

Visual
identity

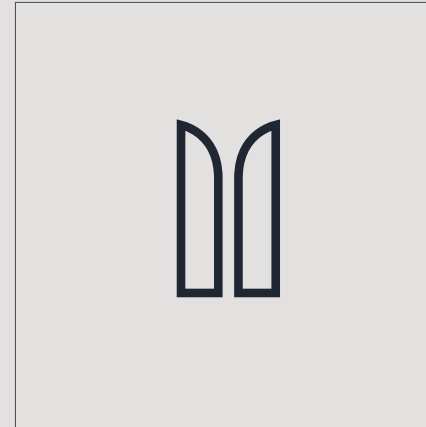
MOSCOW
2022

BRAND GUIDELINES

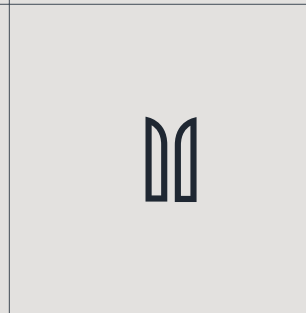
**BRAND
ELEMENTS**



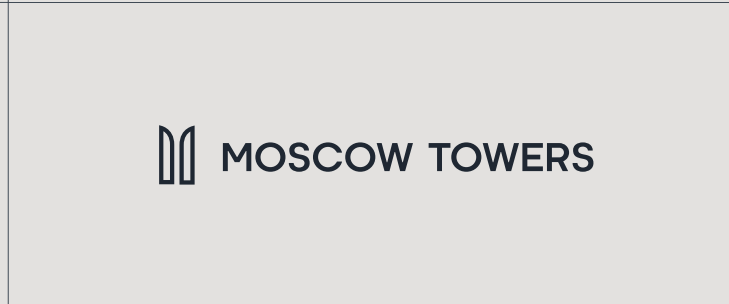
BRAND BLOCK **FULL VERTICAL**



MARK
FOR **USUAL SIZE USE**



MARK FOR
SMALL SIZE USE

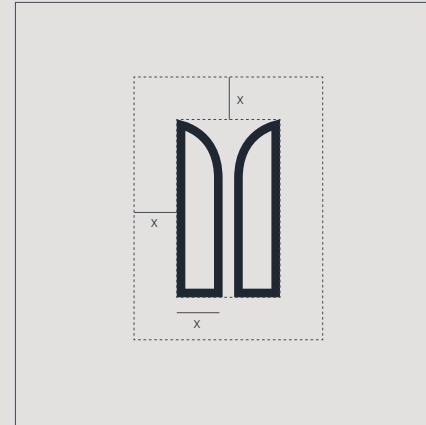


FULL HORIZONTAL

**EXCLUSION
ZONE**



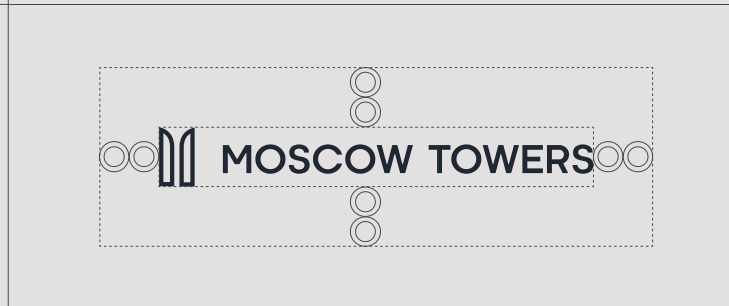
BRAND BLOCK **FULL VERTICAL**



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

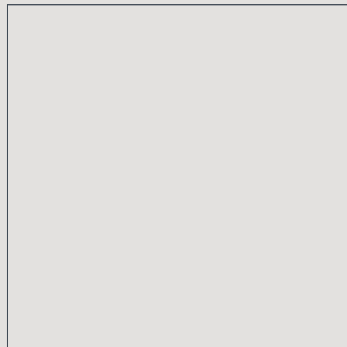
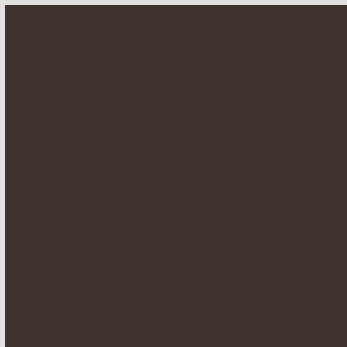
PANTONE **2767 C**
RGB **36 41 50**
HEX **242932**

PANTONE **439 C**
RGB **61 52 49**
HEX **3D3431**

PANTONE **7502 C**
RGB **179 168 143**
HEX **B3A88F**

PANTONE **WARM GRAY 1 C 60%**
RGB **227 225 224**
HEX **E3E1E0**

PANTONE **429 C**
RGB **227 225 224**
HEX **E3E1E0**



FONTS

AvantGardeC

MAIN FONT

Moniqa Heading

ACCENT FONT

* - FONTS LICENSE PURCHASED
BY THE CUSTOMER

CORPORATE
BRAND
IDENTITY



BUSINESS
CARDS

OW TOWERS



MAX MAXIMOV

PROJECT MANAGER

(495) 980 80 06
info@moscowtowers.ru
moscowtowers.ru



MOSCOW TOWERS

HIGH-RISE
SPACE FOR
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BUSINESS

(495) 980 80 06 | info@moscowtowers.ru

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TOWERS

MAX MAXIMOV

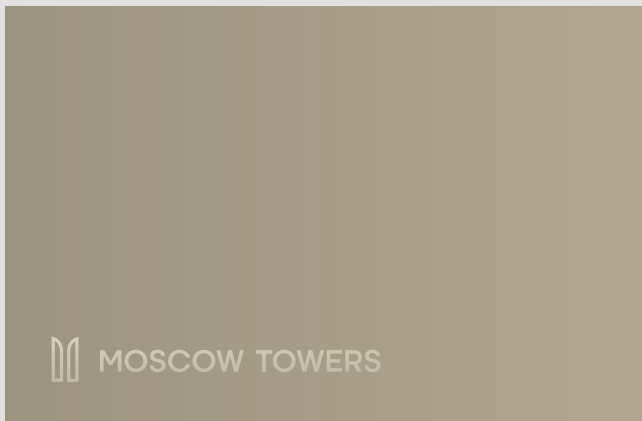
PROJECT MANAGER

980 06
tower.ru

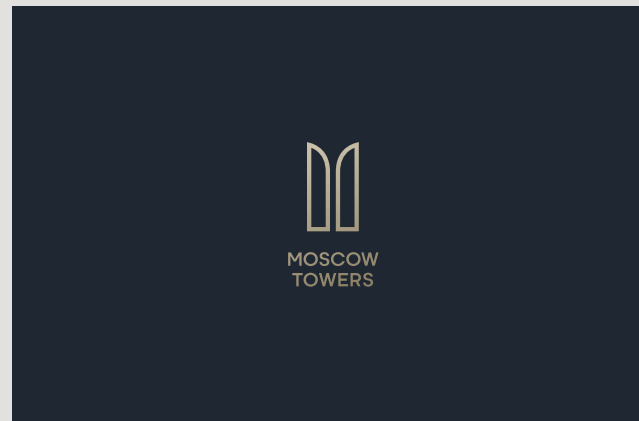
MOSCOW

BUSINESS CARD

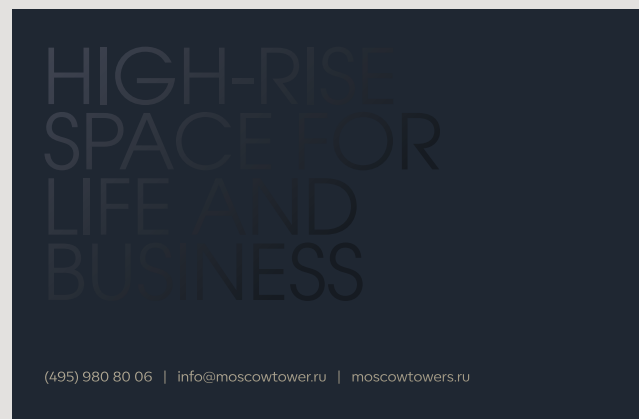
PERSONAL TWO SIDE



CORPORATE TWO SIDE



FACE



BACK

BUSINESS
CARDS



FOLDERS





LETTERHEAD

OFFICIAL DOCS



SPECIAL DOCS



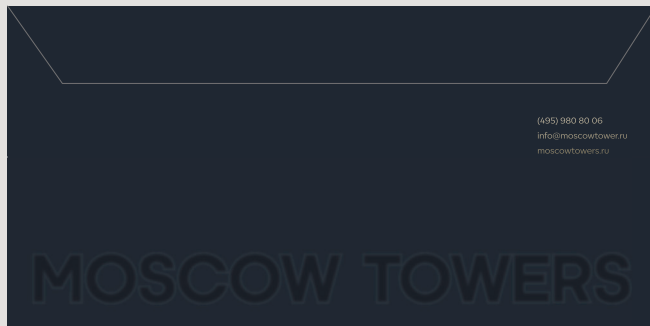
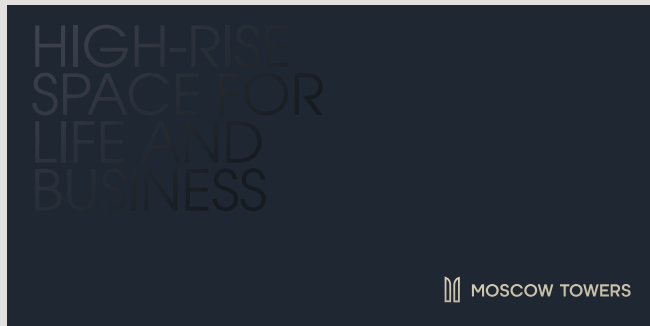
LETTERHEAD



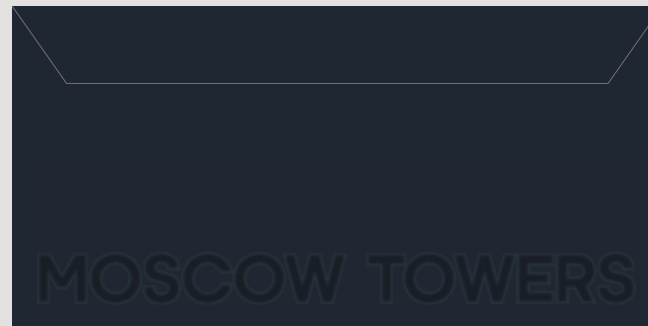
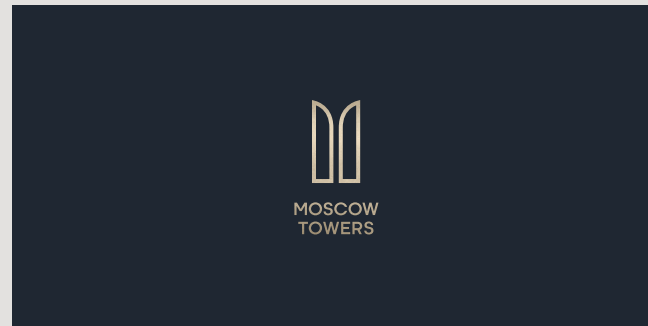
ENVELOPES

EURO ENVELOPE E65
220X110

STYLE 1



STYLE 2



STYLE 3



ENVELOPES

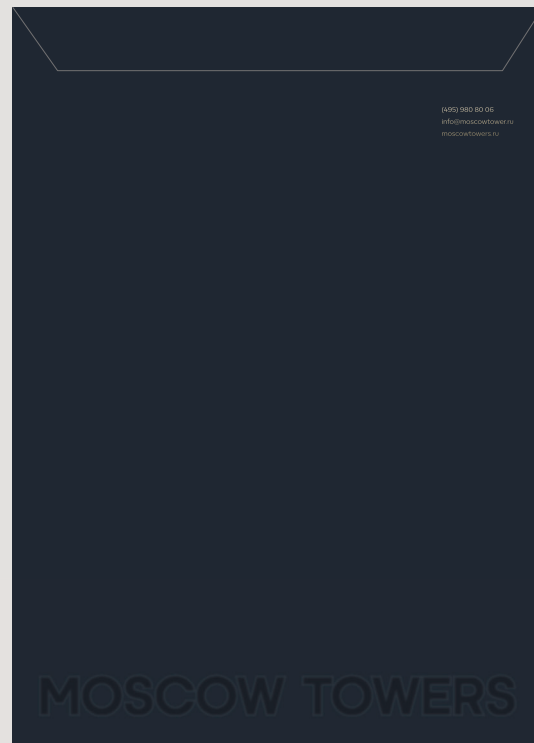
ENVELOPE C4
229X324

ENVELOPE C5
162X229

FACE



BACK



PEN



BAG



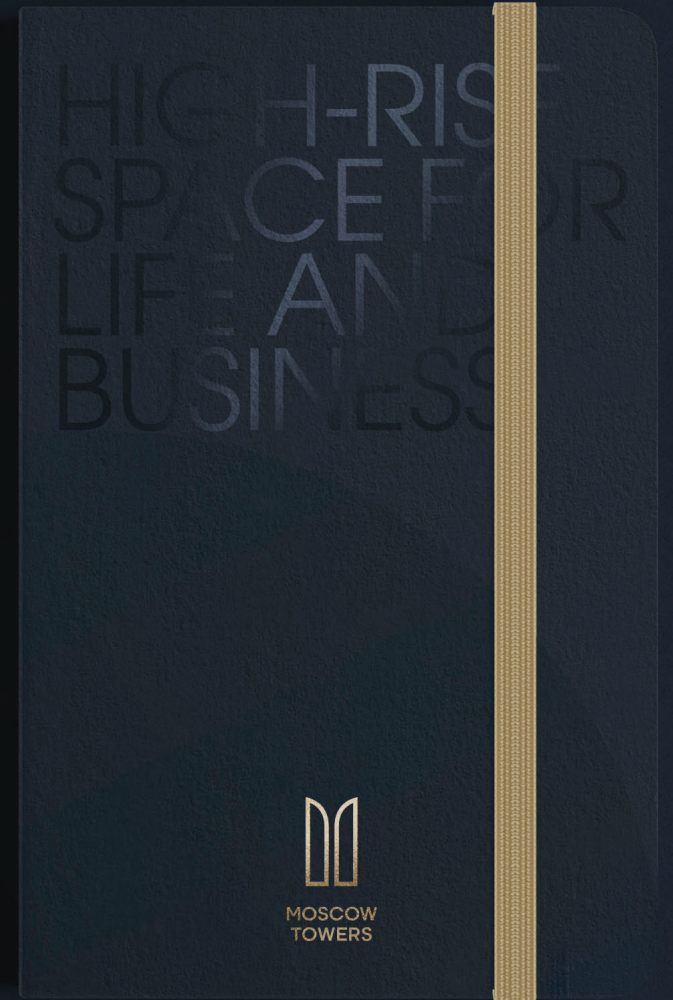
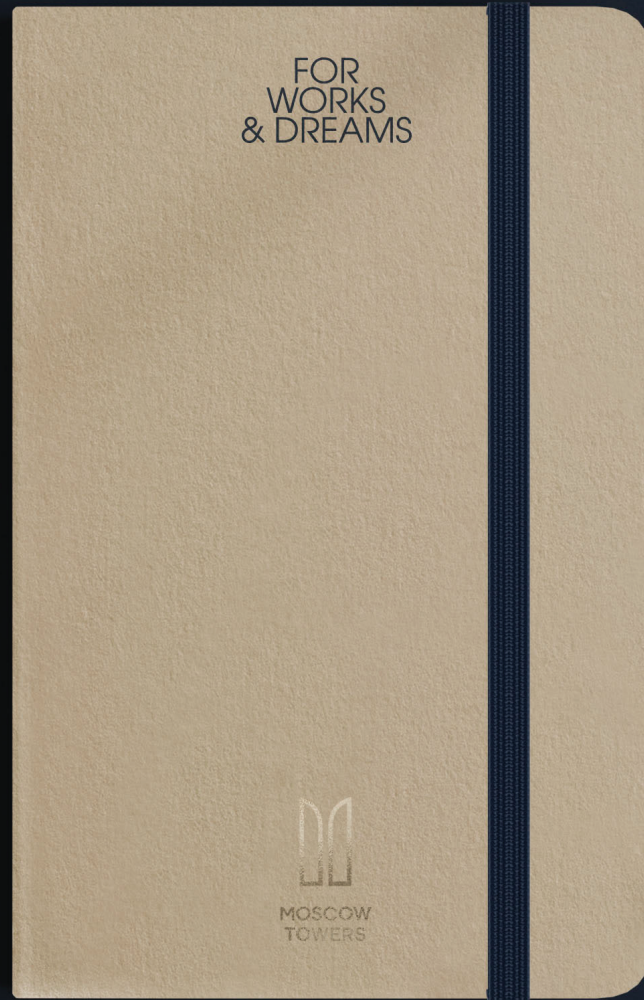
BAG

HIGH-RISE
SPACE FOR
LIFE AND
BUSINESS



MOSCOW
TOWERS

NOTES





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		

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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

(495) 980 80 06

SED UT PERSPICIATIS, UNDE OMNIS ISTE NATUS ERROR SIT
VOLUPTATEM ACCUSANTUM DOLOREMQUE LAUDANTUM,
REM APERTAM EAQUE IPSA





HIGH-RIS SPACE FOR LIFE AND BUSINESS



MOSCOW
TOWERS

CONSECTETUR, ADIPISCI VELIT,
SED QUIA NON NUMQUAM EIUS
MODI TEMPORAVELIT,

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