



MomentFeed Press Kit v1.0

MomentFeed Brand Guide/Press Kit

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01 Logo

Primary Combo Mark Color, Primary Reversed, Black, & Full Reversed
Forbidden Usage, Clearspace, & Minimum Size

04

05

Brand Logos

The MomentFeed logo is comprised of two elements, the Logo Mark and Logo Type.

The Logo Mark takes the shape of a wing launching into flight, a strong emotional signal designed to give the feeling of empowerment. The sharp points illustrate the idea of pinpoint accuracy, tempered by rounded edges to soften the mark and bring in the feeling of approachability. The two distinct, angled strokes, have an authentic tie-in to the original MomentFeed logo, while shifting the eye upward and forward to show innovation. The bold weights show reliability, while the each stroke can represent MomentFeed and its audience, illustrating how MomentFeed supports and 'lifts up' their customers with care.

The MomentFeed Logo Type is set in a customized version of the LTF Etica typeface. LTF Etica is very legible, and was chosen as the typeface for the MomentFeed brand because it feels modern, approachable, and technical.

Primary Combo Mark



Color



Black



Color Reversed



Full Reversed

Primary Combo Mark

The MomentFeed Primary Combo Mark is the preferred mark for most applications, and should always be considered for use before any of the other marks.

Preferred placement is the upper right corner, or perfectly centered in an application. Acceptable alternate placements include the lower right corner and vertically centered along the left edge of the application.

Created in vector format, the mark can work across all media channels at any size or scale without degrading.

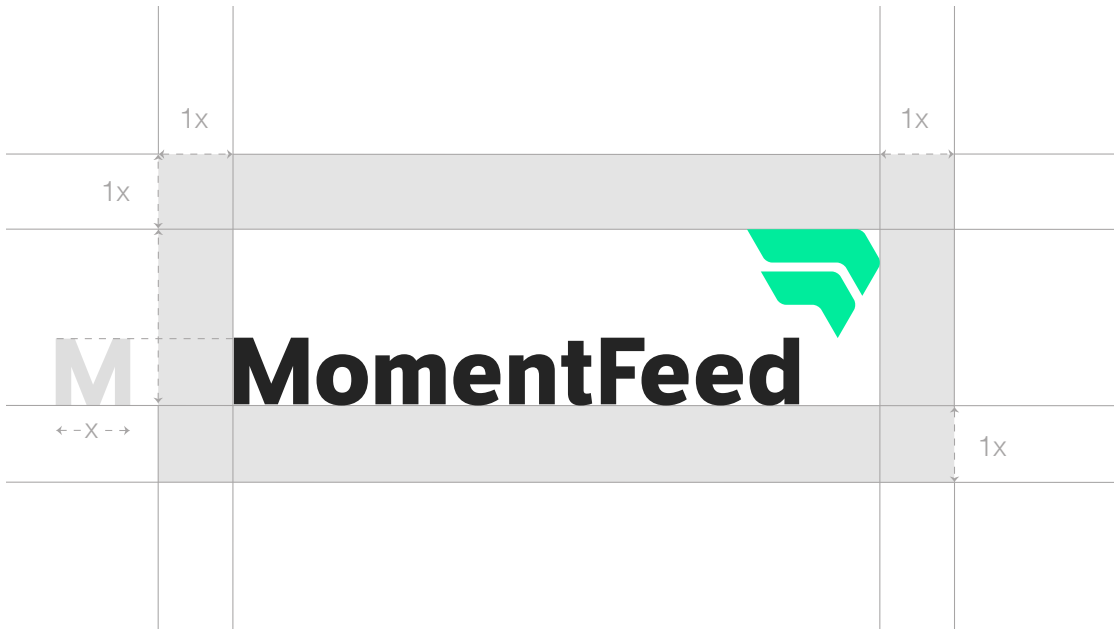
Forbidden Usage



Examples of Forbidden Usage

1. Don't change any colors of the original logo.
2. Don't skew or stretch the logo to fit in a space.
3. Don't rotate or change orientation of the logo.
4. Don't add a drop shadow or other effects to the logo.
5. Don't switch or change any of the fonts in the logo.
6. Don't add a stroke of any sort around the logo.
7. Don't reposition or realign any elements of the logo.
8. Don't scale the type from its original size.
9. Don't scale the mark from its original size.

Primary Combo Mark Clearspace



Primary Mark Clearspace

To ensure legibility of the Primary Combo Mark, it must be surrounded with a minimum amount of clearspace. This isolates the Primary Combo Mark from competing elements such as photography, text, or background patterns that may detract attention and decrease the legibility. Using the Primary Combo Mark in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the MomentFeed brand.

The clearspace minimum is equivalent to 1x height of the “Brand Mark” in the Primary Combo Mark (shown here as “x”), regardless of the size at which the logo is reproduced.

Minimum Size Primary



Minimum Size

To ensure legibility of all Marks, they should never be reproduced at sizes smaller than defined here.



02 Color

Primary Color Palette

09

Brand Colors

To ensure the consistency of the MomentFeed visual identity, specifications for each color are provided for use in print, web, and electronic presentation applications. Pantone values are provided for color printing applications; RGB values are listed for electronic presentation applications.

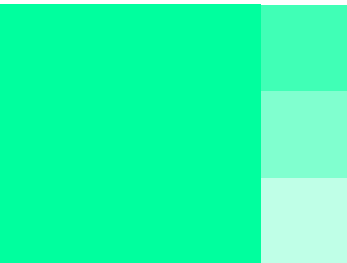
Use of the colors as specified is critical to the consistent expression of the MomentFeed brand.

Primary Color Palette

The Primary Color Palette are the colors most associated with the MomentFeed brand and should be used in all branded applications.


The extra-bright DeNovo Green should only be used on dark backgrounds, as it does not have sufficient contrast to ensure legibility on light backgrounds. DeNovo Dark should only be used on light backgrounds. DeNovo Green and DeNovo Dark are not interchangeable across background colors.

De Novo Green (Dark Backgrounds)




RGB // 0 255 158
HEX // #00FF9E
Pantone //
Solid Coated 3385 C
Pastels Neons Coated 916 C
Solid Uncoated 3375 U
Metallic 8302 C

De Novo Dark (White Backgrounds)




RGB // 0 236 156
HEX // #00EC9C
Pantone //
Solid Coated 3395 C
Pastels Neons Coated 902 C
Solid Uncoated 3385 U
Metallic 8303 C

Black



RGB // 36 36 36
HEX // #242424
CMYK // 0 0 0 95
Acceptable Shades of Black: 75%, 50% & 25%

Dark Grey



RGB // 70 70 70
HEX // #464646
CMYK // 0 0 0 80
Acceptable Shades of Dark Grey: 75%, 50% & 25%



03 Typography

Brand Fonts

Typography plays an important role in communicating an overall tone and voice for the MomentFeed brand. Thoughtful, intentional use of typography reinforces the companies personality and ensures clarity and harmony in all MomentFeed branded applications and communications. We have selected LFT Etica as the primary corporate typeface due to its legibility and modern, approachable appearance.

Primary Header Font: LFT Etica Bold

Secondary Header Font: LFT Etica Light

Body Copy Font: LFT Etica Book



If you have any questions regarding these guidelines please contact:

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