

# Brand Kit

ACHIEVING CREATIVITY  
& CONSISTENCY

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# ABOUT

BEYOND TIME AND SPACE, A DIMENSION OF  
"INFINITE POTENTIAL" IS DISCOVERED:  
**MOVETOPIA**

## VISION AND MISSION

Providing players with the opportunity to build their own world through strategic thinking, creativity and a sense of community, while traveling from natural roots to a technological utopia.



# LOGO

SYMBOLIZING EXCELLENCE,  
GUIDING IDENTITY



# MoveTopia



# MoveTopia

## CLEAR SPACE GUIDELINES

To ensure the MoveTopia logo remains clear and impactful, always maintain a minimum clear space around it. Use the height of the small side crystals in the logo as a measurement unit, ensuring this space is kept free from text or other graphic elements. The logo performs best on white or dark backgrounds (#0A0F29) to preserve its visibility. Avoid cropping, overlapping, or placing the logo on cluttered or low-contrast backgrounds. This guideline helps keep the logo professional and visually distinct in all applications.



# COLORS

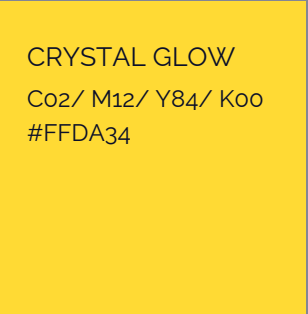
SUBTLE HUES,  
HARMONIOUS ELEGANCE

## COLOR USAGE RULES

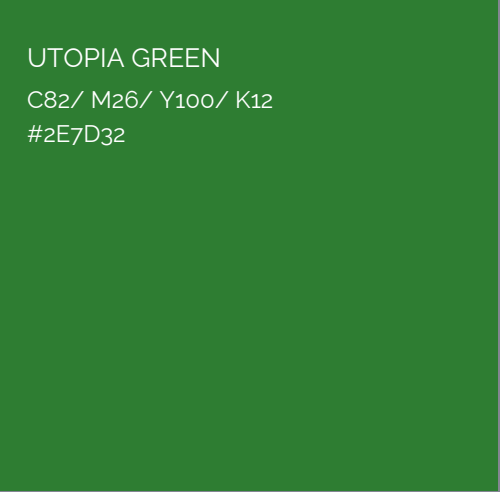
The MoveTopia logo should always be displayed using its official colors to maintain brand consistency. Use the primary color palette (#FFDA34, #0A0F29, #2E7D32) for the logo and supporting elements. Avoid altering the colors, adding gradients, or using unapproved shades. On light backgrounds, use the full-color logo, and on dark backgrounds, ensure proper contrast by maintaining the original tones. Never apply the logo over busy or low-contrast backgrounds to ensure maximum visibility and impact.



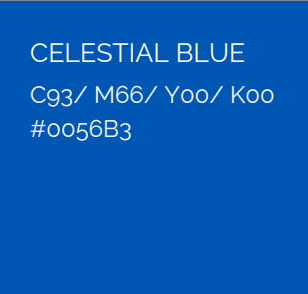
MIDNIGHT NEXUS  
C100/ M95/ Y49/ K70  
#0A0F29



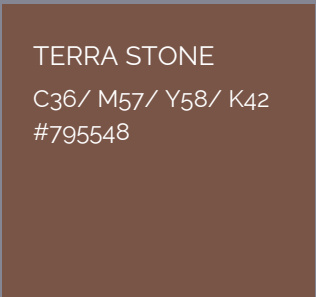
CRYSTAL GLOW  
C02/ M12/ Y84/ K00  
#FFDA34



UTOPIA GREEN  
C82/ M26/ Y100/ K12  
#2E7D32



CELESTIAL BLUE  
C93/ M66/ Y00/ K00  
#0056B3



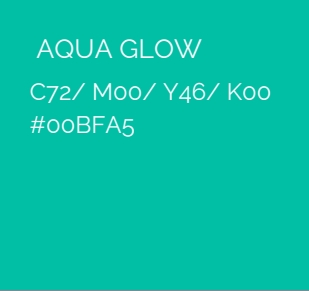
TERRA STONE  
C36/ M57/ Y58/ K42  
#795548



SILVER MIST  
C36 / M19 / Y20 / K02  
#B0BEC5



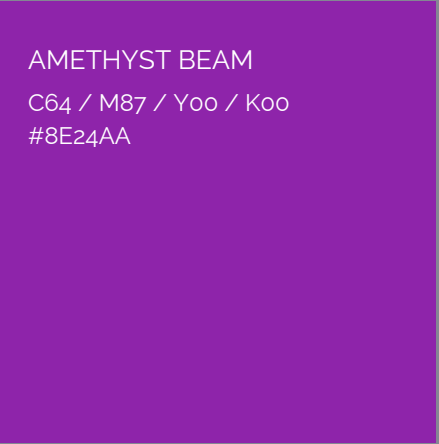
SKY FOG  
C09/ M05/ Y05/ K00  
#ECEFF1



AQUA GLOW  
C72/ M00/ Y46/ K00  
#00BFA5



SHADOW STONE  
C69/ M60/ Y56/ K66  
#333333



AMETHYST BEAM  
C64 / M87 / Y00 / K00  
#8E24AA

# TYPOGRAPHY

WORDS THAT SPEAK,  
FONTS THAT DEFINE

Aa

Catchye

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz

1234567890

!@#\$%^&\*()\_+<>?/\

"Catchye" embodies elegance and modernity, making it the perfect choice for MoveTopia's visual identity. Its clean, sharp lines and balanced proportions reflect the futuristic and sophisticated essence of the game. The font's versatility allows it to adapt seamlessly to different weights, whether for bold headlines or light, refined body text. With its distinct style, "Catchye" enhances the brand's storytelling by creating a visual harmony that resonates with both the game's dynamic elements and its utopian vision.



# TYPEFACE

Aa

Raleway Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789@#\$\$%&\*+!

# IMAGERY

VISIONS UNLEASHED,  
STORIES CAPTURED

## IMAGE USAGE RULES

MoveTopia's visuals reflect the natural and technological themes of the game. Each visual should provide an experience that supports the story and stimulates the player's imagination. High-resolution, natural textures or futuristic patterns are preferred. Visuals should be simple, in line with the brand's color palette, and eye-catching.



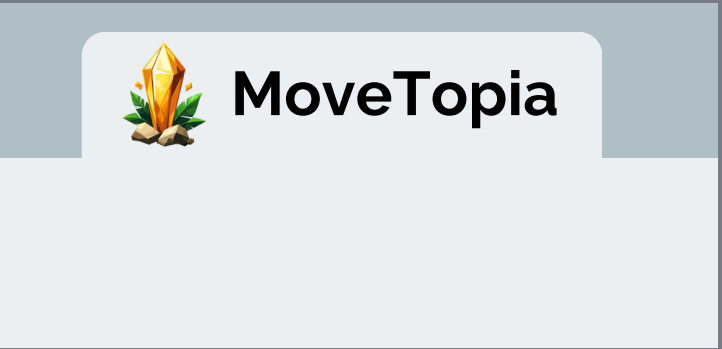
### SQUARE AVATAR

Use on LinkedIn and any other platform that uses square avatars

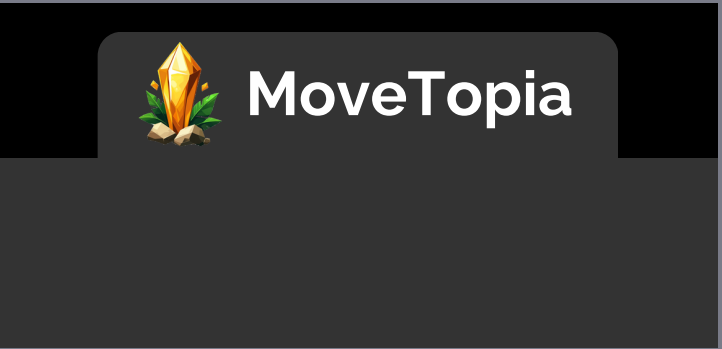


### CIRCLE AVATAR

Use on X, Instagram, and any other platform that uses circle avatars.



Light-mode browsers with the favicon.



Dark-mode browsers with the favicon.



# MOCKUP

DESIGNING FUTURES,  
SHOWCASING POTENTIAL



MoveTopia's iconic design adds a unique touch to your everyday life. Our crystal symbol makes a difference in every product that carries the story of our brand.



MoveTopia takes an innovative and powerful stance in the digital world. It is designed to make a unique impression on every platform.



Simple and modern designs that carry our brand into the future make a difference both in the real world and digitally. MoveTopia combines style and story.

# CONTACT US

CONNECTING THROUGH  
EVERY INTERACTION

@MoveTopiaLand  
gmove@movetopia.land  
movetopia.land

