

Master Logo Artwork



GIVE THE LOGO ITS OWN SPACE

A clear zone of “M” (M = height of the letter “M” in “Moorings Park”) around the logo will give it the room it needs to stand out.

Primary Palette:

	<b>CMYK {4-Process}</b> C98 M100 Y0 K0 <b>RGB</b> R51 G48 B146 <b>HEX</b> #333092		<b>CMYK {4-Process}</b> C33 M100 Y0 K8 <b>RGB</b> R162 G25 B132 <b>HEX</b> #A21984		<b>CMYK {4-Process}</b> C89 M43 Y0 K0 <b>RGB</b> R0 G125 B195 <b>HEX</b> #007DC3
	<b>CMYK {4-Process}</b> C43 M0 Y100 K56 <b>RGB</b> R79 G111 B25 <b>HEX</b> #4F6F19		<b>CMYK {4-Process}</b> C63 M31 Y14 K0 <b>RGB</b> R117 G148 B179 <b>HEX</b> #6497BB		<b>CMYK {4-Process}</b> C73 M100 Y0 K0 <b>RGB</b> R106 G44 B145 <b>HEX</b> #6A2C91
					<b>CMYK {4-Process}</b> C0 M100 Y68 K0 <b>RGB</b> R240 G81 B51 <b>HEX</b> #ED1849

Secondary Palette:

	<b>CMYK {4-Process}</b> C13 M12 Y1 K0 <b>RGB</b> R208 G207 B230 <b>HEX</b> #D0CFE6		<b>CMYK {4-Process}</b> C7 M20 Y0 K0 <b>RGB</b> R231 G206 B228 <b>HEX</b> #E7CEE4		<b>CMYK {4-Process}</b> C25 M2 Y0 K0 <b>RGB</b> R185 G224 B247 <b>HEX</b> #B9E0F7
	<b>CMYK {4-Process}</b> C13 M5 Y17 K0 <b>RGB</b> R214 G222 B202 <b>HEX</b> #D6DECA		<b>CMYK {4-Process}</b> C19 M7 Y4 K0 <b>RGB</b> R203 G220 B232 <b>HEX</b> #CBDCE8		<b>CMYK {4-Process}</b> C7 M11 Y0 K0 <b>RGB</b> R232 G223 B238 <b>HEX</b> #E8DFEE

Sub-brand Logo Artwork



Typography

Helvetica Neue Lt Std {Roman, Medium & Bold}

Adobe Garamond Pro {Regular, Semibold, Bold}

PMS Violet and Reverse 1-Color Options



We recommend that you refer to the full guide whenever you develop marketing communications. Click here to access.

