




The good style guide

Version 1.1



In this guide you will find key elements of the Moula brand alongside instructions for use cases. Adherence to these guidelines is important to ensure brand consistency and recognition.

Moula logo

The Moula logo is the key identifier of the company and consists of two elements: the Moula 'Mule' logomark and Moula wordmark. This helps us make our mark.



Teal is our colour. Here we have our primary logo in its natural habitat. The teal mule icon and purple wordmark are both set against a white background. Alternatively, the Moula logo may appear as below.



On purple or darker backgrounds, please use the Moula teal logomark with the white wordmark (pictured above left). The white logomark should only be used on the Moula teal background (pictured above right).

Logo variation

The Moula logo can be stylised in three (3) different ways: horizontal, stacked and icon. We want to meet your needs. We only ask that you settle on the style that allows the Moula brand to be viewed at its clearest, depending on the design context and constraints.



Horizontal

This is the general expression of the Moula logo. We find this works well when you're short on vertical space.



Stacked

If you prefer centre alignment, or horizontal space is your problem, the stacked Moula logo is your solution. This naturally works in square contexts.



Icon

For environments with limited space such as display profiles. It can also be used in spaces that have 'Moula' expressed in close proximity to the icon.

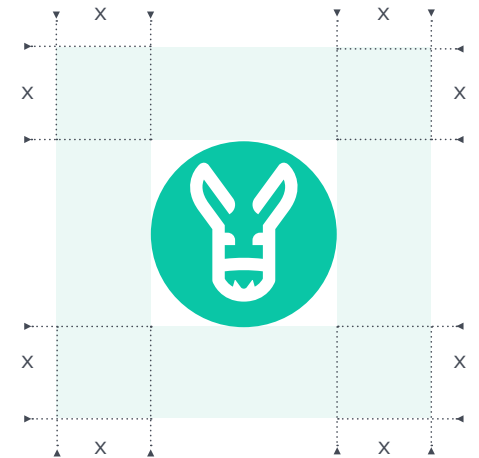
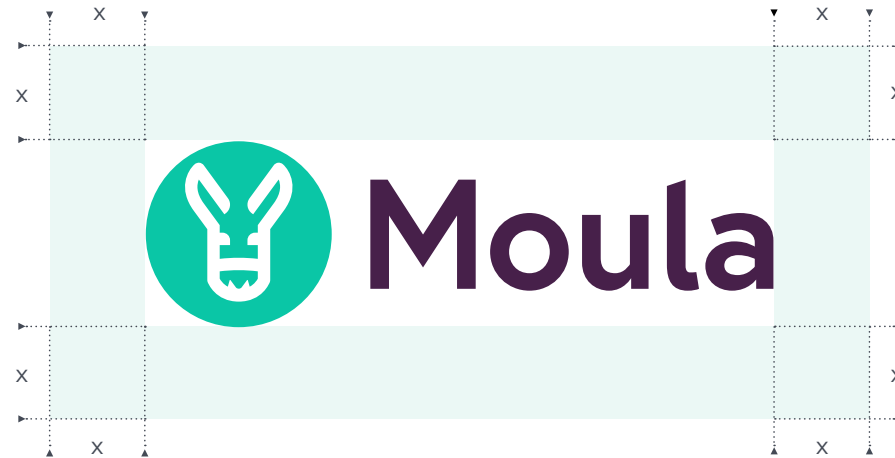
Greyscale/Mono

For mono and greyscale applications only.



Exclusion zone

Sometimes, all we really need is a little breathing room. That's why we put space around the Moula logo. This exclusion zone is half the width Mule icon (marked as x in the diagram).



Minimum size

Because size does matter, we've established a minimum size to ensure that the impact and legibility of the logo is not compromised. The Moula mule logomark should never be smaller than 10mm in height on print or 24px in height on digital.



Co-branding

The following rules are a guide to harmonising the relationship between the Moula Logo and other potential partners. For digital, the horizontal logo should be used primarily. There are cases where the stacked logo can be used, but marketing approval must be given.



Logo misuse

Please do not adapt, distort, modify or rotate the Moula logo in any way. Its orientation, colour and composition must remain as indicated in this document. There are no exceptions to these rules. Do not take the mule out of context.



NO

Do not apply a gradient to the icon or wordmark.



NO

Do not rotate the logo.



NO

Do not change the logo colour or tone outside of the defined colours.



NO

Do not distort or warp the logo in any way. Do not add embellishments, drop shadows or embossing.

Moula

NO

Do not use the wordmark without the icon.



NO

Do not outline or create a keyline around the logo.



NO

Do not change the typeface nor recreate or manipulate the wordmark and the icon.

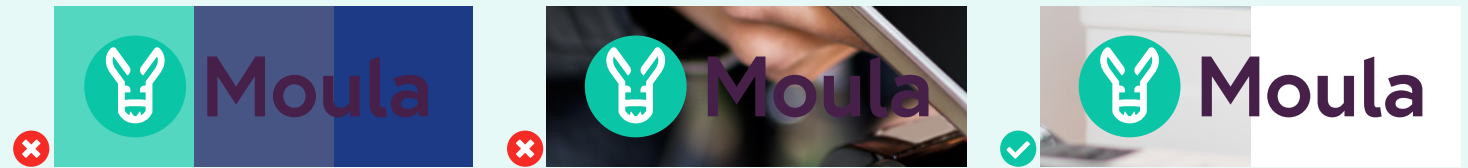


NO

Do not resolve the logo to a singular colour (except white-reversed).

Logo application

Below is a guide to the correct colour application to the Moula logo.



Please use the logo with the purple wordmark on light-coloured or white backgrounds. Do not use on dark backgrounds or colours close to the brandmark colours.



Similarly, please use the logo with the white wordmark on dark-coloured or purple backgrounds. Do not use on light backgrounds or colours close to the brandmark colours.



Please use the reversed white logo on the Moula teal only. Do not use on any other coloured background.

Fonts

Gotham is the Moula's primary typeface.

For headings: Gotham Black (web font: Gotham 800)

Sub-headings: Gotham Bold (web font: Gotham 700)

Body: Gotham Book (web font: Gotham 400)

Body Bold: Gotham Medium (web font: Gotham 500)

Gotham Black

Gotham Bold

Gotham Medium

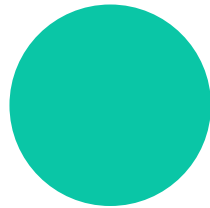
Gotham Book



Brand colours

Moula has the energy of a young brand and the nous of an old hand. Our brand colours reflect this level of depth. Teal is our primary colour, helping Moula make a fresh mark on Australian financial services. Our secondary colours were selected to complement the primary teal.

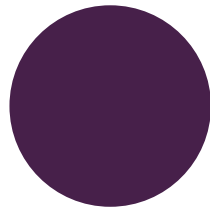
Primary



Moula teal

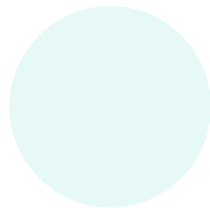
Hex #0AC6A6
RGB 10, 198, 166
CMYK 74, 0, 49, 0
Pantone 2240C

Secondary



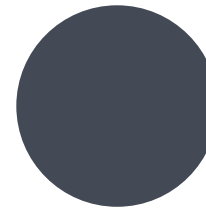
Moula purple

Hex #47204A
RGB 71, 32, 74
CMYK 73, 94, 40, 39
Pantone 262C



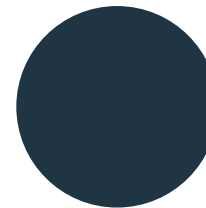
Moula light teal

Hex #E6F9F6
RGB 230, 249, 246
CMYK 8, 0, 4, 0



Grey

Hex #444A55
RGB 68, 74, 85
CMYK 20, 10, 0, 80



Navy

Hex #203543
RGB 32, 53, 67
CMYK 87, 69, 52, 48

Colour ratio

To ensure the Moula teal is maintained as our primary colour, we recommend to use this guideline of colour ratio. This will help create a clear relationship of our brand colours as well as overall brand colour hierarchy.

Excluding white and greys, Moula teal must be greater than 50% of the design's overall colour palette.

On purple or dark backgrounds, the Moula teal must have a clear presence whilst no other secondary colour must be present in this application.

Photos do not count to the colour ratio, however, illustrations will need to adhere to this rule.



Moula's brand colour ratio and hierarchy on white/light coloured backgrounds



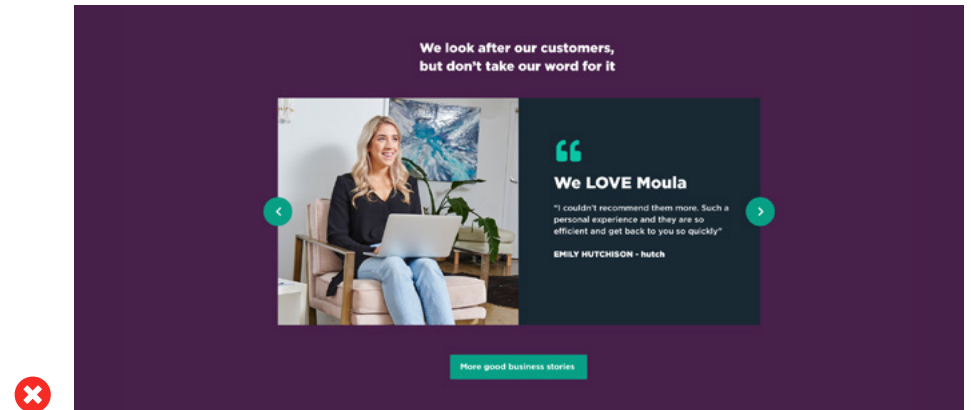
On purple/navy backgrounds, teal must be the only brand colour present

Colour ratio examples

Some examples to reference the colour ratio guideline.



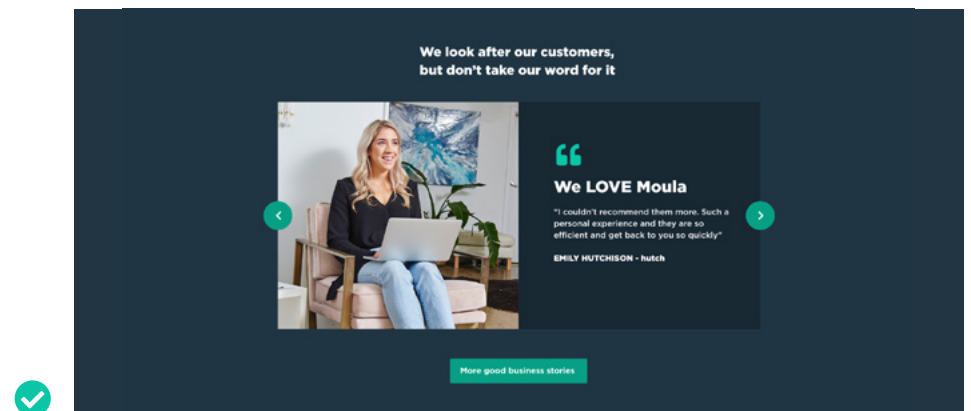
This application of the brand colour is incorrect as purple is the dominant colour



This application of the brand colour is incorrect as there are multiple different background colours.



The teal is dominant colour in this application



When the background is a similar colour/hue (this case navy), then teal should be the only colour present

Questions?

If you have any questions relating to this guide, including any elements you may need, or advice on the best representation of the Moula brand on your assets, please contact: marketing@moula.com.au