



# Style Guide

## INTRODUCTION

The My Guys Moving trademarked name, logo, and other service marks are the signature of MY GUYS. They are the trademarked designs that identify our company to the world.

My Guys Moving builds brand awareness through its logo and other service marks. With our familiar, visually appealing symbols, we clearly identify who we are, what we do, and distinguish MY GUYS in the global marketplace. The company invests heavily in building brand equity, which is communicated through the MY GUYS logo. To convey the full power of our brand to prospects, customers, and others, it is essential that the logo be used properly at all times. To ensure that our customers always connect the MY GUYS logo with our identity, we must be consistent in its use.

## ACCEPTABLE WORD USAGE

My Guys Moving & Storage, My Guys Moving, My Guys, MY GUYS, My Guys Office Movers

## SIZE REQUIREMENTS

The logo and other service marks must be legible in all uses and at all times.

## APPROVED COLORS

MY GUYS – Blue



Pantone 287C (PMS 287)

CMYK 100/69/0/11

RGB 0/82/156

WEB #00529C

MY GUYS – Orange



Pantone 715C (PMS 715)

CMYK 0/59/97/0

RGB 245/136/55

WEB #F68424

## APPROVED FONTS

For use in headlines - print, display, and internet messaging.

Arial Rounded Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Helvetica Rounded Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**



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## COMMON LOGO ERRORS

Since the MY GUYS logo and other service marks are our brand, they must be treated with care and respect. Here are some common usage mistakes. To prevent errors in your printed or electronic materials, please remember these simple guidelines:

- Logo must be used in a 1-to-1 proportion at all times. Never stretch or distort the logo to fit in an area.
- Do not break up elements of the logo. The words “My Guys” and “Moving” should not be separated.
- Do not add additional words to the logo, such as “& Storage”.
- Do not use the logo against visually competitive backgrounds.
- Do not substitute typefaces.
- Do not add a border around the logo other than using the “boxed” version.

## COLOR BACKGROUNDS

The My Guys Moving logo will lose credibility and clarity if used against contrasting or competing backgrounds. Be sure to use backgrounds that are complementary to logo and don't compromise its legibility. The logo may be used in black on white, light or neutral backgrounds. For dark backgrounds, use the Reverse version of the logo.

The My Guys Moving blue (PMS 287) logo should only be used on white, natural, cream or very light, neutral colors. It should never be used on bold or bright or patterned photo backgrounds. If used against a photo background, use a subtle glow or white “knock-out” to separate logo from background. Use on patterned or photo backgrounds should be approved by MY GUYS Marketing Department.

**Contact MY GUYS Marketing Department at (800) 783-4897 with questions involving the use of logos or branding.**



## Logo Usage



Professional  
**Moving & Storage**  
[www.MyGuysMoving.com](http://www.MyGuysMoving.com)



Professional  
**Moving & Storage**  
[www.MyGuysMoving.com](http://www.MyGuysMoving.com)





## Logo - Reverse

FOR USE on Dark Backgrounds such as T-Shirts



VISUAL  
APPEARANCE



ARTWORK  
FOR VENDOR



## Logo - Reverse

FOR USE on Dark Backgrounds such as T-Shirts



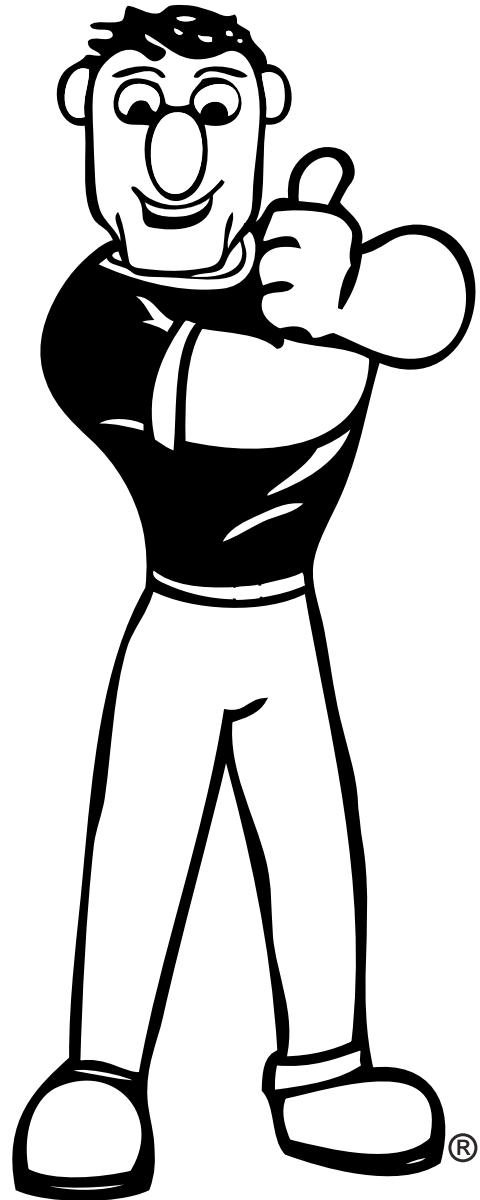
VISUAL  
APPEARANCE



ARTWORK  
FOR VENDOR



**MyGuys  
Moving**



**Kilroy - One of the Guys**