



# Brand Guidelines

Please follow these brand guidelines in order to maintain the consistency and quality of the CarMoney brand.

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# Company name

The company name should always be written as one word and with both Car and Money capitalised.



**CarMoney**

**CarMoney.co.uk**

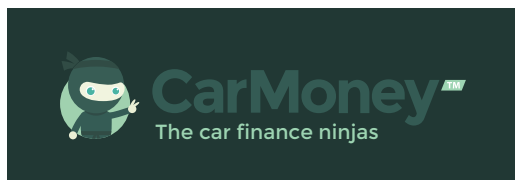
## Logo spacing

To work out the space needed for the logo, take the height of the “C” and apply that amount of spacing around the logo on all 4 sides.



# Logo backgrounds

Please follow the green ticks the red x's are the ones our logo doesn't like to sit on or be associated with.



# Typography

The CarMoney font is Montserrat Bold, it is widely available from google fonts for web and print use. Clear Sans Regular is the secondary font used for content and paragraph text. Please use the weights outlined across all materials.

**Aa** #349492  
**Montserrat Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**  
**0123456789 (,.;'!"@£%^&\*?#)**

This font will be used for titles and headings.

**Aa** #444D4D  
**Clear Sans Regular**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**  
**0123456789 (,.;'!"@£%^&\*?#)**

This font will be used for paragraph and content text.

# Web typography

**Page title (h1) | Montserrat bold 40px.  
Line height 66px | #ffffff.**

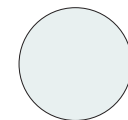
**Page header (h2)  
Montserrat bold 26px.  
Line height 40px / #349492.**

Body text clear sans regular 16px / line height 26px / #444d4d.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ac neque at lorem ornare finibus a vitae justo. Fusce vitae urna volutpat, faucibus eros vitae, ullamcorper justo Suspendisse.

**Page header (h2).**

Body text clear sans regular 16px.  
Line height 26px / #444d4d.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ac neque at lorem ornare finibus a vitae justo. Fusce vitae urna volutpat, faucibus eros vitae, ullamcorper



Background  
Colour:  
#e8f0f0

**Sub header (h3) | Montserrat bold 26px | Line height 40px | #444d4d.**

# Colour palette

Please use the values provided to achieve the brand colours outlined.



## Ninja Dark Green

Hex #213834  
C 81 | M 51 | Y 62 | K 63  
R 33 | G 56 | B 52



## Ninja Mid Green

Hex #365b54  
C 76 | M 41 | Y 57 | K 38  
R 54 | G 91 | B 84



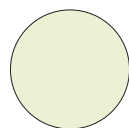
## Ninja Light Green

Hex #52b6a4  
C 66 | M 03 | Y 43 | K 00  
R 82 | G 182 | B 164



## Ninja Pale Green

Hex #a0d5ae  
C 38 | M 00 | Y 40 | K 00  
R 173 | G 213 | B 175



## Ninja Peach

Hex #ecf0d5  
C 10 | M 01 | Y 22 | K 00  
R 236 | G 240 | B 213



## Main CarMoney Green

Hex #2f8584  
C 78 | M 27 | Y 46 | K 11  
R 47 | G 133 | B 132



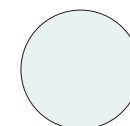
## Header Text Green

Hex #359492  
C 77 | M 24 | Y 44 | K 02  
R 49 | G 147 | B 146



## Body Text Grey

Hex #444d4d  
C 68 | M 51 | Y 52 | K 48  
R 67 | G 76 | B 76



## Highlight Grey

Hex #e8f0f0  
C 08 | M 02 | Y 04 | K 00  
R 239 | G 245 | B 246



## CarMoney Rental

Hex #f37272  
C 00 | M 69 | Y 46 | K 00  
R 237 | G 109 | B 112



## CarMoney Leasing

Hex #e9b767  
C 08 | M 29 | Y 69 | K 00  
R 236 | G 187 | B 97



## CarMoney Finance

Hex #4aafd4  
C 65 | M 13 | Y 09 | K 00  
R 83 | G 176 | B 216



## Call to Action

Hex #52b610  
C 69 | M 00 | Y 100 | K 00  
R 82 | G 182 | B 16



# Logo applications

The logo can be used with or without a strapline.

Normal with strapline.



Normal without strapline.



Stacked without strapline.



# Ninja & photography

Our ninja loves cars and he can be shown to interact with car images that are cut out and placed on a solid background colour.



# Backgrounds

Our ninja likes to be on a coloured background and he can be placed on any of the brand colours shown below. A white background can be used, but might render some elements of the ninja unseen, so a light grey background will work better in some cases.

