



## **Identity Standards**

APRIL 9, 2012

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## COLOR



## BLACK & WHITE



C=70 | M=0 | Y=40 | K=10  
R=45 | G=172 | B=158  
Web# 2dac9e



C=0 | M=84 | Y=88 | K=0  
R=240 | G=81 | B=51  
Web# f05133



C=59 | M=0 | Y=33 | K=0  
R=96 | G=197 | B=186  
Web# 60c5ba



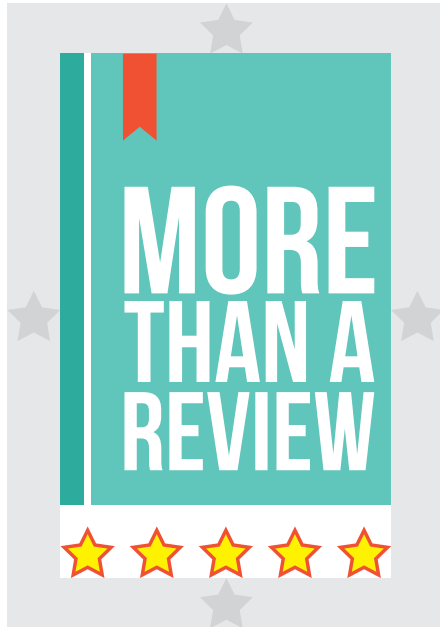
C=0 | M=0 | Y=100 | K=0  
R=255 | G=242 | B=0  
Web# fff200

## COLORS

Consistent use of color can help build strong brand recognition. When using color in marketing and advertising, one should keep in mind the proportions and scale with which the brand colors are presented.

For More Than A Review, the logo should appear in its full color version except in cases where the grayscale is required.

Only versions that match the examples are acceptable.



## CLEARANCE & SIZE

The More Than A Review logo was designed to reflect and underline the nature of the brand. It is a logo that is strong, balanced and dynamic.

### CLEARANCE

To keep the integrity and fully establish the strength of the logo, a clear space must be kept all around. The minimum clearance for the More Than A Review logo is equivalent to the size of the star shape within the logo.

### SIZE

The integrity of the logo may also be compromised if reproduced too small. Therefore, the minimum size for the More Than A Review logo is one-half inch (1/2") wide by three-quarter inch (3/4") tall.

## **ChunkFive** (Headers)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## **BEBAS NEUE** (Headers & Subheaders)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

## **Arial** (General Copy)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## **TYPEFACES**

Typography is one of the most recognizable elements of an identity and helps portray the personality of the brand. The typefaces for More Than A Review were selected for their contemporary, friendly and readable designs.

The More Than A Review typefaces are shown at left, along with a description of their use.



## **MORE THAN A REVIEW**

All uses and representations of the More Than A Review logo must be authorized by More Than A Review to ensure compatibility with identity standards.

For more information about More Than A Review identity standards, please contact us at:

More Than A Review

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