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.

Margin or negative space surrounding 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 M17 Y0 K0
  - R0 G161 B222
  - HEX #00A1DE

- Pantone 360 C
  - Pantone 375 U
  - C56 M0 Y98 K0
  - R97 G194 B80
  - HEX #61C250

- Pantone Cool Gray 8 C
  - Pantone 430 U
  - C23 M17 Y13 K41
  - R139 G141 B142
  - HEX #58595B
Typography

**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.

**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.

**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.