

Brand Guidelines

morrisroe

2023

Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

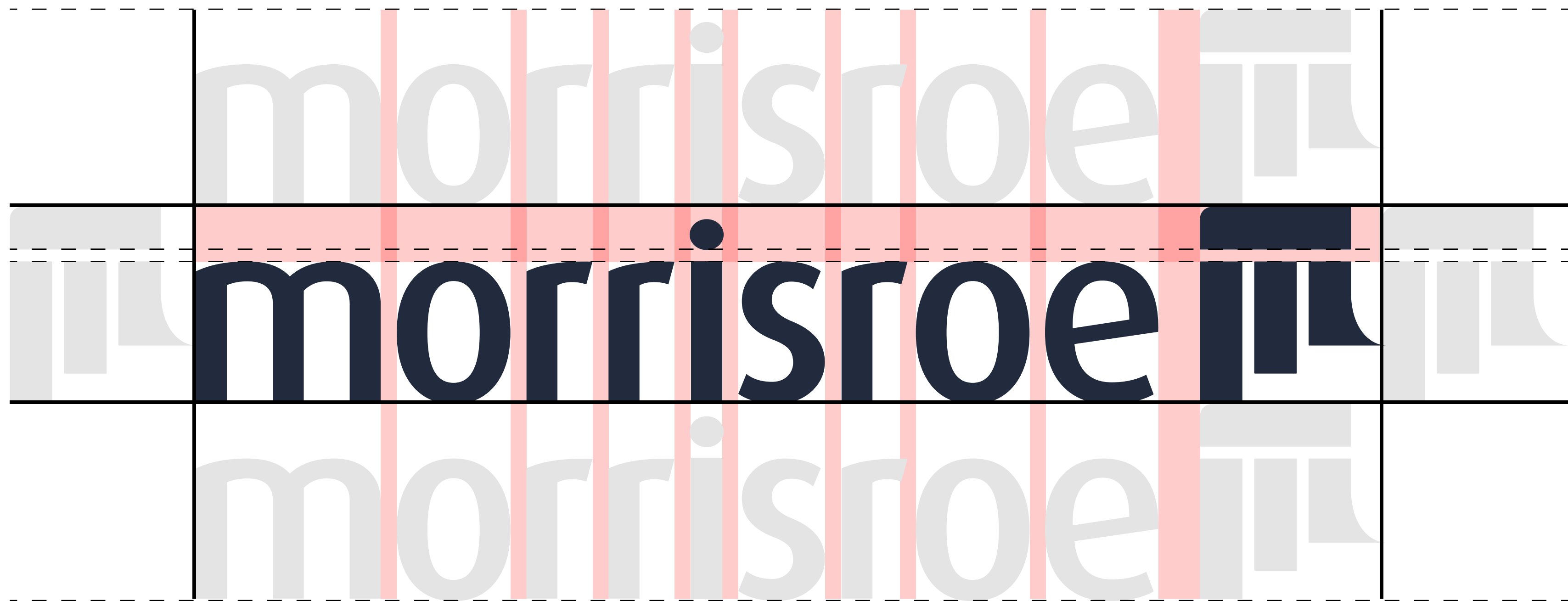
Less is more. we want the logo to be instantly recognisable at all sizes and in all contexts.



Morrisroe "M" Icon Lockup

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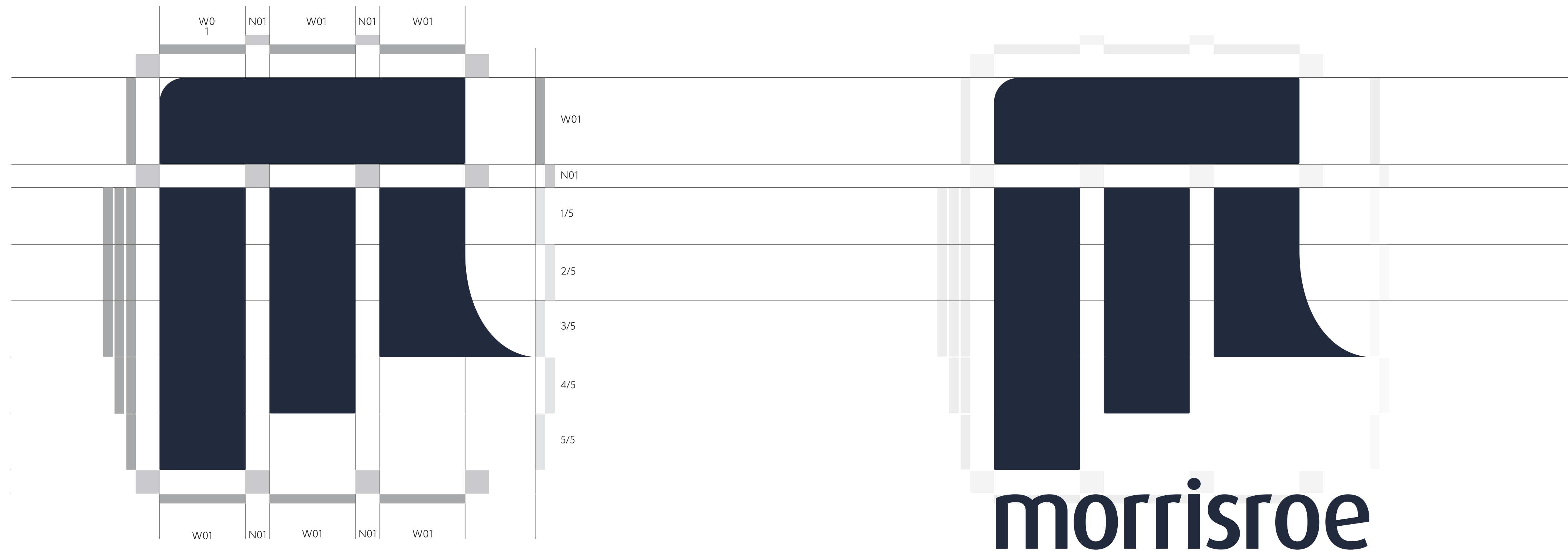


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Colour

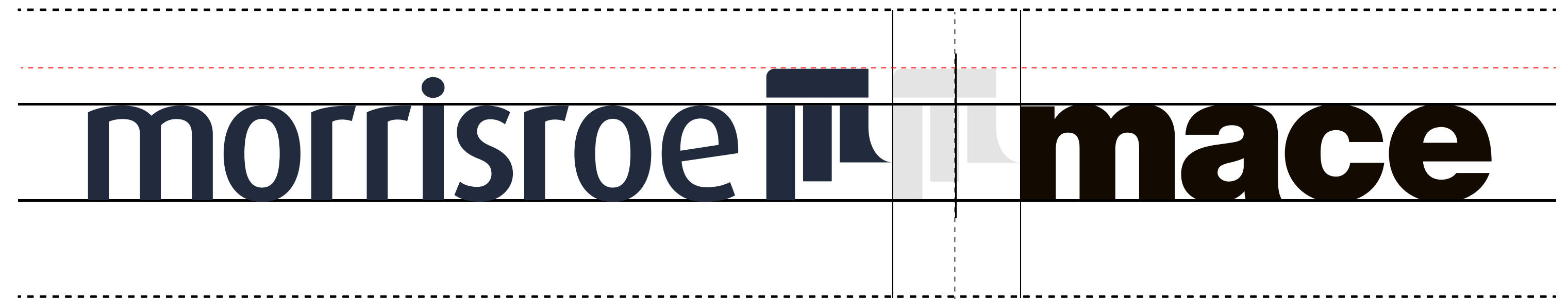
The logo should be white on darker backgrounds and black on lighter backgrounds

White: #FFFFFF

Navy: #212C3D

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	124 px		
	64 px		
	32 px		
Scale Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.	16 px		
		LOGO	006



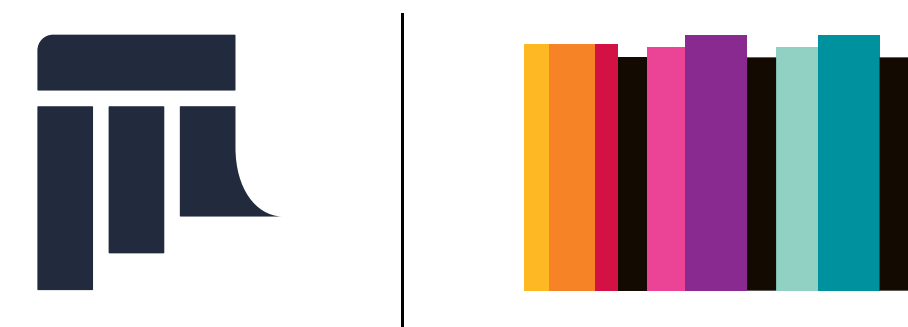
Partnership

Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the "R" of the reserve logo. Partnership logos font height should extend to the red dotted lines which line up to the top of the "R".



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	Morrisroe 	morrisroe 	 morrisroe	morrisroe 	
	Do not Use the reserve font in other weights/ typefaces	Don't stretch or manipulate the logo	Don't pair logo with icons that may be confused as logos	Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.	
Guidance Do use Morrisroe as a verb (e.g. "Morrisroe me."). Do use Morrisroe as a noun; "My Morrisroe is cool." Do not use Morrisroe in plural or possessive form, e.g., Morrisroes.					
MORRISROE BRAND GUIDELINES		LOGO			009



	Navy Hex: #212C3D CMYK: C 86% M 74% Y 50% K 53%	Blue Hex: #0071B9 CMYK: C 88% M 52% Y 0% K 0%	
Core Palette	Our core palette which is white and black. The core pallette is used to provide accessibility, simplicity, and consistency throughout all brand communications.		
Morrisroe Brand Guidelines	Color		
		010	

	 	 	 	
		Grey Hex: #A7A9AC CMYK: C 2% M 1% Y 0% K 33%	White Hex: #FFFFFF CMYK: C 0% M 0% Y 0% K 0%	
Complimentary Colours	To join the Navy and Blue, our complimentary palette is white and grey. Grey to be used on white or dark backgrounds as a lowlight in such circumstances as a watermark or footnote. White is to be used as a highlight on dark colours or background for the navy logo.			
Morrisroe Brand Guidelines	Color			011



Insights #EDBE46	Insights #EDBE46 50%	Sustainability #A8CAAA	Sustainability #A8CAAA 50%	People #E19157	People #E19157 50%	Projects #6A86CD	Projects #6A86CD 50%	Communities #EDA6D9	Communities #EDA6D9 50%
									

News Palette

Our news colors represent the full spectral colors pulled from prisms. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

Kumbh sans

Light
Regular
Medium
Bold

General Use Font

– Print + Digital intertwined



Lora

Light
Regular
Medium
Bold

General Use Font

– Print + Digital intertwined