

Moving Labs - Final Brand Palette

Final direction: Bold Growth Engine. Logo uses only two brand colors: Moving Black + Growth Red.



Primary horizontal lockup for website headers and navbars

Core Brand Colors

Moving Black

#0D1117

Primary logo text, dark UI sections

Growth Red

#F04452

Logo accent, CTAs, active states

Cloud White

#FFFFFF

Main website background

Soft Grey

#F5F5F5

Cards and alternate sections

Graphite

#3A3A3A

Secondary text and dividers

Website Color System

- Hero / premium sections: #0D1117 background, white text, #F04452 CTA buttons.
- Clean sections: #FFFFFF or #F5F5F5 background, #0D1117 headings, red highlights.
- Logo rule: black + red on light backgrounds; white + red on dark backgrounds.
- Keep orange removed from the final logo to maintain a stronger, cleaner identity.

Logo Usage & Export Guide

Included: SVG, outlined SVG, vector PDF, PNG exports, app icons, favicon, and social banner.

Light background version



Dark background version



Folder Map

- 01_Vector_SVG_editable_text - editable SVG files with live text
- 02_Vector_SVG_outlined - production SVGs with text converted to paths
- 03_Vector_PDF - vector PDF logo exports
- 04_PNG_transparent_4K - high-resolution transparent PNGs
- 05_PNG_transparent_1024 - smaller transparent PNGs for websites
- 06_Web_App_Icons - app icon, favicon, Apple touch icon, social banner
- 08_PNG_white_background_4K_preview - easy preview/client-share PNGs

Typography Direction

Logo style: bold italic geometric sans. Website UI can use Inter, Space Grotesk, Sora, or similar.