

# MooreCo Brand Guidelines



MOORECO™

# Mission Statement:

Our learning and working environments are meant to provide emotional and physical safety, just like our home. Home is where the family is, and at MooreCo we're all about the family!

MooreCo has been designing and manufacturing classroom and office furnishings since 1985. Our products continue to evolve with time as our design philosophy follows human behavior and the interaction with one another regardless of age. Our goal is to provide furnishings that result in comfortable and stimulating environments where children and adults alike feel inspired.

## Our Core Values:

- Have Fun at Work
- Extreme Customer Care
- Make it Personal
- Vision

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# MooreCo Brand Story:

MooreCo has been designing and manufacturing classroom and office furnishings since 1985. Our products continue to evolve as our design philosophy follows human behavior and interaction with one another, regardless of age or ability.

MooreCo, Inc. is an umbrella company consisting of four brands: MooreCo, Vanerum North America, MooreCo Contract, and Essentials by MooreCo. Each brand embodies a different philosophy and goal of the company. These brand guidelines apply to the MooreCo brand.

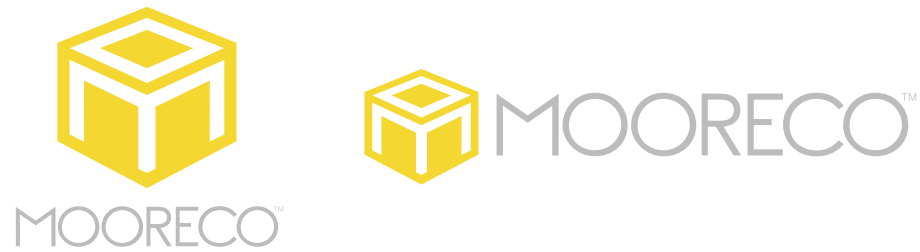
The MooreCo logo was created out of a desire for streamlined simplification as well as to create a jumping off point for building new brands. We needed a simple yet flexible logo that would create a harmonious balance with our other brands so that we stand as distinct siblings, part of a whole family.

The MooreCo logo is a stylized “M”, with a hollow diamond representing our visual communication line, which also doubles as a tabletop with the “M” as legs to represent our furniture line. The hexagon shape is a nod to our previous logo, but rotated.

Yellow as our brand color is also a nod to the past, imbued with the same time-honored trustworthiness as our previous colors, but has immense impact, and communicates our new vision of leading our company and customers to the future.

# Logo Usage:

The preferred logo is the vertically stacked version, but when space or layout constraints exist, the horizontal version may be used.



When a grayscale version of the logo is required, please use the all black version. For dark backgrounds, use the all white version.



# Logo Best Practices:

Use the color version of the logo on a white background when possible. For dark backgrounds, the color version can be used and the wordmark changed to white if the gray is low contrast.



Allow clear space around the logo equal or greater to 25% of the logomark width.



The minimum size of the logo in print is .5" wide.

Do not modify the shape, scale, color, or font of the logo in any way not specified by these guidelines.



Do not apply a drop shadow or any other effect.



Do not stretch, shear, or distort the logo.



Do not recreate the logo using a different font.



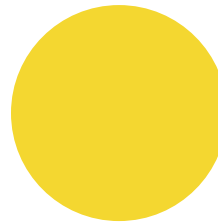
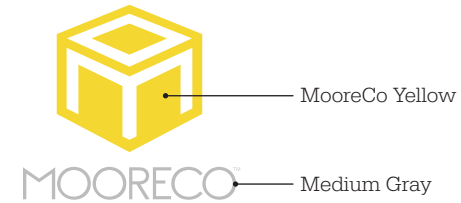
Do not change the color of the logo.



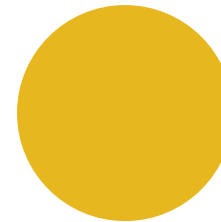
# Color Palette:

The MooreCo brand has a primary, secondary, and tertiary color as well as accent hues for all three. Light, medium, and dark gray can be used as neutrals.

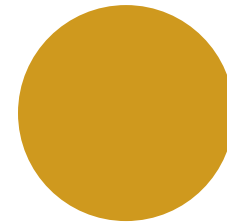
## Basic Logo Colors



**MooreCo Yellow:**  
C5 | M11 | Y90 | K0  
R245 | G215 | B70  
Hex: #F5D736  
PMS: 114C

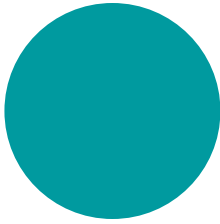


**Yellow Accent 1:**  
C10 | M27 | Y100 | K0  
R231 | G183 | B33  
Hex: #E7B721  
PMS: 7409C

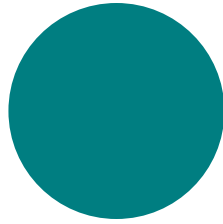


**Yellow Accent 2:**  
C10 | M35 | Y100 | K0  
R229 | G169 | B35  
Hex: #E5A923  
PMS: 143C

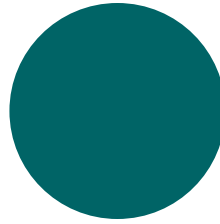




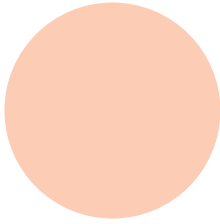
**Secondary Teal:**  
 C93 | M2 | Y36 | K12  
 R0 | G153 | B159  
 Hex: #00999F  
 PMS: 7711C



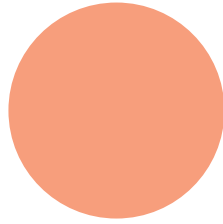
**Teal Accent 1:**  
 C100 | M3 | Y40 | K30  
 R0 | G126 | B129  
 Hex: #007E81  
 PMS: 7718C



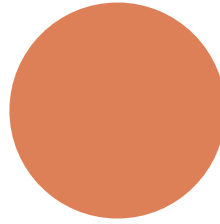
**Teal Accent 2:**  
 C100 | M3 | Y40 | K50  
 R0 | G100 | B102  
 Hex: #006466  
 PMS: 323C



**Tertiary Coral:**  
 C0 | M23 | Y25 | K0  
 R252 | G204 | B182  
 Hex: #FCCCB6  
 PMS: 474C



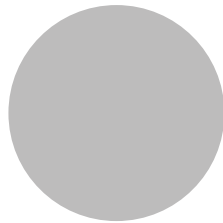
**Coral Accent 1:**  
 C0 | M46 | Y50 | K0  
 R247 | G158 | B124  
 Hex: #F79E7C  
 PMS: 1625C



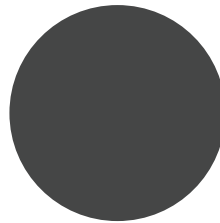
**Coral Accent 2:**  
 C0 | M55 | Y65 | K0  
 R223 | G128 | B88  
 Hex: #DF8058  
 PMS: 7576C



**Light Gray:**  
 C9 | M6 | Y7 | K0  
 R230 | G230 | B230  
 Hex: #E6E6E6  
 10% Black



**Medium Gray:**  
 C26 | M21 | Y21 | K0  
 R189 | G189 | B189  
 Hex: #BDBDBD  
 30% Black



**Dark Gray:**  
 C67 | M60 | Y58 | K42  
 R70 | G70 | B70  
 Hex: #464646  
 88% Black





# Typography:

MooreCo uses Dylan designed by Gert Weischer as its headline font. Dylan is a sans serif font with open letterforms and a tall x-height, making it very readable and friendly.

Dylan XLight is the preferred weight on a light background and Dylan Light is the preferred weight on a dark background.

Dylan Thin

*Dylan Thin Italic*

Dylan XLight

*Dylan XLight Italic*

Dylan Light

*Dylan Light Italic*

Dylan Normal

*Dylan Normal Italic*

**Dylan Medium**

***Dylan Medium Italic***

**Dylan Bold**

***Dylan Bold Italic***

**Dylan XBold**

***Dylan XBold Italic***

MooreCo uses the URW++ font Serifa as its text font. Serifa is a slab serif font that is technical and economical in form, making it clean and legible.

Serifa Light is the preferred weight on a light background and Serifa Regular is the preferred weight on a dark background.

Serifa Thin

*Serifa Thin Italic*

Serifa Light

*Serifa Light Italic*

Serifa Regular

*Serifa Regular Italic*

**Serifa Medium**

**Serifa Bold**

***Serifa Bold Italic***

## Additional Fonts

MooreCo uses Shelby Regular designed by Laura Worthington as a coordinating script font, and KG When Oceans Rise designed by Kimberly Geswein as a coordinating handwriting/print font.

*Shelby Regular*

KG When Oceans Rise



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