



# Brand Guidelines



Moonshine  
Marketing

# Positioning & Brand Statement



# Brand Essence

Moonshine Creative Studios illuminates the marketing landscape with impactful storytelling and visual mastery. As a beacon of creativity, we harness the warmth of human connection and the brilliance of strategic insight to guide brands through the sky of the digital world.

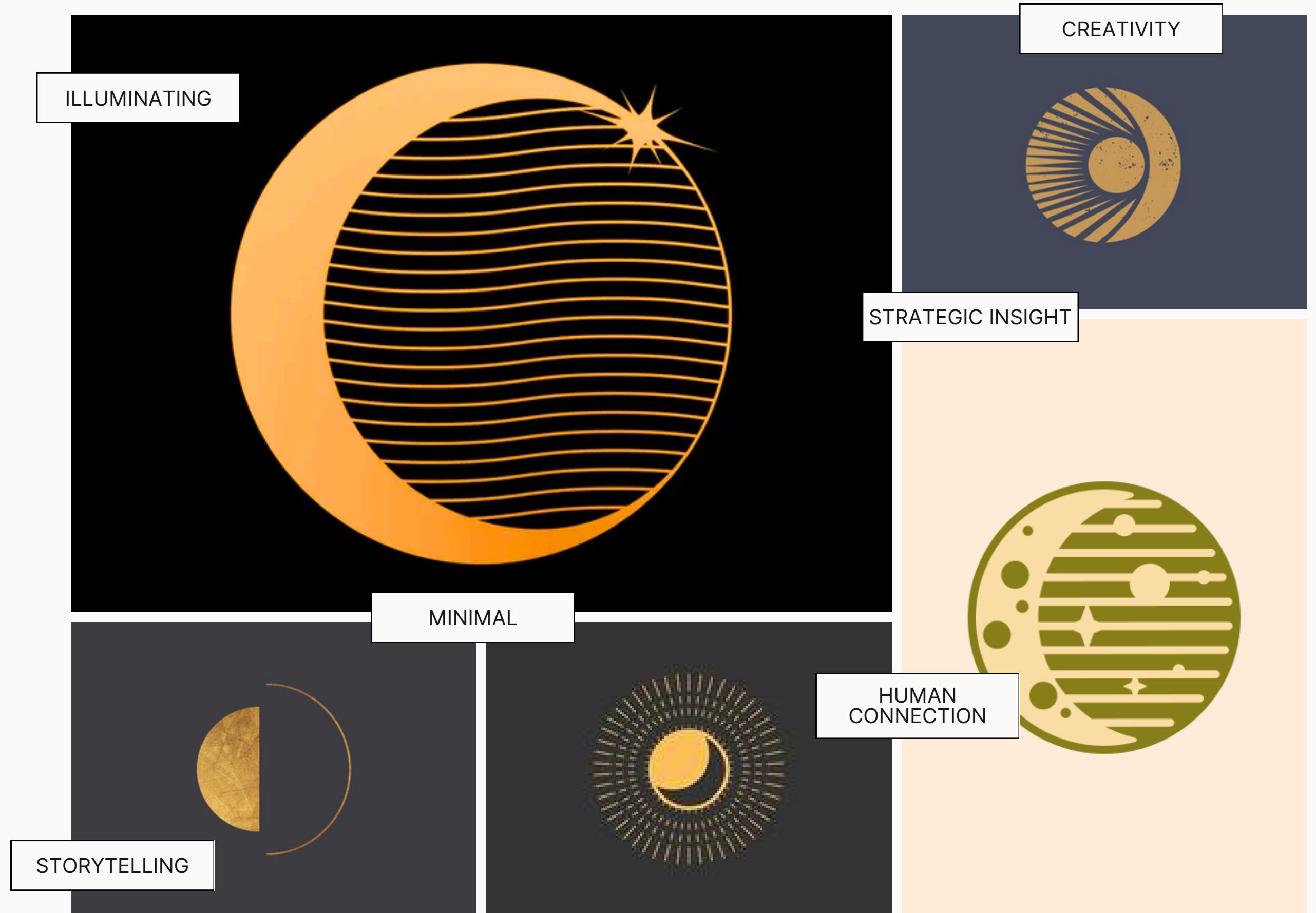
At Moonshine Creative Studios, we position ourselves as the guiding star for brands seeking to navigate the complex terrain of digital marketing. Our agency delivers a blend of artistic flair and analytical precision, ensuring that every campaign captivates and converts.



# Elevator Pitch

At Moonshine Creative Studios, our powerful stories and artistic skills light up the world of digital marketing. Our creative agency's job is to tell engaging stories, hit home, and motivate people to take action.

We combine artistic skills with practical knowledge to ensure every campaign gets people's attention and gets them to convert. We give brands the power to make a real difference in the digital world by building relationships with people and striving for greatness.



# Logo Design



## Colour Logo

CMYK Version



## Tinted Logo

Greyscale version



## Single Colour Logo

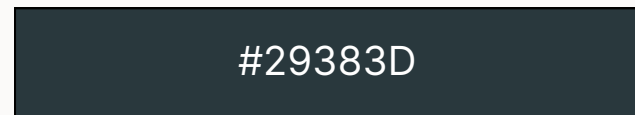
B&W Version

# Brand Colours



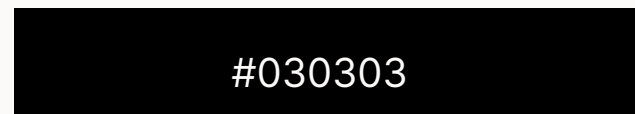
main

Light grayish-green, conveys calmness and neutrality



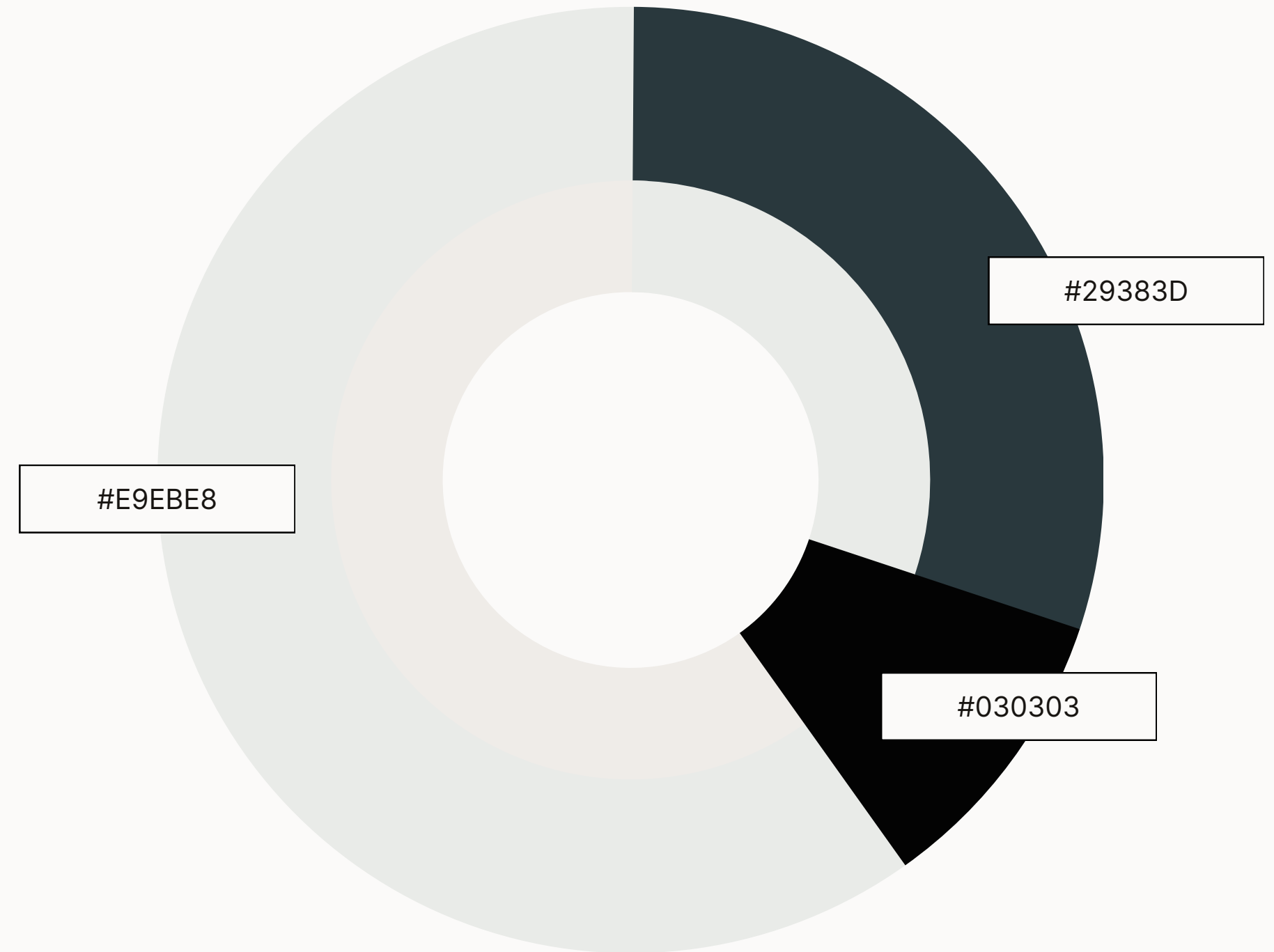
additional

Dark, muted cyan-blue, suggests sophistication and tranquility.



accent

Very dark gray (almost black), indicates mystery and elegance



# Brand Colours Combination



C52 M32 Y30 K76



PANTONE 446 PC



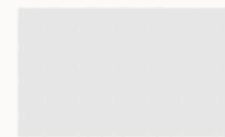
R47 G56 B61



C3 M2 Y4 K5



PANTONE CI Gy 1 PC



R231 G231 B228



C18 M4 Y10 K13



PANTONE 441 PC



R186 G199 B200

## Fonts

### Impact

*Used for headings - 40 pts*

Example for heading

**Moonshine Marketing Strategies**

Nexa

*Used for sub-headings - heavy - 24pts*

*Used for body - extra light - 18 pts*

Example for sub-heading & body

**Moonshine Marketing Strategies**

is a one-stop solution for all your creative & marketing needs.

# Contact



# Devaj Belani

Brand manager -  
Moonshine Marketing



+1 548-333-9641



devaj@moonshinemarketing.com



@moonshinemarketing



www.moonshinemarketing.com



Waterloo