



# BRAND GUIDE

Version 1.1  
2026



# LOGOS



**LOGO MARK + WORDMARK**

**The Full MoTz Power-Up!** This is the logo in its complete, happiest form: our awesome Icon paired with the brand name. Use this whenever you have the space to show off the full identity. It's the A-list celebrity of our logos!



**LOGO MARK**

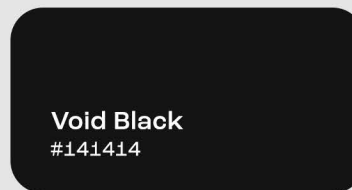
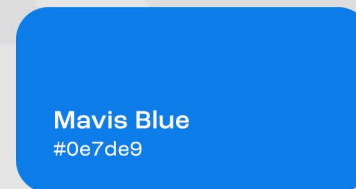
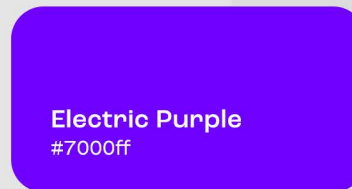
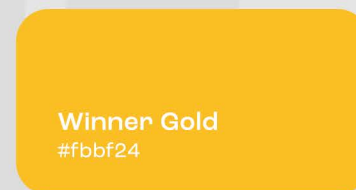
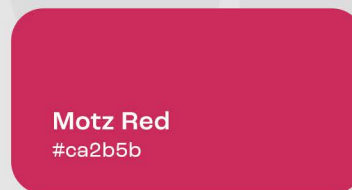
**The MoTz Mini-Mascot!** This is our trusty Icon all by itself. It's the ultimate space-saving hero, perfect for tight spots like favicons, app buttons, or social media profile pictures. It's the logo that always fits and gives a quick wave!

# COLOR PALETTE

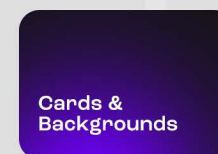
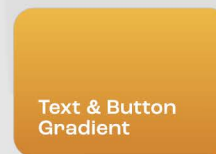
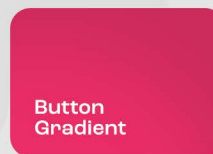
It's basically our official secret handshake of hues! Think of it as a small, powerful team of colors chosen to make sure everything we design looks like it belongs to the awesome MoTz family.

Use these vibrant/darker shades for buttons, borders, backgrounds, and any graphic element you need to place into your creations.

## Primary Colors



## Gradients



# TYPEFACE

Primary

AA

YOURMATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

Secondary

Aa

Roc Grotesk

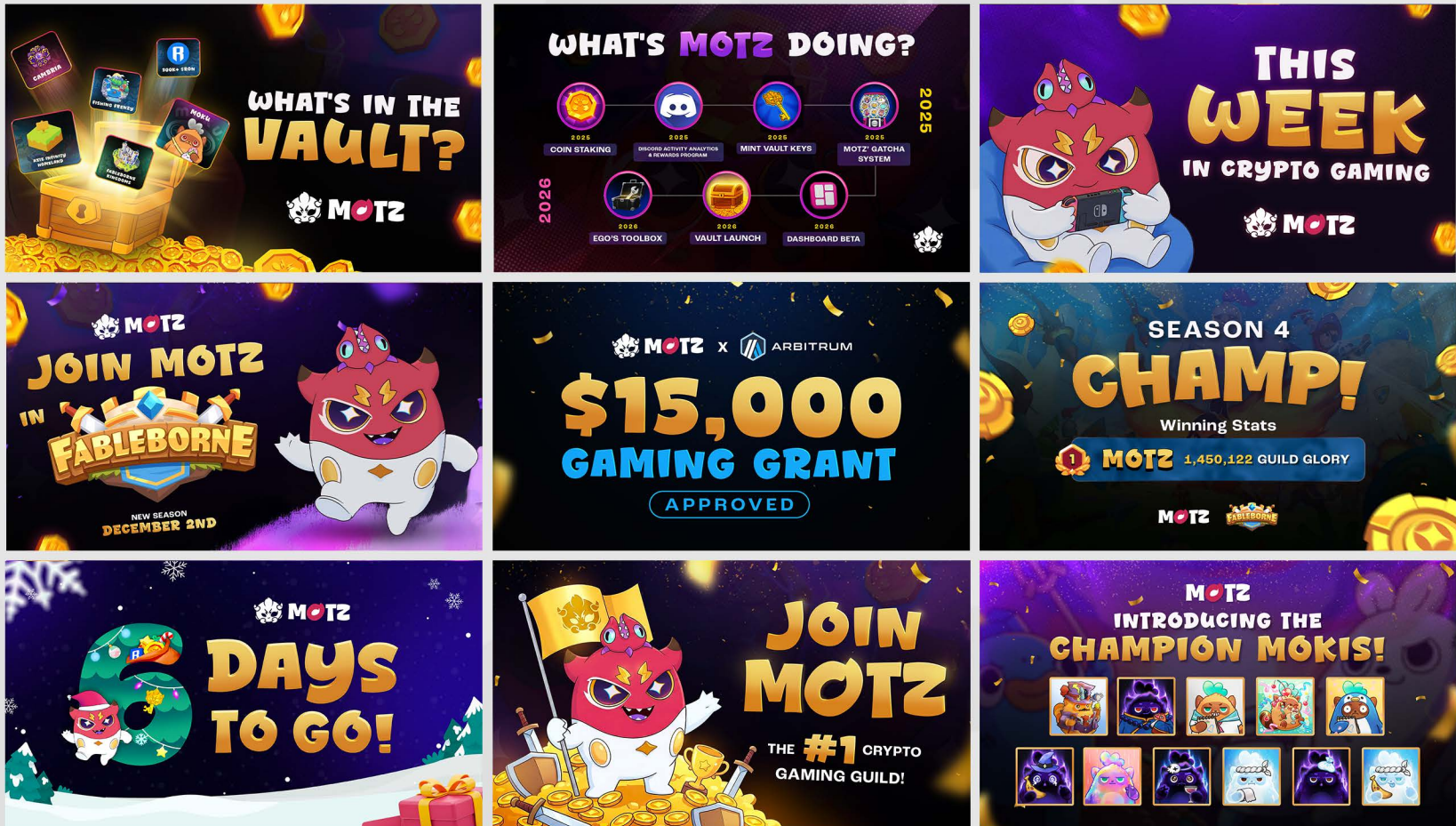
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

# ART EXAMPLES



These are for reference only. Art can be done in any style that best fits the final medium!

# DESIGN EXAMPLES



In nearly all our examples, our Mascot (Ego) serves as the model and friendly narrator. We use Ego to bring personality and focus to our designs! Note that The background must not overpower the subject and Main caption at all times.