

# BRAND GUIDELINES



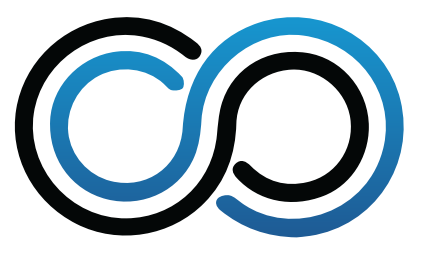


# OUR LOGO

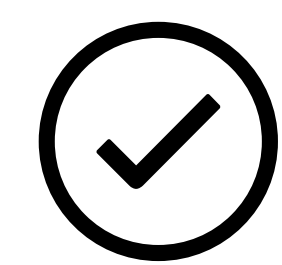


[DOWNLOAD OUR LOGO HERE](#)

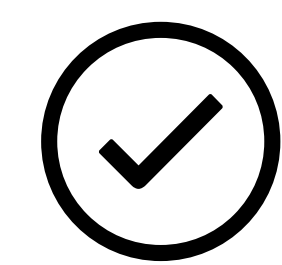




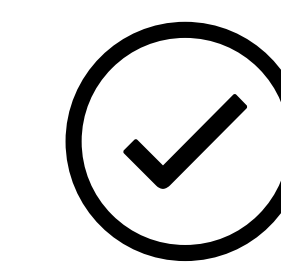
# LOGO USAGE



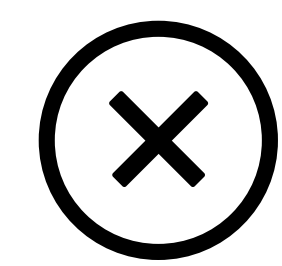
Do use the preferred logo when possible.



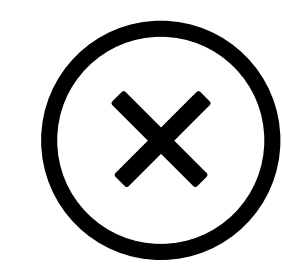
Do ensure the logo is prominently and clearly featured.



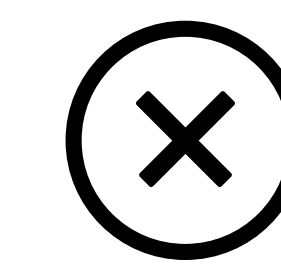
Do use the black logo on light colored backgrounds.



Don't distort the logo.

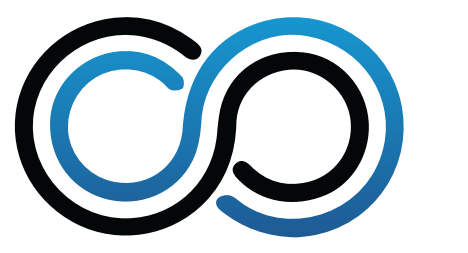


Don't change the transparency of the logo.



Don't use unapproved colors.





# OUR BRAND COLORS

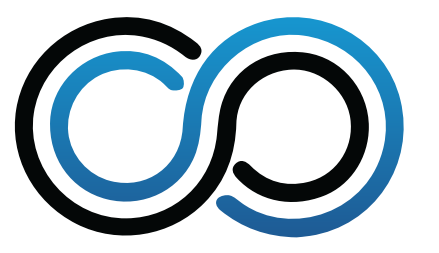
HEX: **#323232**

HEX: **#E5E5E5**

HEX: **#1E9ED8**

HEX: **#C4E1F9**





Poppins

Light • Regular • Medium • **Bold**

**Ad**

# OUR FONT

**Headings** Poppins Bold  
18 pt for Headers

**Subtitle** Poppins Medium  
14 pt for Subtitles

**Body** Poppins Regular/Light  
11 pt for Body Text

[DOWNLOAD OUR FONT HERE](#)





# OUR TONE OF VOICE

Mamoon keeps things conversational, ensuring our communication feels like a chat rather than a technical jargon overload. Our voice is clear and concise, cutting through the noise and presenting information in a way that's easily digestible and understandable to everyone; bonus points if we make you laugh while we do it.





## Conversational

Write it like you'd say it. No jargon or buzzwords.

## Clear

Get to the point.

## Savvy

Our writing reflects our expertise.

## Collaborative

Teamwork is at the core of our work; keep your language inclusive.

## Witty

We like to bring humor to everything we do.





# OUR PRESS LINES

## One-Liner Description

Mamoon is a Salesforce™ solutions architect and implementation partner – offering backend, mobile, and custom development services – dedicated to tailoring innovative solutions that exceed expectations and drive meaningful impact in your business.

## Long-Form Description

Mamoon is a Salesforce™ solutions architect and implementation partner – offering backend, mobile, and custom development services – dedicated to tailoring innovative solutions that exceed expectations and drive meaningful impact in your business. Mamoon believes they can unlock limitless potential by embracing the power of collaboration and nurturing a diverse and inclusive environment. By staying at the forefront of innovation and technology and constantly pushing boundaries to develop cutting-edge products and services, Mamoon provides solutions that meet their customers' current needs and anticipate and adapt to their evolving requirements.



# THANK YOU

