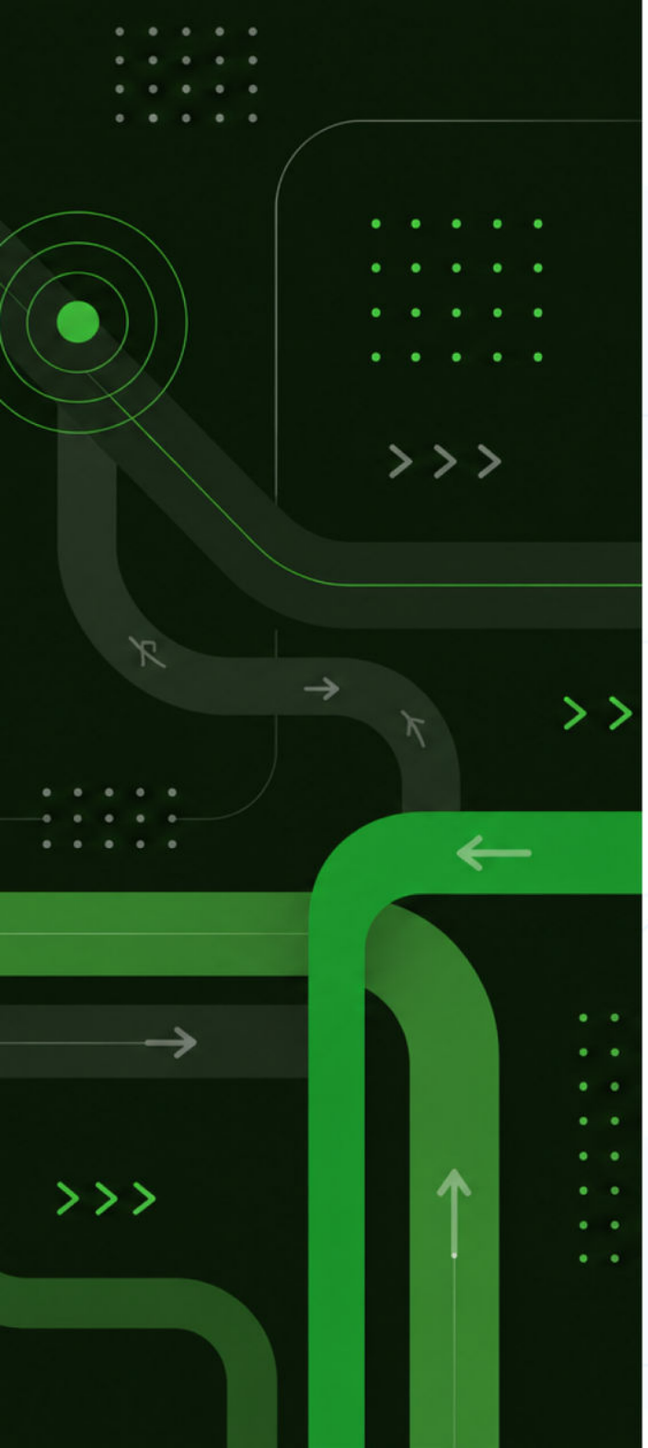
To become the global standard for enterprise mobility platforms by building intelligent, scalable and human-centred workplace transportation ecosystems.

Core Values

- Innovation
- Scalability
- Simplicity
- Trust

Target Audience

- Enterprise organisations
- Transport & fleet managers
- Large corporations
- Facility managers
- IT & workplace transformation teams
- HR and Admin leaders



02

Brand Positioning

What MoveInSync Is

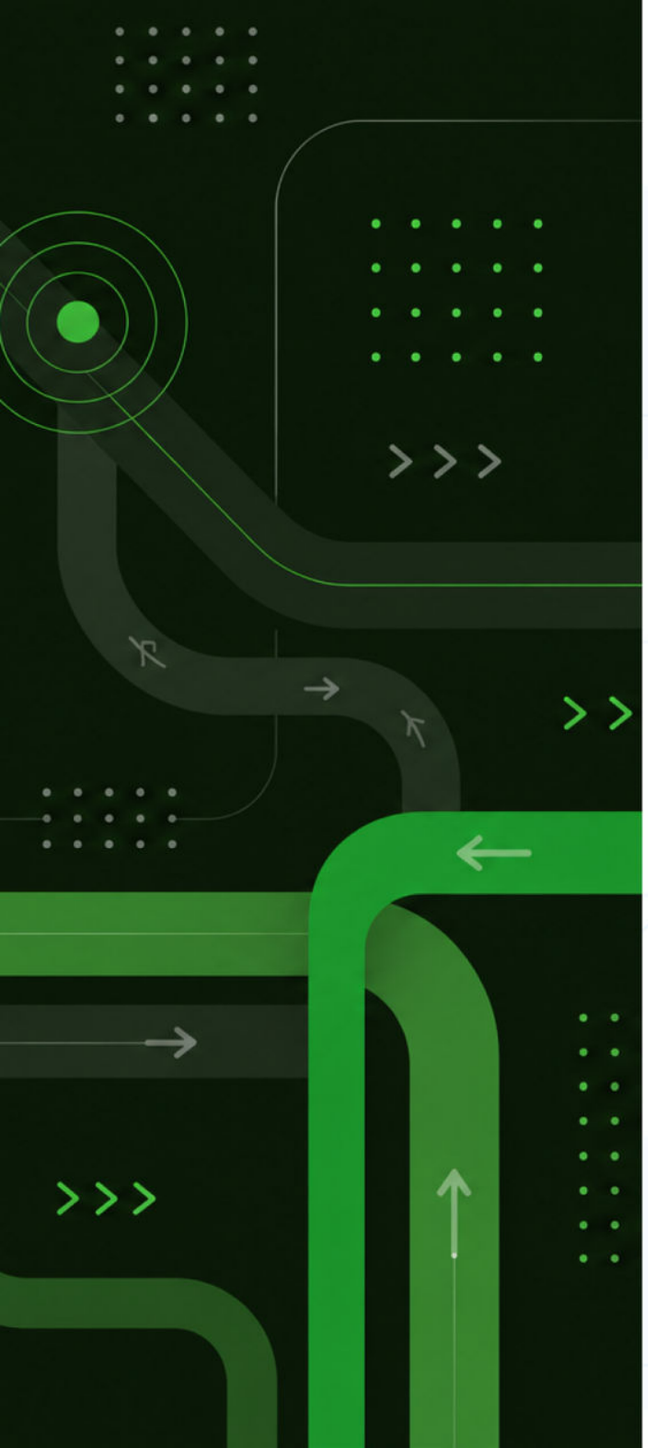
MoveInSync is a comprehensive enterprise mobility platform designed to help organisations manage employee transportation, workplace commute operations and mobility infrastructure seamlessly.

- Optimise employee transportation
- Simplify daily commute operations
- Enhance transport visibility
- Improve workplace accessibility
- Streamline shuttle and fleet management
- Enable data-driven mobility decisions
- Reduce transportation inefficiencies



50M+ trips. 430+ enterprise clients. 39 countries. One platform built to move the modern workforce safely, efficiently and on time.

MoveInSync at a glance



03

Logo System

Logo Types

The logo system includes full, one-liner and icon variants to ensure flexibility across different layouts and use cases. Each version is designed to maintain consistency and recognition.

Type 1 (Full Version)



Type 2 (Icon)



Type 3 (One-liner)



Logo Colour

The logo should primarily be used in the approved brand colours, ensuring strong visibility and consistency across light and dark backgrounds. Avoid using unapproved variations.







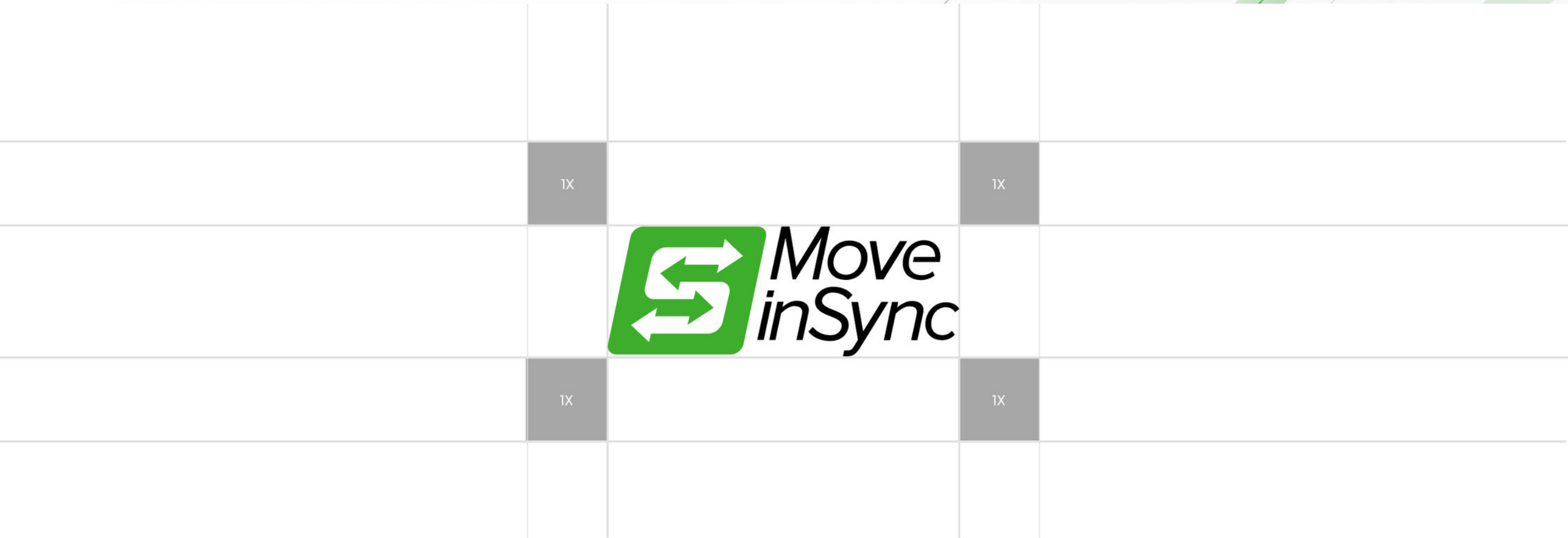
Icon Logo

MoveInSync iconography follows a clean, minimal and functional system designed to represent mobility operations clearly and consistently.



Logo Usage

The logo must be used consistently with proper spacing, alignment and contrast. Correct usage ensures strong brand recognition across all platforms and applications.



Usage Guidelines

These guidelines ensure the MoveInSync brand is used consistently and correctly across all platforms and touchpoints.

01 — Do's & Don'ts

Follow these guidelines to maintain clarity, consistency and brand integrity.



✗ Do not stretch or distort the logo



✗ Do not change colours



✗ Do not add shadows, gradients or effects



✗ Do not alter the typography



✗ Do not add borders or other elements



✗ Do not stretch or distort the logo

02 — When to Use What

Use the right logo variations and assets based on the context and platform.

Digital (Light Backgrounds)



Digital (Dark Backgrounds)



Reversed Icon (Dark Backgrounds)



Print Design



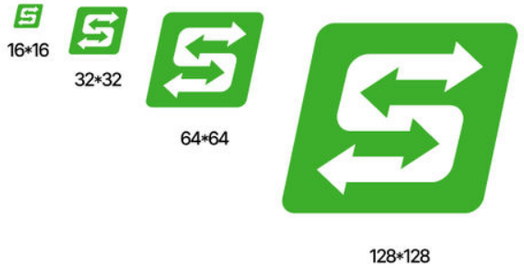
Social Media Icon



Mobile app Icon



Favicon



03 — Consistency Rules

Maintain a unified brand experience across all platforms and materials.

Colour Consistency

Use only the approved brand colours. Do not introduce new colours.

Typography Consistency

Use the approved fonts and maintain hierarchy across all platforms.

Logo Consistency

Use the correct logo variation for the background and format.

Spacing & Layout

Follow the spacing system and layout principles for balanced compositions.

Tone Consistency

Maintain the brand voice and tone across all communications.

Asset Consistency

Use approved icons, illustrations and imagery styles only.

04 — Real Misuse Examples

Avoid these real-world mistakes that weaken brand recognition and trust.

Using a low-resolution or blurry logo.



Altering the logo's proportions.



Rotating the logo.



Poor contrast with the background.



Placing logo on patterns.



Placing the logo too close to other elements.



Adding other elements to the logo.



05 — Incorrect Usage

To preserve brand integrity, avoid the following:

Do Not:

- Stretch or distort the logo
- Change colours outside the approved palette
- Add shadows, gradients or effects
- Rotate or skew the logo
- Place it on low-contrast or cluttered backgrounds



✕ Do not stretch or distort the logo



✕ Do not change colours



✕ Do not add shadows, gradients or effects



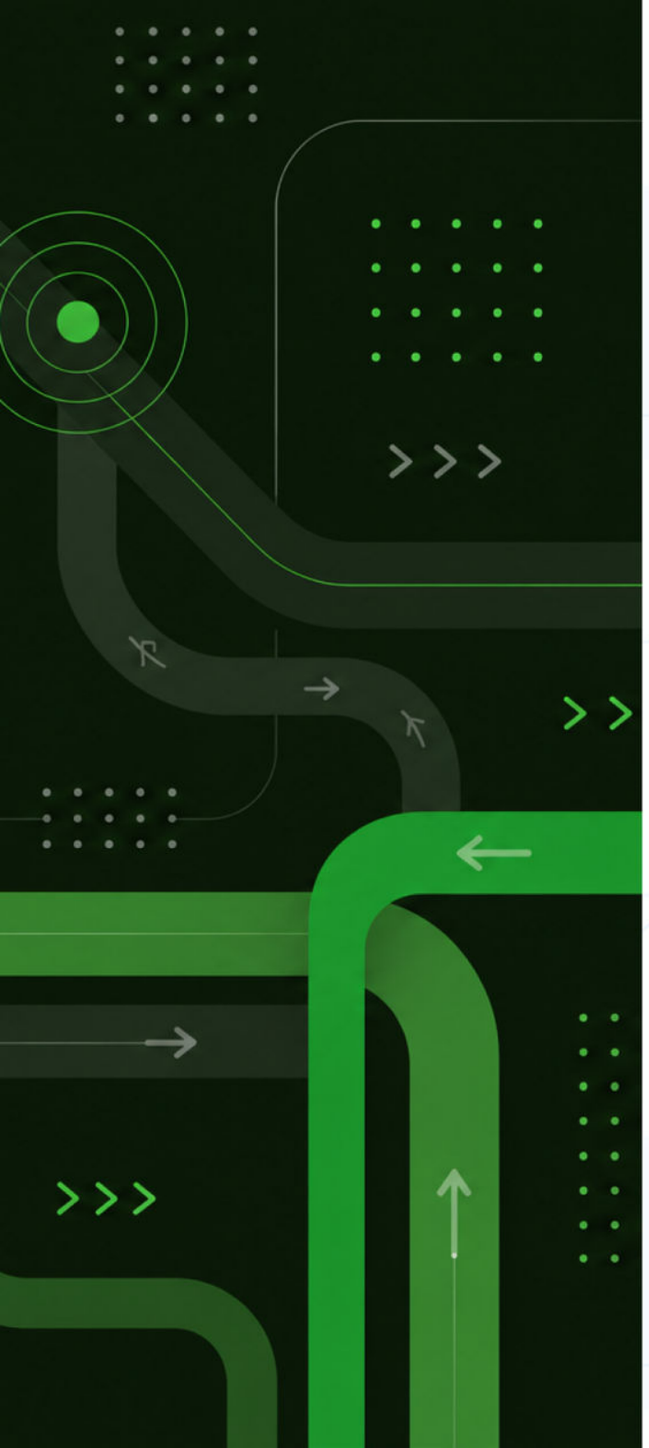
✕ Do not alter the typography



✕ Do not add borders or other elements



✕ Do not stretch or distort the logo



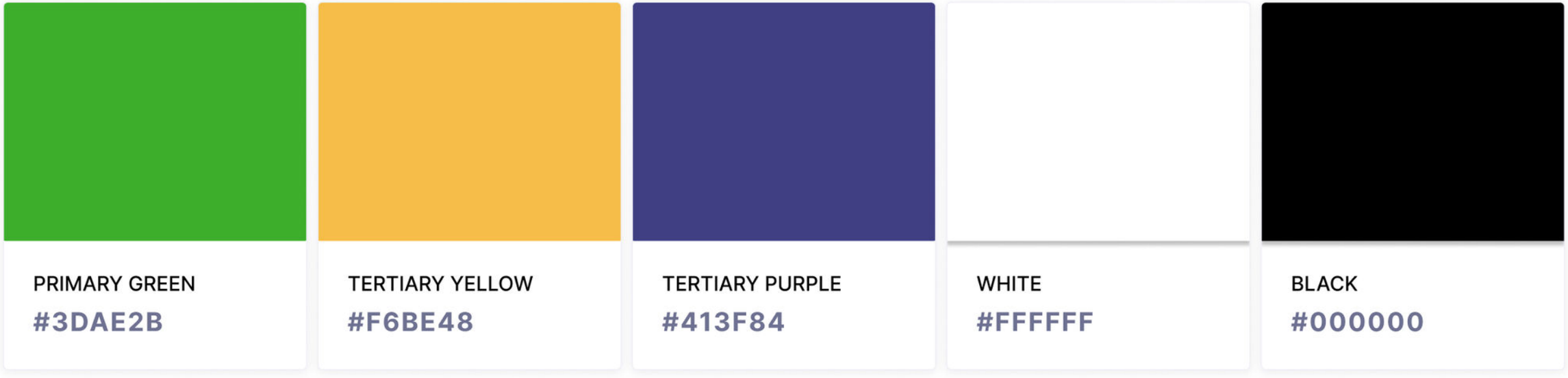
04

Visual Identity

Colour

The MoveInSync colour system is built around a vibrant green that signals movement, reliability and progress, supported by yellow and purple accents and neutral tones for balance and readability.

Colour Palette



Colour Shades

Primary GREEN
#3DAE2B

0	#FFFFFF
0.5	#ECF7EA
1	#D9EFD4
1.5	#C7E7BF
2	#B4DFAA
3	#8ED07F
4	#69C055
5	#43B02A
6	#368D22
7	#286A19
8	#1B4611
8.5	#14350D
9	#0D2308
9.5	#071204
10	#000000

Secondary Black
#171717

0	#949494
0.5	#858585
1	#767676
1.5	#686868
2	#595959
3	#3B3B3B
4	#1E1E1E
5	#000000
6	#000000
7	#000000
8	#000000
8.5	#000000
9	#000000
9.5	#000000
10	#000000

Tertiary Purple
#413F84

0	#F2F2F9
0.5	#E0E0ED
1	#CFCEE2
1.5	#BDBCD6
2	#ABAACA
3	#8887B3
4	#64639B
5	#413F84
6	#34326A
7	#27264F
8	#1A1935
8.5	#141328
9	#0D0D1A
9.5	#07060D
10	#000000

Tertiary Yellow
#F6BE48

0	#FFFFFF
0.5	#FEF9ED
1	#FDF2DA
1.5	#FCECC8
2	#FBE5B6
3	#FAD891
4	#F8CB6D
5	#F6BE48
6	#C99B3A
7	#9C782C
8	#6F551D
8.5	#594416
9	#42320F
9.5	#2C2108
10	#150F01

White
#FFFFFF

0	#FFFFFF
0.5	#FFFFFF
1	#FFFFFF
1.5	#FFFFFF
2	#FFFFFF
3	#FFFFFF
4	#FFFFFF
5	#FFFFFF
6	#E1E1E1
7	#C4C4C4
8	#A6A6A6
8.5	#979797
9	#898989
9.5	#7A7A7A
10	#6B6B6B

Colour Variables

Primary Green #3DAE2B	Green Light Shade #ECF7EA	Secondary Black #171717	Base White #FAFAFA
Base Black #0A0A0B	Success #22BB33	Warning #CC3300	Error #E4626F

Primary Green

Green 100	Green 200	Green 300	Green 400	Green 500	Green 600	Green 700	Green 800	Green 900	Green 1000
#E1F7DD	#C3EEBC	#A5E69A	#87DE79	#69D657	#4ACD36	#349425	#2B7B1E	#226118	#194812

Tertiary Yellow

Yellow 100	Yellow 200	Yellow 300	Yellow 400	Yellow 500	Yellow 600	Yellow 700	Yellow 800	Yellow 1000
#FDF2DA	#FBE5B6	#FAD891	#F8CB6D	#F4B225	#E9A20B	#C78A0A	#A47208	#5E4105

Tertiary Purple

Purple 100	Purple 200	Purple 300	Purple 400	Purple 500	Purple 600	Purple 700	Purple 800	Purple 900	Purple 1000
#E5E4F2	#CBCAE6	#B0AFD9	#9694CC	#7C7ABF	#625FB3	#4E4C9F	#36346D	#2A2956	#1F1E3F

Neutrals

Base White	Neutrals 100	Neutrals 200	Neutrals 300	Neutrals 400	Neutrals 500	Neutrals 600	Neutrals 700	Neutrals 800	Neutrals 900	Neutrals 1000	Base Black
#FAFAFA	#E3E3E3	#CCCBCB	#B5B3B3	#9F9C9C	#898384	#726C6C	#5A5555	#433E3F	#2B2829	#151314	#0A0A0B

Success

Success 100	Success 200	Success 300
#ADF0B5	#5CE16B	#188424

Warning

Warning 100	Warning 200	Warning 300
#FFB399	#FF6633	#912400

Error

Error 100	Error 200	Error 300
#E4626F	#C03744	#8C1823

Typography

A modern, highly readable type system that establishes clear hierarchy and consistency across all touchpoints. Designed to enhance clarity in both content-heavy and UI-driven environments.

Move inSync

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
pQqRrSsTtUuVvWwXxYyZz

1234567890!? | !@#$%^&*()<>?:{}|

Inter

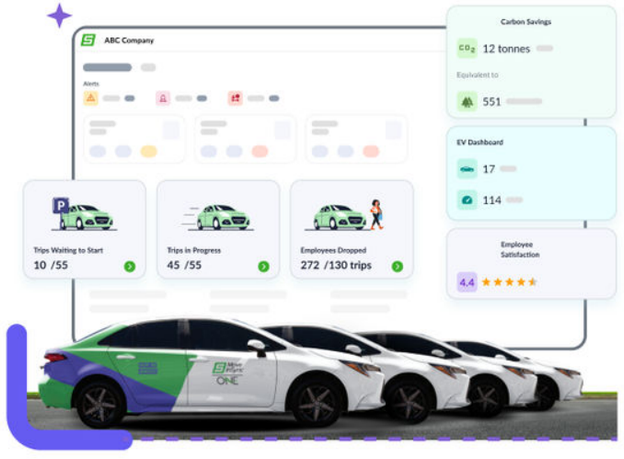
Aa

Thin	
Extra Light	**Semi Bold**
Light	**Bold**
Regular	**Extra Bold**
Medium	**Black**

UI Image Assets Style

Product imagery pairs real people and branded MoveInSync vehicles with floating UI cards from the platform, such as trip alerts, dashboards and live maps, so every visual shows the product at work.





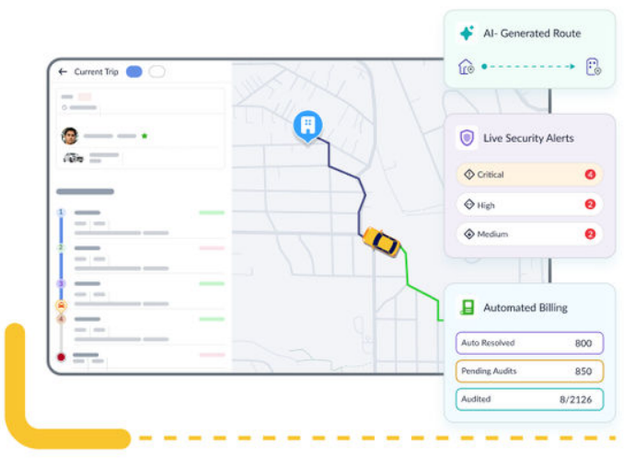


Image Style

Iconography follows a clean, minimal and modern style with simple geometric forms and consistent design. It helps represent MoveInSync's services clearly while maintaining a professional and premium SaaS brand feel.



Home to Office



Nodal Pickup and Drop



Metro Feeder



On-Demand Shuttle



Business Car Rentals



Intra-Office Shuttle

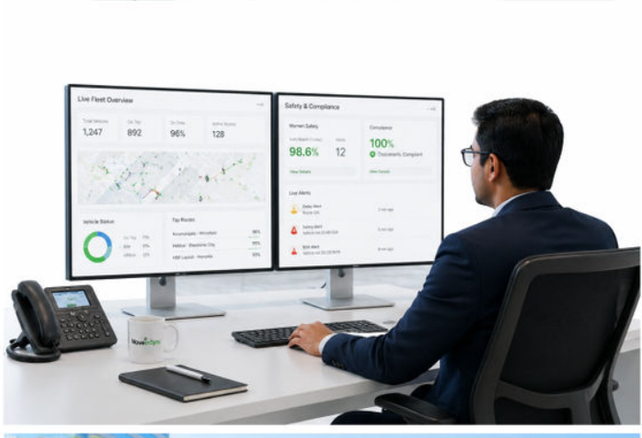
Image Aesthetics

Visuals follow a clean, modern and enterprise-focused aesthetic with balanced lighting and minimal distractions. Emphasis is placed on clarity, professionalism, and real-world workplace relevance.





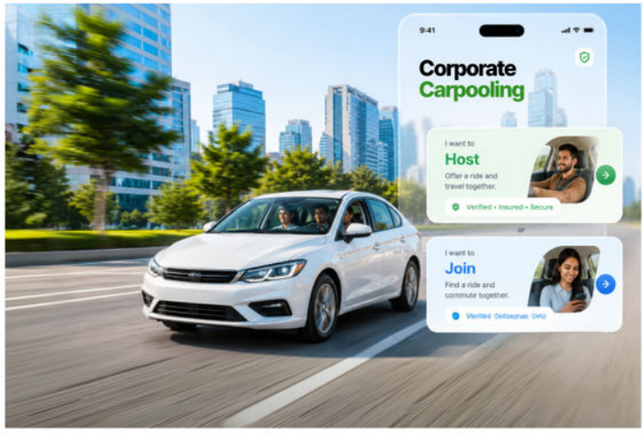








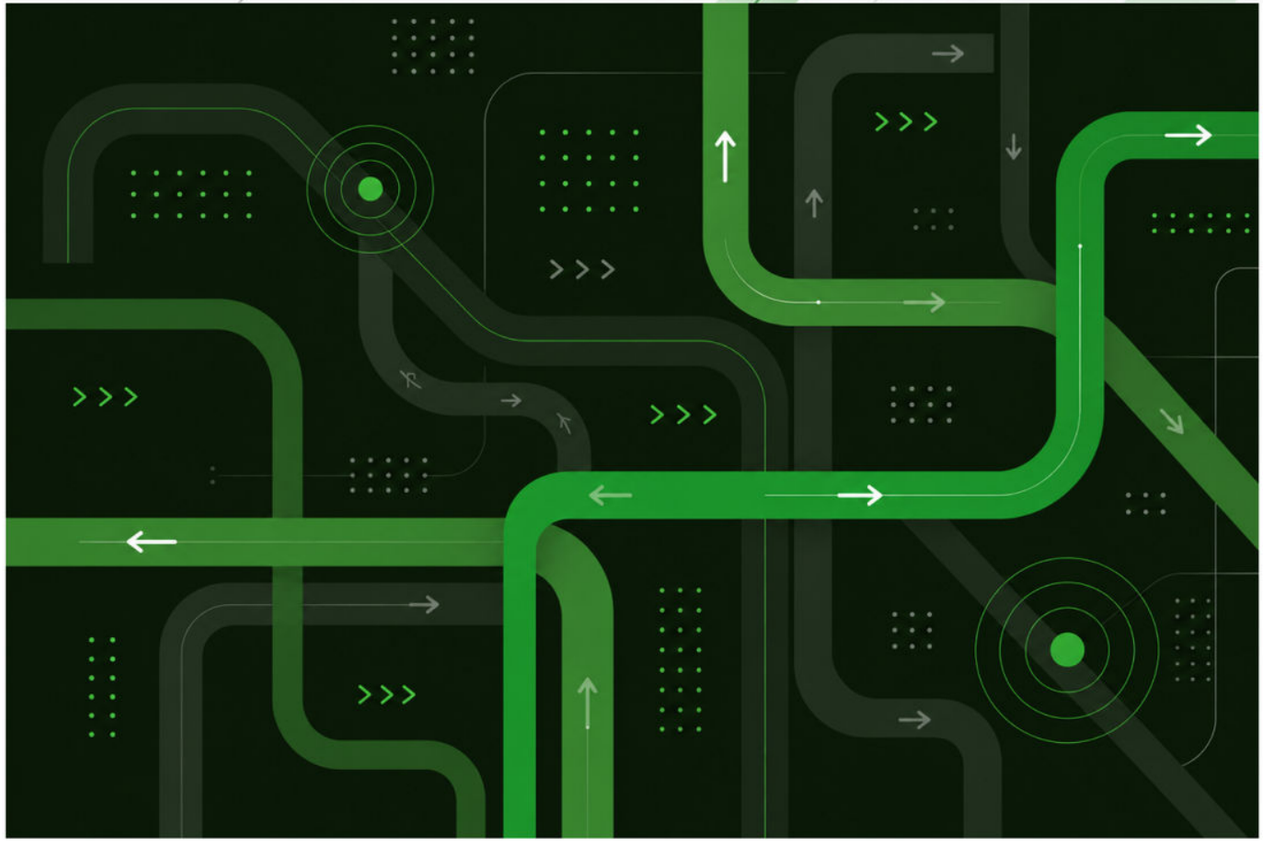




Shapes & Patterns

Simple geometric shapes form a subtle, structured pattern system that supports the visual identity.
Used to add depth and consistency without distracting from content.






Move inSync
Product
Services
Our Customers
Resources
About Us
Investors
Request a Demo
IN
Mobility Conclave 2026 - Rethinking Commutes, Enabling Future Growth. Click to know more!
Think Office Commute. Think of Us.
Driven by innovation, powered by sustainability – MoveInSync simplifies employee transportation.
Request a Demo
Move inSync
Enterprises that Trust Us
Walmart
Microsoft
Infosys
concentrix
Google
Technical Support
Move inSync
Move inSync
Move inSync
KINFOLK
CEREAL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Think Office Commute. Think of Us.
Move inSync
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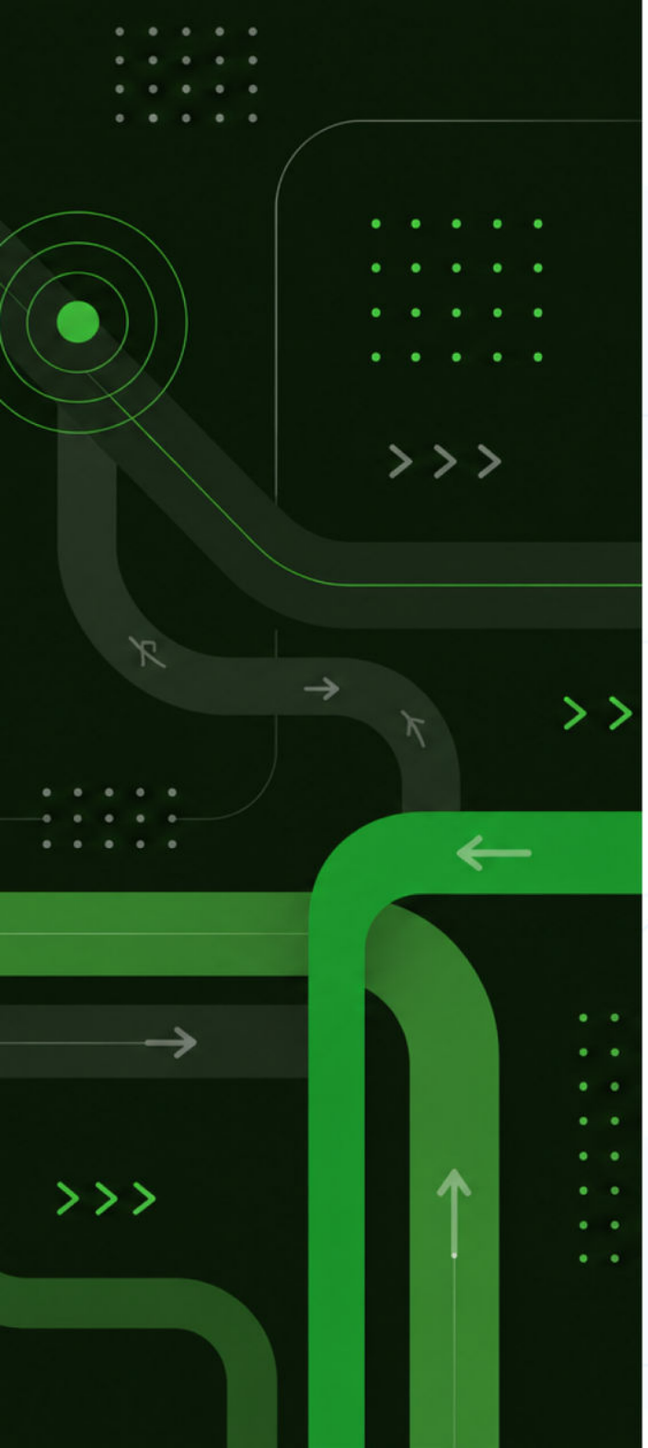
Move inSync
Think Office Commute. Think of Us.
Move inSync
Think Office Commute. Think of Us.



05

Design System

Design System

A structured system of grid, spacing and layout principles that ensures consistency and scalability across all interfaces. Designed to create clear, intuitive and cohesive user experiences.

Grid System

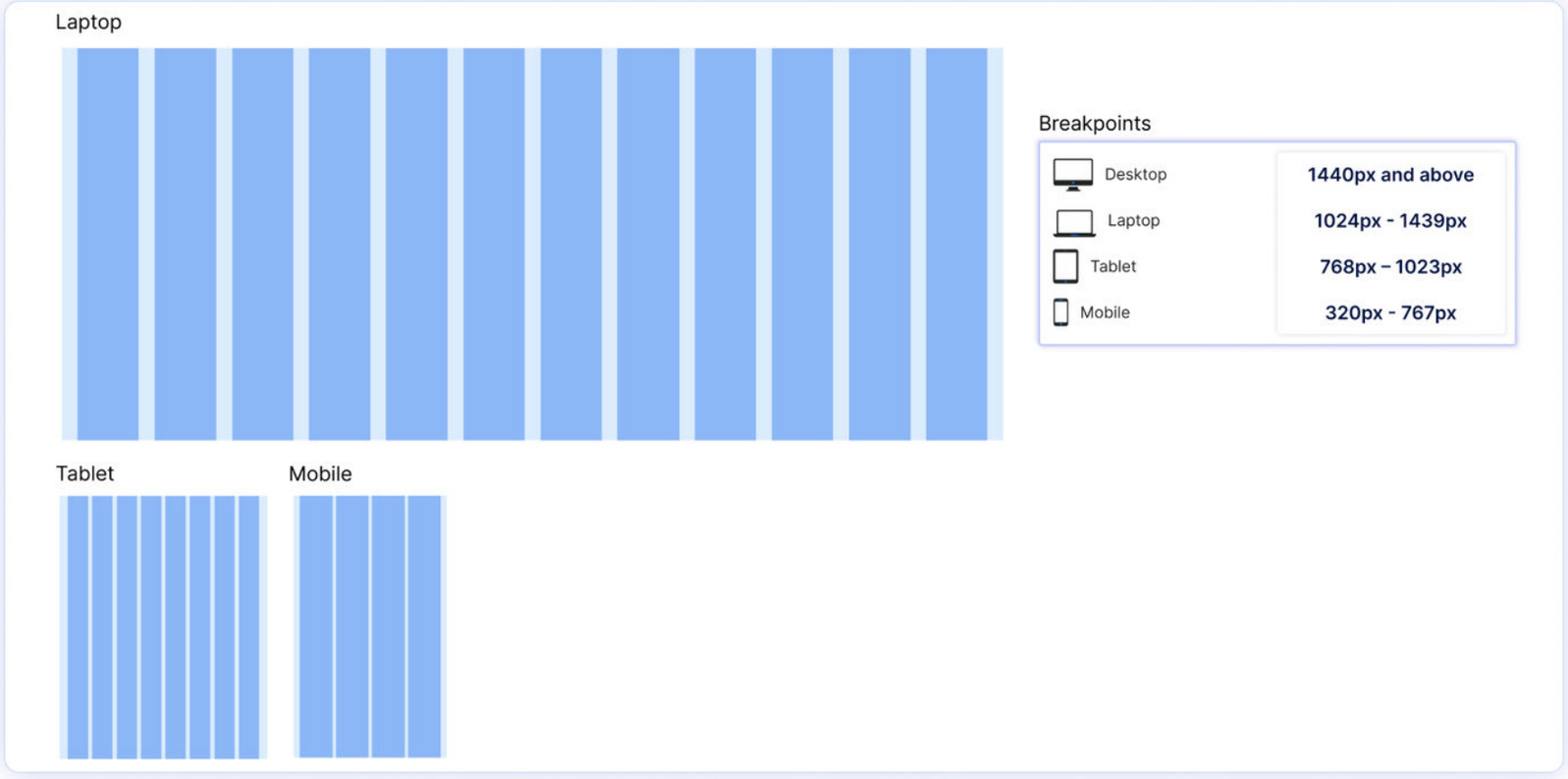
A structured grid ensures consistency across layouts.

Structure

- Desktop: 12-column grid
- Tablet: 8-column grid
- Mobile: 4-column grid

Guidelines

- Maintain consistent margins and gutters
- Align all elements to the grid
- Use the grid for both UI and marketing layouts



Spacing System

Spacing follows a consistent scale to maintain rhythm.

Base Unit

- 8pt system

Scale

- 2 / 4 / 8 / 12 / 16 / 24 / 32 / 48 / 64

Usage

- Use consistent spacing between components
- Maintain vertical and horizontal rhythm
- Avoid arbitrary spacing values

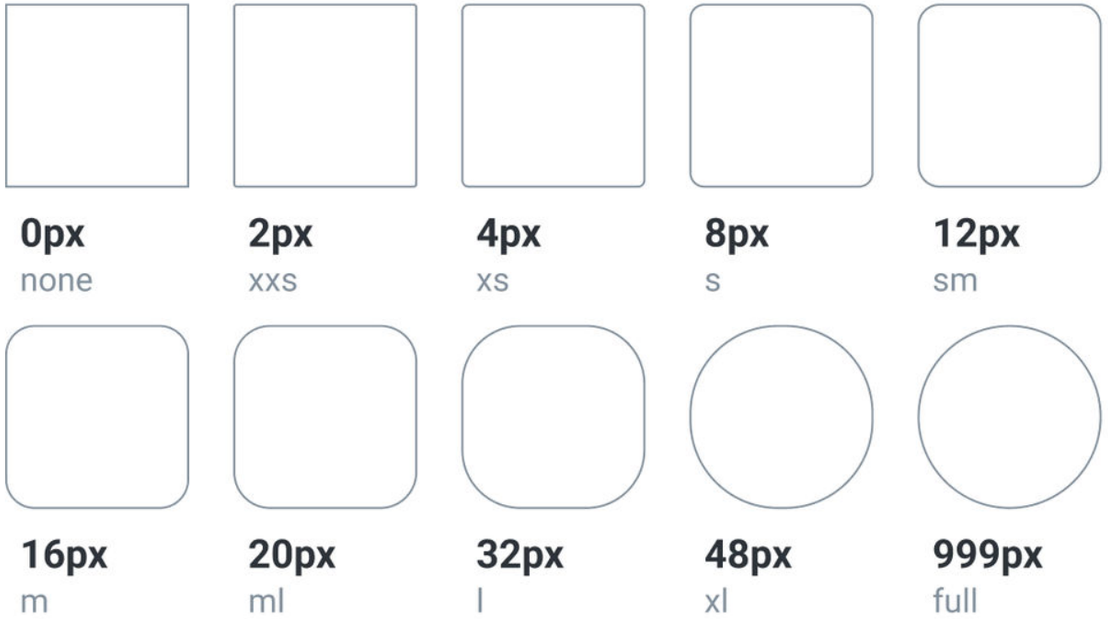
Name	Size	Pixel	Preview
base	1rem	16	
xxs	0.125rem	2	
xs	0.25rem	4	
s	0.5rem	8	
sm	0.75rem	12	
m	1.5rem	24	
ml	2rem	32	
l	3rem	48	
xl	4rem	64	

Corner Radius

Corners follow a fixed scale so every surface feels part of one system.

Scale

- 0 / 2 / 4 / 8 / 12 / 16 / 20 / 32 / 48 / 999px

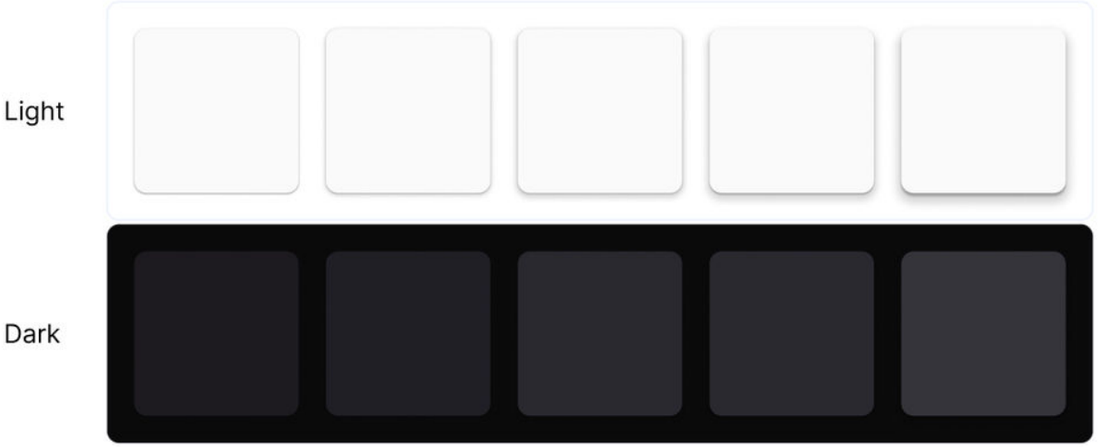


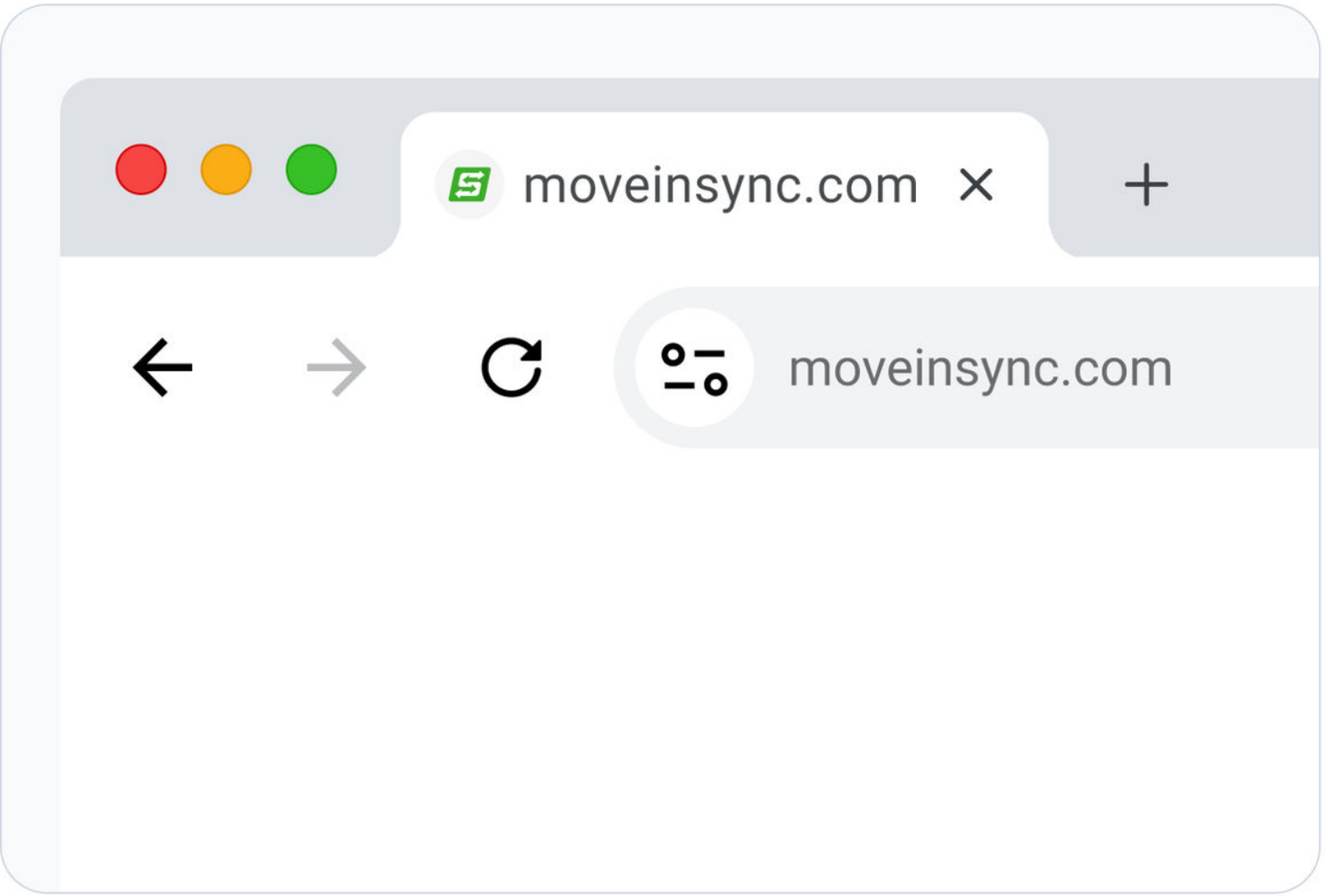
Shadows

Five elevation levels, shown on light and dark surfaces. Use the lowest level that separates a layer from its background.

Scale

- Level 1 (subtle) → Level 5 (strong)

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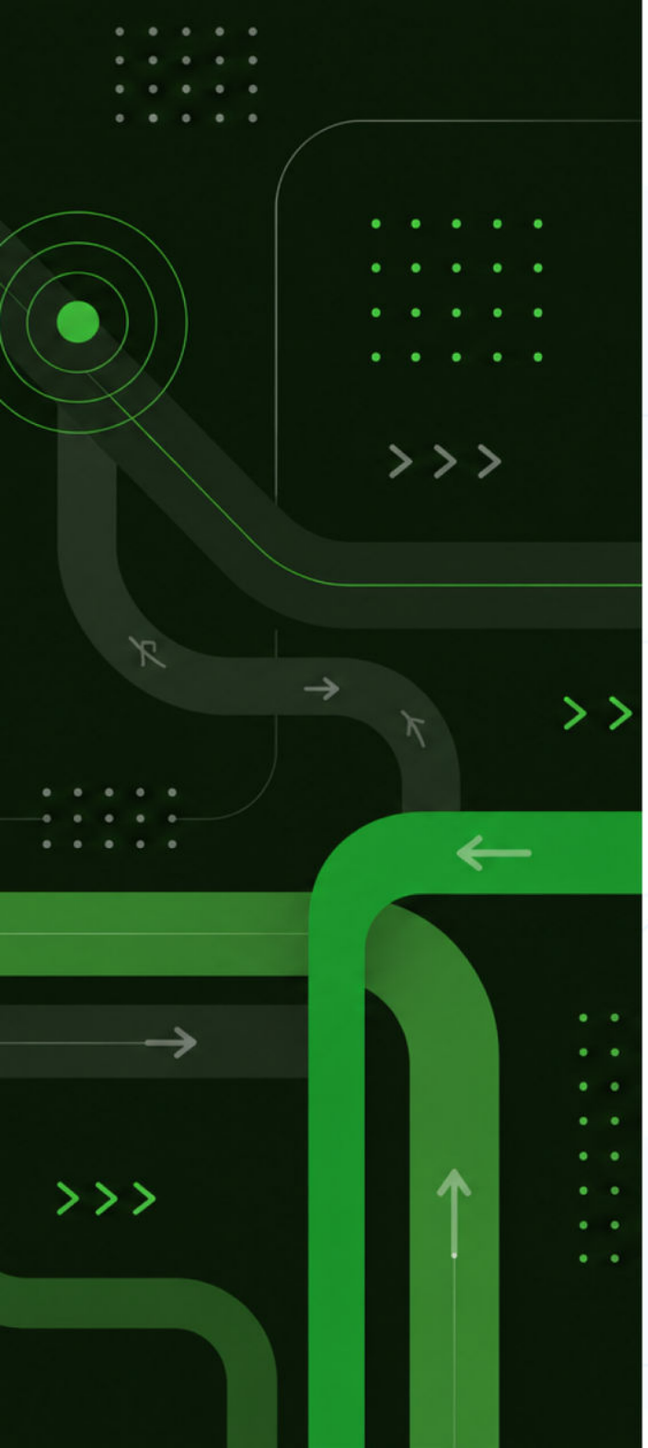
Move
inSync



06

Vehicle Branding



Car (Right side)



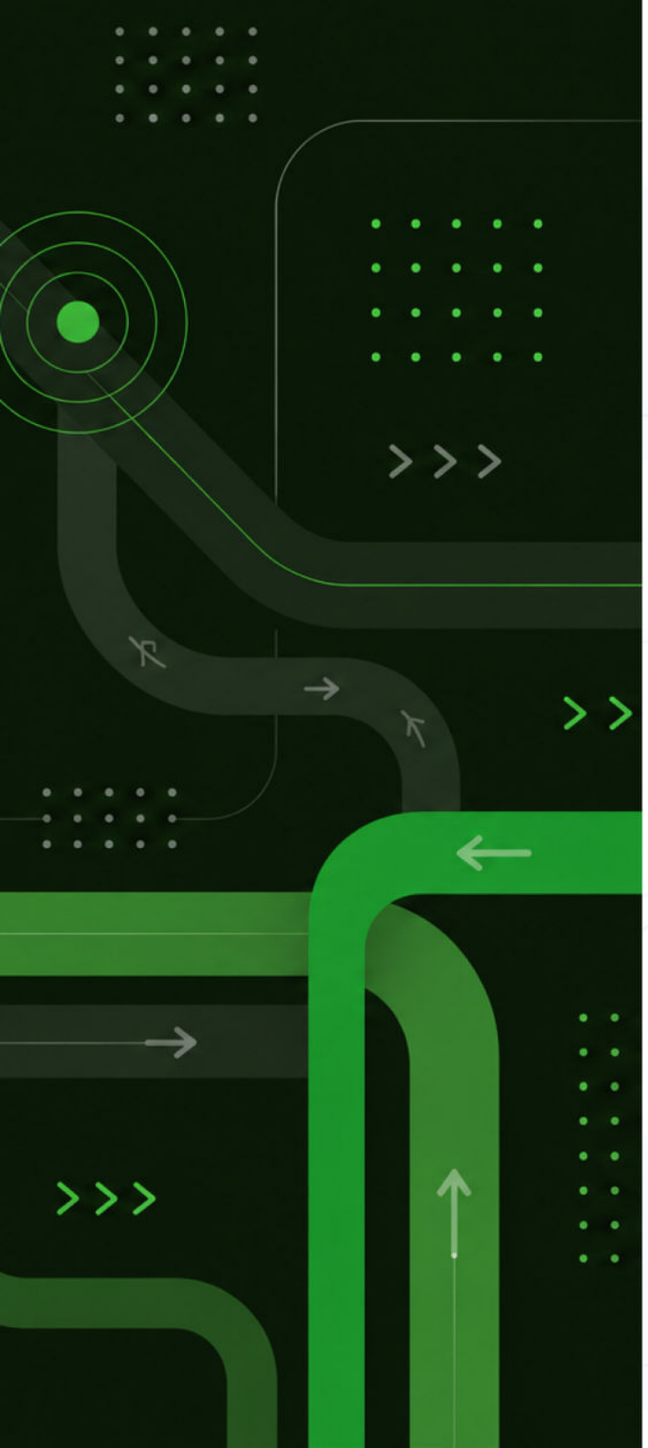
Car (Left side)



Bus Shuttle (Right side)



Bus Shuttle (Left side)



07

Mockups


Cafeteria Utilization
68%
Desk Booking
72%
Utilization
Meeting Rooms
85%
Utilization
Floor Kiosk
120+
Daily Check-ins
Parking Availability
43%
Spots Free
Visitor Management
98%
Pre-Registered
CNG
SIMPLIFYING OFFICE COMMUTE
Move inSync
Move inSync
Simplifying Office Commute

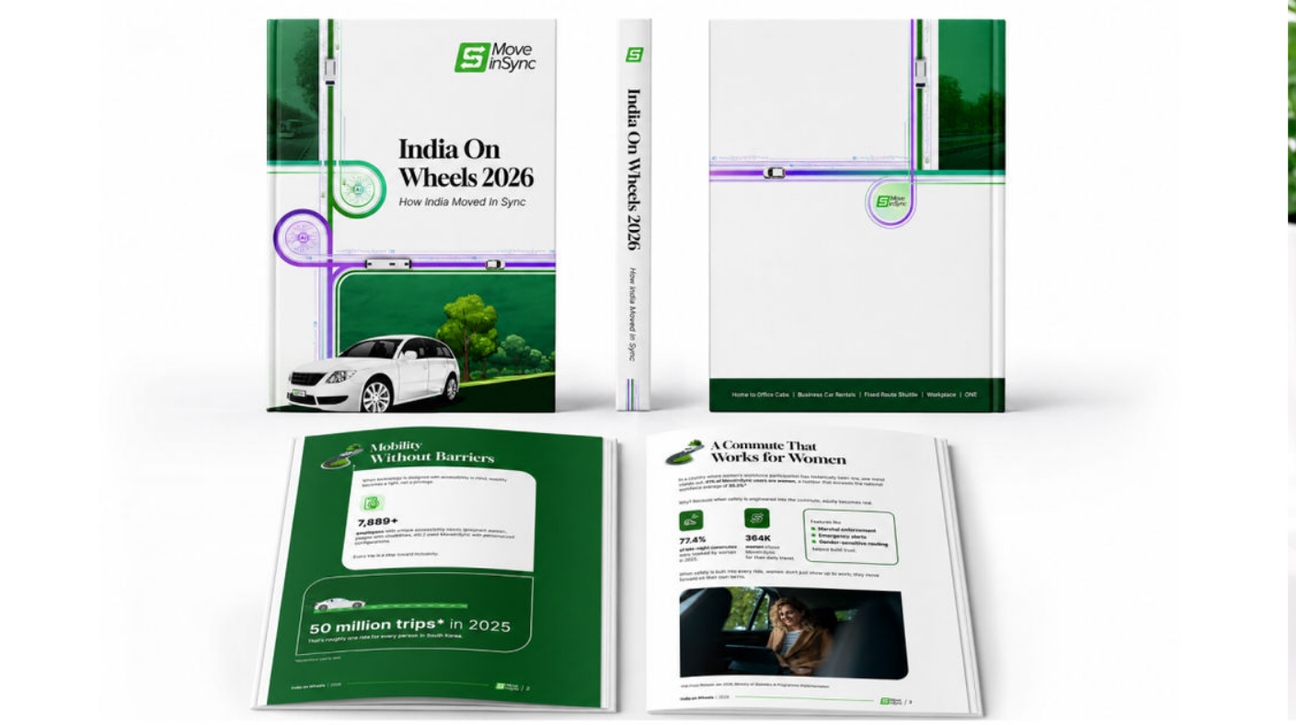

CNG
SIMPLIFYING OFFICE COMMUTE
Move inSync
Reception
Meeting Rooms
Workstations
Cafeteria
Restrooms
All Set!
Amber Lynn Smith
Mother, Alex Smith
amberlynnsmith@gmail.com
+141 731 292 3478
Access Level: 3rd floor premises
Check in: 01:36 PM
Valid until: 07:00 PM
Your Access Pass is ready!
Please enjoy your visit at XYZWES.
Print and Proceed


Move inSync
Think Office Commute.
Think of Us.
Move inSync
Move inSync
Think Office Commute.
Think of Us.


9:41
moveinsync_official
MoveInSync
Move inSync
648
posts
759
followers
0
following
World's largest Employee Commute platform, serving 430+ Clients, including 112 Fortune 500 Companies, across 39 Countries.
linktr.ee/moveinsync
moveinsync_official
Followed by _streetenough, monikanigha and 8 others
Follow
Message
Jobs
Events
Fun
Incidents
WE CARE REPLACE COMPLAIN. PLANT.
We asked the women at
Move inSync
What they appreciate the most in their teammates
MoveInSync
brodcast
Q1 HIGHL
MoveInSync
brodcast
NCR Edition
Happy New Year
2026


Move
inSync
Move
inSync


Think Office
Commute.
Think of Us.
Move
inSync
Move
inSync
Move
inSync
Think Office Commute.
Think of Us.


India On Wheels 2026
How India Moved In Sync
India On Wheels 2026
Mobility Without Barriers
7,889+
50 million trips* in 2025
A Commute That Works for Women
77.4%
364K


May 2026
SUN MON TUE WED THU FRI SAT
Think Office Commute.
Think of Us.
Driven by innovation, powered by sustainability – MoveInSync simplifies employee transportation.
Smarter Commutes.
Better Tomorrow.


Lt Cdr E Kushwanth
Senior Manager-Technology Sales
MoveInSync Shuttle
0091-7204498858
kushwanth@moveinsync.com
endlurikushwanth@gmail.com
https://www.linkedin.com/in/endlurikushwanth/
moveinsync.com


Akash Manoj
Emp ID : 1882
Blood Group:
O+
If found please return to
Plot No. 439, #1st, 2nd, 3rd & 4th Floor, 17th Cross Road, Sector 4, HSR Layout, Bengaluru, Karnataka - 560102
Ph: 080-61937937
In case of emergency
7559026240

Move inSync

2026

Think Office Commute.
Think of Us.



Reach out to us →

Designed by Akash Manoj

These brand guidelines define how MoveInSync looks, sounds and shows up across every channel.

Instagram LinkedIn X (Twitter) www.moveinsync.com