

Visual  
identity

MOSCOW  
2022

# BRAND GUIDELINES

BRAND  
ELEMENTS



MOSCOW  
TOWERS

BRAND BLOCK FULL VERTICAL



MARK  
FOR USUAL SIZE USE



MARK FOR  
SMALL SIZE USE

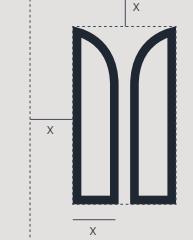
MOSCOW TOWERS

FULL HORIZONTAL

**EXCLUSION  
ZONE**



BRAND BLOCK FULL VERTICAL



MARK  
FOR USUAL SIZE USE



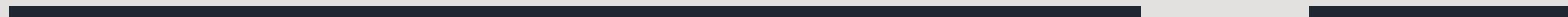
MARK FOR  
SMALL SIZE USE



FULL HORIZONTAL

PROPORTIONS  
RULES



**PRIMARY  
COLORS****SPECIAL  
COLOR**

NIGHT BLUE	DARK WALNUT	SAND BEIGE	CERAMIC WHITE	SATIN GOLD
PANTONE <b>2767 C</b>	PANTONE <b>439 C</b>	PANTONE <b>7502 C</b>	PANTONE <b>WARM GRAY 1 C 60%</b>	PANTONE <b>429 C</b>
RGB <b>36 41 50</b>	RGB <b>61 52 49</b>	RGB <b>179 168 143</b>	RGB <b>227 225 224</b>	RGB <b>227 225 224</b>
HEX <b>242932</b>	HEX <b>3D3431</b>	HEX <b>B3A88F</b>	HEX <b>E3E1E0</b>	HEX <b>E3E1E0</b>

FONTS

AvantGardeC

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MAIN FONT

Moniqa Heading

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ACCENT FONT

\* – FONTS LICENSE PURCHASED  
BY THE CUSTOMER

CORPORATE  
BRAND  
IDENTITY



BUSINESS  
CARDS

TOWERS

MAX MAXIMOV

PROJECT MANAGER

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info@moscowtower.ru  
moscowtowers.ru

M MOSCOW TOWERS

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SPACE FOR  
LIFE AND  
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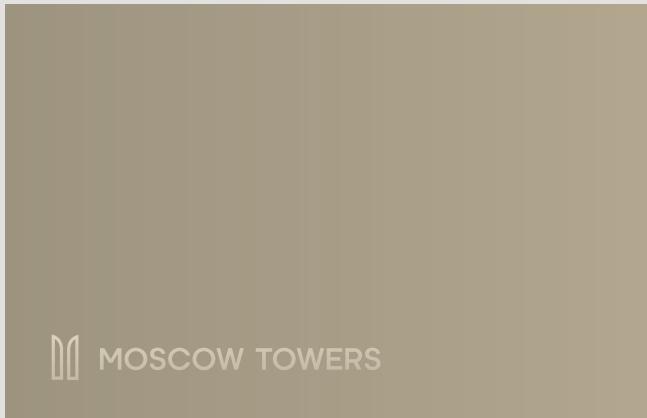
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**BUSINESS  
CARD**

PERSONAL TWO SIDE



CORPORATE TWO SIDE



FACE

BACK

BUSINESS  
CARDS



FOLDERS





**LETTERHEAD****OFFICIAL DOCS**

## HIGH-RISE SPACE FOR LIFE AND BUSINESS

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**SPECIAL DOCS**

MOSCOW  
TOWERS

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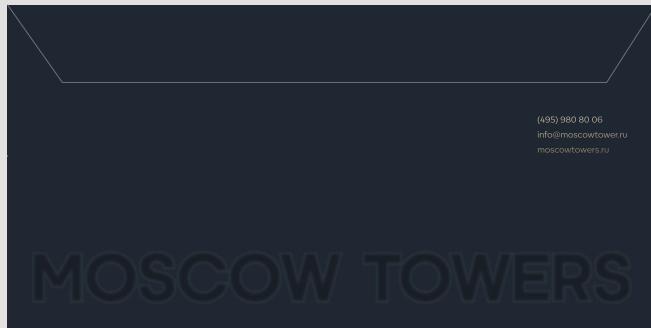
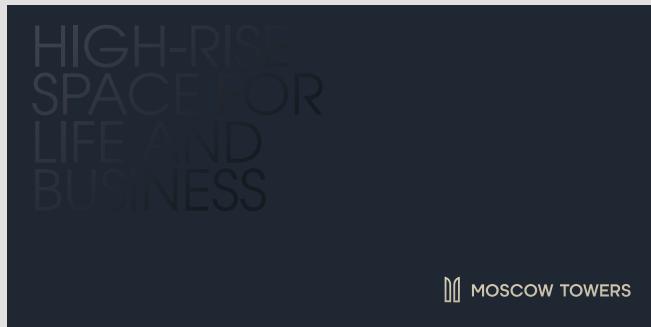
LETTERHEAD



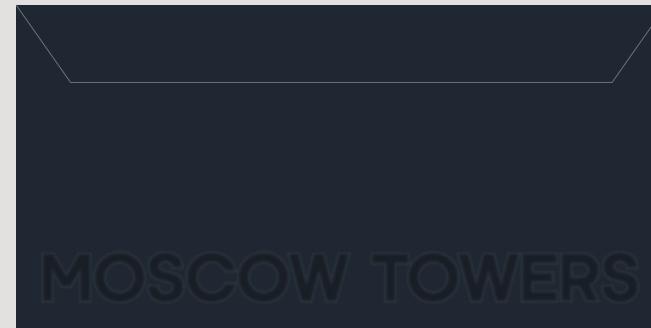
## ENVELOPES

EURO ENVELOPE E65  
220X110

STYLE 1



STYLE 2



STYLE 3



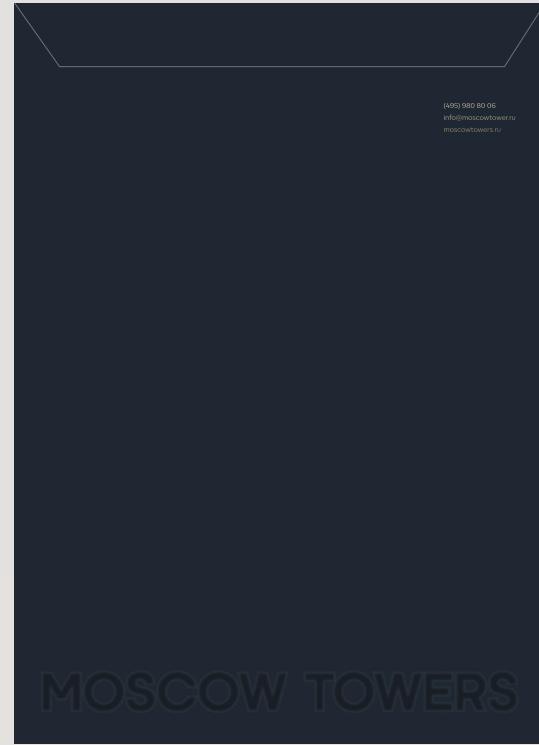
ENVELOPES

ENVELOPE C5  
162X229

FACE



BACK



ENVELOPE C4  
229X324



PEN



BAG



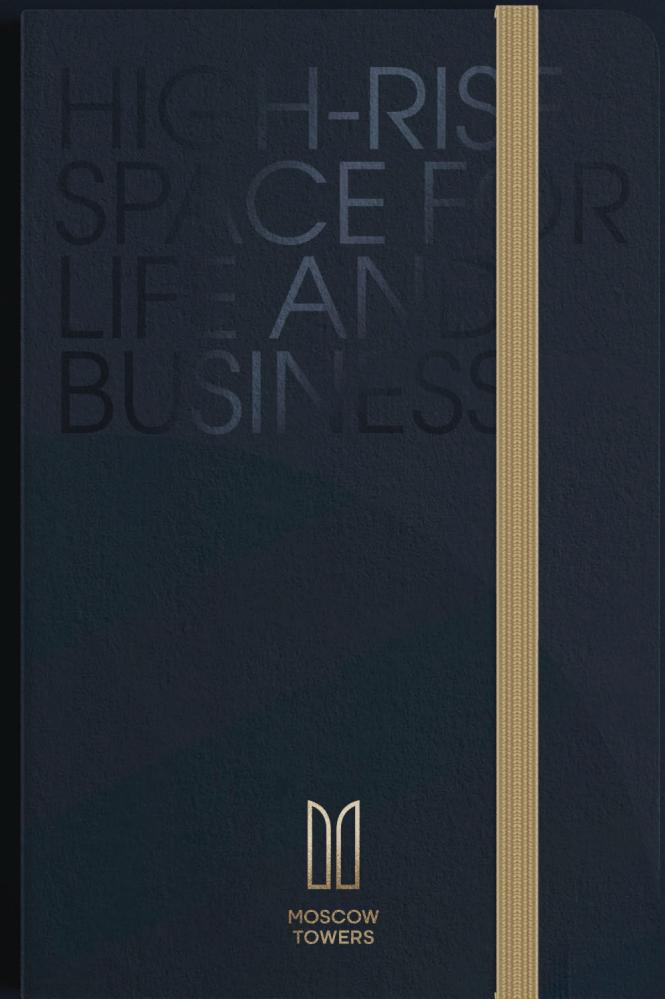
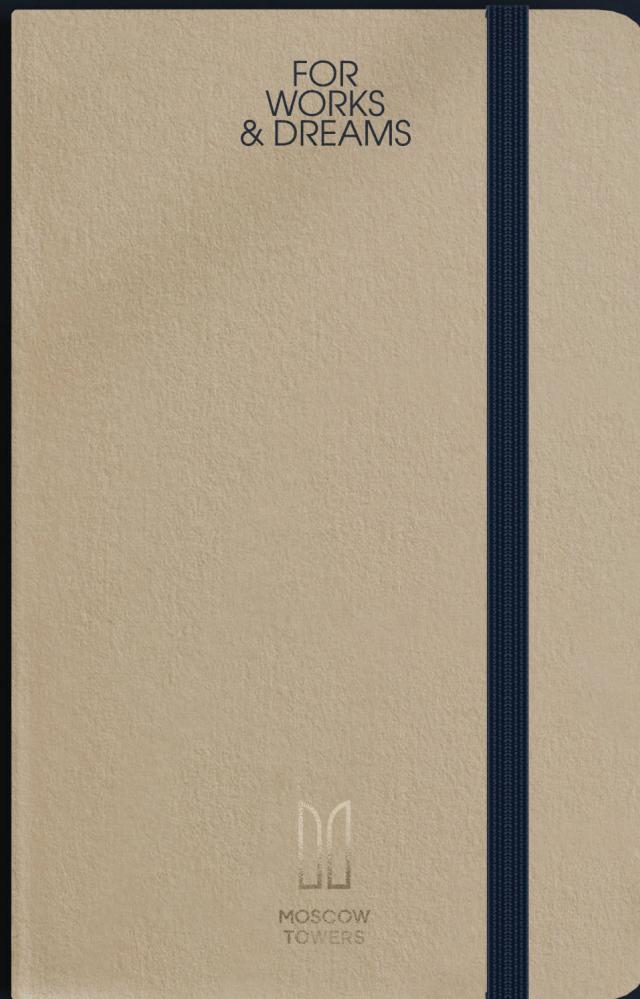
**BAG**

HIGH-RISE  
SPACE FOR  
LIFE AND  
BUSINESS



MOSCOW  
TOWERS

NOTES



CALENDAR



January 2020

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1			1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19
4	20	21	22	23	24	25	26
5	27	28	29	30	31		

Prepared and brought to you by mockups-design.com

January 2020

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1			1	2	3	4	5
2	6	7	8	9	10	11	12
3	13	14	15	16	17	18	19

ID CARDS



HIGH-RISE  
SPACE FOR  
LIFE AND  
BUSINESS

 MOSCOW TOWERS

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SED UT PERSPICIATIS. UNDE OMNIS ISTE NATUS ERROR SIT  
VOLUNTATEM ACCUSANTUM DOLOREMOLE LAUDANTHUM.  
REM APERIAM EAQUE IPSA.



BILLBOARD



# HIGH-RIS SPACE FOR LIFE AND BUSINESS



MOSCOW  
TOWERS

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SED QUA NON NUMQUAM EIUS  
MODI TEMPORAVELIT,

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SUPPORT  
BY ART3D.RU