MoveInSync

BRAND KIT

Read me first

Everything you need to use the MoveInSync brand correctly: what is in this kit, which file to use where, and the few rules that keep the brand consistent.

Version October 2026 · Full guidelines: 06-Guidelines/MoveInSync-Brand-Guidelines.pdf

01

What is in this kit

01-Logos/	Full logo, one-liner logo and icon as SVG (scalable, for web and design tools), PNG (transparent, for documents and slides) and PDF (vector, for print). Full and one-liner logos come in Colour, Reverse and White; the icon in Colour and White.
02-App-Icons-Favicons/	favicon.ico (16, 32, 48 px), favicon.svg and app icons at 16, 32, 48, 64, 128, 180, 192 and 512 px. The 180, 192 and 512 px icons sit on a white square for app stores and home screens.
03-Colours/	Colour palette PDF, Adobe swatch file (.ase) for Illustrator, Photoshop and InDesign, a plain-text colour list, one swatch card per colour, and the Colour Shades, Colour Scale and Status scale PDFs.
04-Typography/	Inter, our only typeface: variable fonts (roman and italic), static Regular, Medium, Semi Bold and Bold, the SIL Open Font Licence and a Google Fonts link.
05-Patterns/	Light and dark route patterns as PNG and JPG.
06-Guidelines/	MoveInSync-Brand-Guidelines.pdf: the complete brand book, 43 pages.

Which file format should I use?

- **Website, app or design tool:** SVG.
- **Word, PowerPoint, Google Docs or Slides:** PNG.
- **Print, signage, merchandise:** PDF (send it to your printer as is).

02

Which logo to use



Colour: on white and light backgrounds. Use this whenever you can.



Reverse: on dark backgrounds and photos.



White: on Primary Green and other brand colours.



Full logo: brand documents, print and high-visibility placements.



One-liner logo: where height is limited, such as headers and banners.



Icon: social profile pictures, app icons and favicons.

Clear space and size

Keep clear space equal to the height of the logo icon (1X) on every side. Never place text, images or other logos inside it.

Never

✕ stretch, distort or rotate the logo ✕ change its colours ✕ add shadows, gradients, effects, borders or other elements ✕ retype the wordmark ✕ place it on low-contrast or busy backgrounds

03

Colour and type at a glance

Primary Green
#3DAE2B
Brand colour

Green Light Shade
#ECF7EA
Backgrounds

Tertiary Yellow
#F6BE48
Accent

Tertiary Purple
#413F84
Accent

Secondary Black
#171717
Text

Accessibility: white text on Primary Green is 2.9:1, which only passes for large, bold text. For buttons and links with small text, use Green 800 #2B7B1E (5.3:1). Never use yellow for text on white.

Typography

Inter is MoveInSync's only typeface. Use Regular for body text, Semi Bold for headings and Bold for display text. Do not mix Inter with other typefaces. It is free on Google Fonts and included in 04-Typography.

Writing our name

Always write **MoveInSync**: one word, with a capital M, I and S. Use MoveInSync® on first mention in formal and printed materials. Never abbreviate it in external communication.

✓ You may

- Link to MoveInSync or show an integration with it
- Use the logo in news, reviews and case studies
- Use the logo on pages where MoveInSync is a confirmed partner

✕ You may not

- Imply MoveInSync endorses you without written approval
- Use "MoveInSync" in your own product, company or domain name
- Make our logo larger or more prominent than your own brand

Questions

For brand questions, press enquiries or assets that are not in this kit, visit moveinsync.com/brand-kit.

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