



Brand Identity Guidelines

Australia & New Zealand Market

ActivePipe Logo
Primary



Full Color Logo



Inverted Color Logo



Secondary

All Blue Logo



All Black Logo



All White Logo



Logo

Best Practice



✕ Do not change the colors

The ActivePipe logo where the triangle icon and the word "Active" are blue, and "Pipe" is green, deviating from the standard color scheme.

✕ Do not add strokes

The ActivePipe logo where the triangle icon and the word "Active" are outlined in black, which is not part of the brand identity.

✕ Do not stretch

The ActivePipe logo where the triangle icon and the word "Active" are horizontally stretched, making them appear distorted.

✕ Do not rotate or tilt

The ActivePipe logo rotated diagonally, which is not the correct orientation for the brand mark.

✕ Do not apply a gradient

The ActivePipe logo where the triangle icon and the word "Active" have a horizontal gradient from green to blue.

✕ Do not apply effects

The ActivePipe logo with a soft drop shadow applied behind the text and icon.

✕ Do not separate elements

The ActivePipe logo where the triangle icon is placed above the word "ActivePipe" instead of being part of a single unit.

✕ Do not combine with graphics

The ActivePipe logo where the triangle icon is overlaid on a yellow hexagonal graphic.

✕ Do not remove the icon

The ActivePipe logo where the triangle icon has been removed, leaving only the text "ActivePipe by MoxiWorks".

✕

The ActivePipe logo centered on a solid black background.

✕

The ActivePipe logo centered on a solid light blue background.

✕

The ActivePipe logo centered on a solid dark blue background.

ActivePipe Logo Icons

- The logo symbol can be used independently from the full logo in contexts where the brand is already recognizable or space is limited (e.g., social media icons, favicons, app buttons, watermarks).
- Always use the official vector or PNG version—do not recreate or alter the symbol.



Primary colors

- Primary colors should be used for all core brand applications: logo, website headers, signage, etc.
- Maintain high contrast for accessibility: avoid using light blue or green text on a white background.
- Do not alter the hue, opacity, or saturation of any brand color.



NAVY
HEX 0A364B
RGB 10, 54, 75
PMS 303 C
CMYK 100, 80, 50, 40

DENIM
HEX 1F82A5
RGB 31, 130, 165
PMS 7699 C
CMYK 83, 38, 23, 1

LIGHT BLUE
HEX EFF7FA
RGB 239, 247, 250
PMS 656 C
CMYK 5, 0, 1, 0

GREEN
HEX 86F59A
RGB 134, 245, 154
PMS 7487 C
CMYK 26, 0, 66, 0

Use bright green for highlighting text, CTAs, graphic elements or text and icons on dark backgrounds only. Never use green text on white or light backgrounds



Use light blue for backgrounds and content boxes

Secondary colors

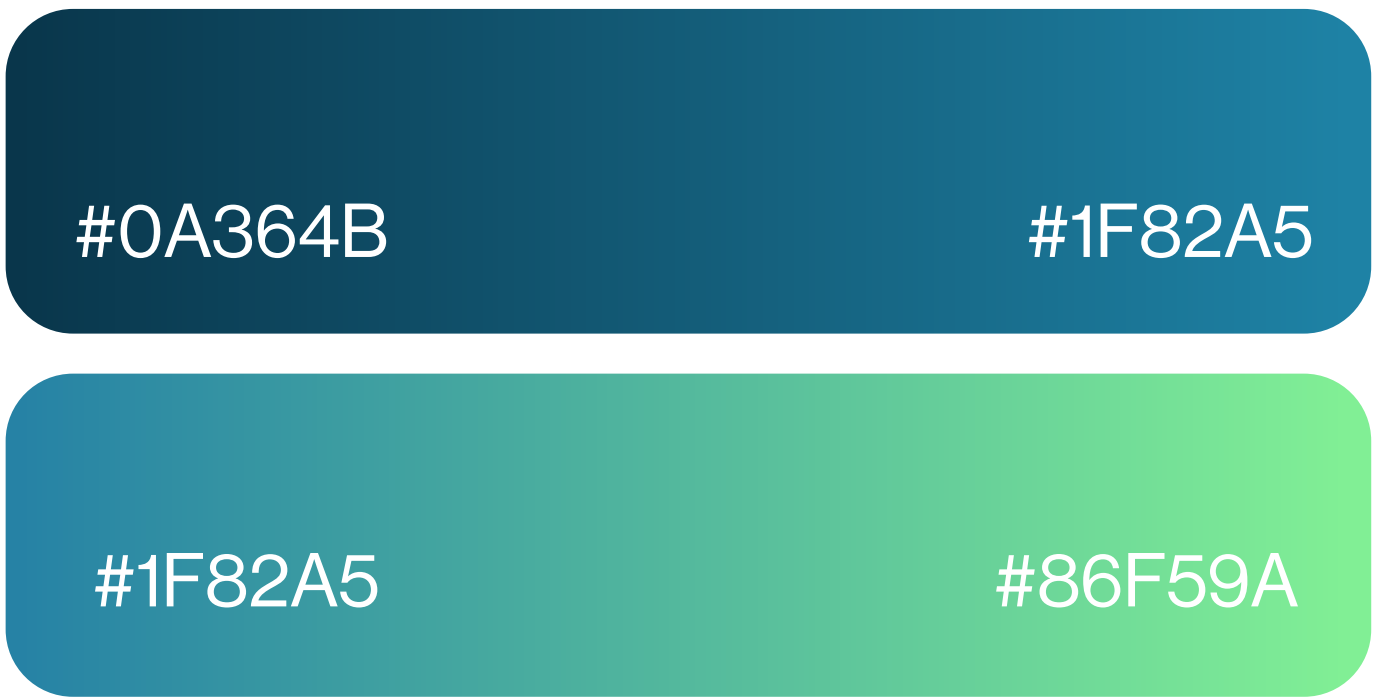
- Secondary colors support the design and highlight key elements in layouts and visuals when needed.



MARINE	AZURE	FROST	DAFFODIL	VANILLA	BRIGHT TEAL
HEX 2976CC	HEX 34A9FF	HEX AFD6E6	HEX FBD771	HEX EDEBE2	HEX 2BCCB3
RGB 41, 118, 204	RGB 52, 169, 255	RGB 175, 214, 230	RGB 251, 215, 113	RGB 237, 235, 226	RGB 43, 204, 179
CMYK 80, 52, 0, 0	CMYK 63, 24, 0, 0	CMYK 29, 5, 6, 0	CMYK 2, 14, 67, 0	CMYK 0, 1, 5, 7	CMYK 79, 0, 12, 20

Gradients

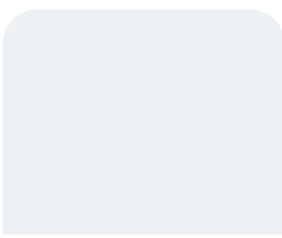
- Use gradiends for backgrounds or graphic elements



These colours are to be used sparingly, not as primary brand colors.

	RASPBERRY HEX E5496D RGB 229, 73, 109 CMYK 0, 68, 52, 10		APRICOT HEX F7B66A RGB 247, 182, 106 CMYK 0, 26, 57, 3		NEUTRAL GRAY HEX 747474 RGB 116, 116, 116 CMYK 0, 0, 0, 55
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These colors should only be used for status indicators, alerts, and similar elements.

	ICE GRAY HEX EDEBE2 RGB 237, 241, 244 CMYK 3, 1, 0, 4
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This color to be used as a background when the current light blue feels too washed out.

	DARK TEAL BLUE HEX 205671 RGB 32, 86, 113 CMYK 72, 24, 0, 56
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This color should be used over the dark blue to create a lighter contrast.

TT Commons Pro

Demi Bold

Main Titles and Headers

Bold

Smaller Titles

Neue Haas Grotesk Display Pro

Bold

Subtitles

Roman

Paragraph - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse

Typography

- **TT Commons Pro** – Available for all MoxiWorks staff. Download at <https://get.moxiworks.com/brand> or email branding@moxiworks.com for support.
- **Neue Haas Grotesk** – Reserved for Abode-licensed users or marketing team.

Free Alternatives (when licensed fonts are not available):

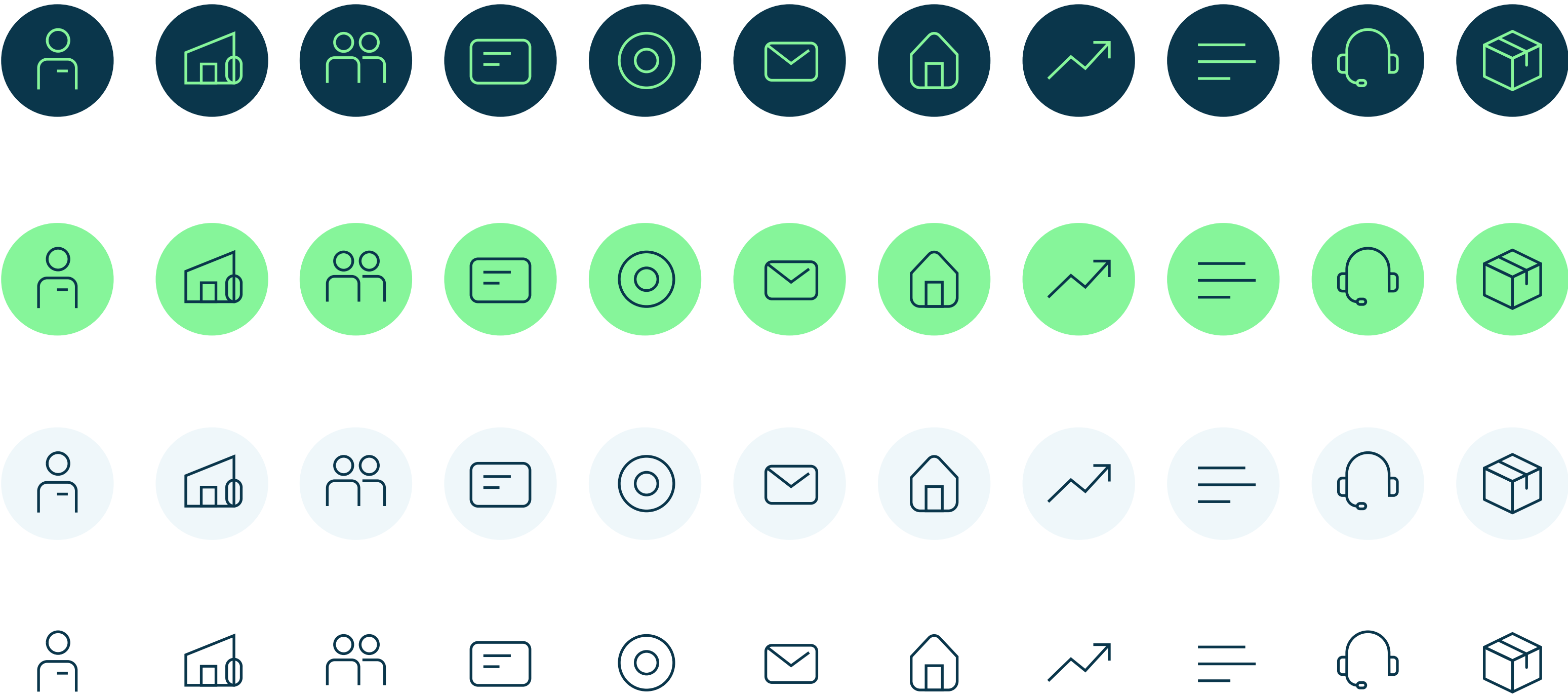
- Use **Figtree** instead of TT Commons Pro
- Use **Nimbus Sans** instead of Neue Haas Grotesk
- Use **Arial** only as a last resort

Download alternatives fonts here:

<https://drive.google.com/drive/folders/1m6SVTL90ubmISS7FFFK-DYMQ3uZTI4xol?usp=sharing>

Iconography

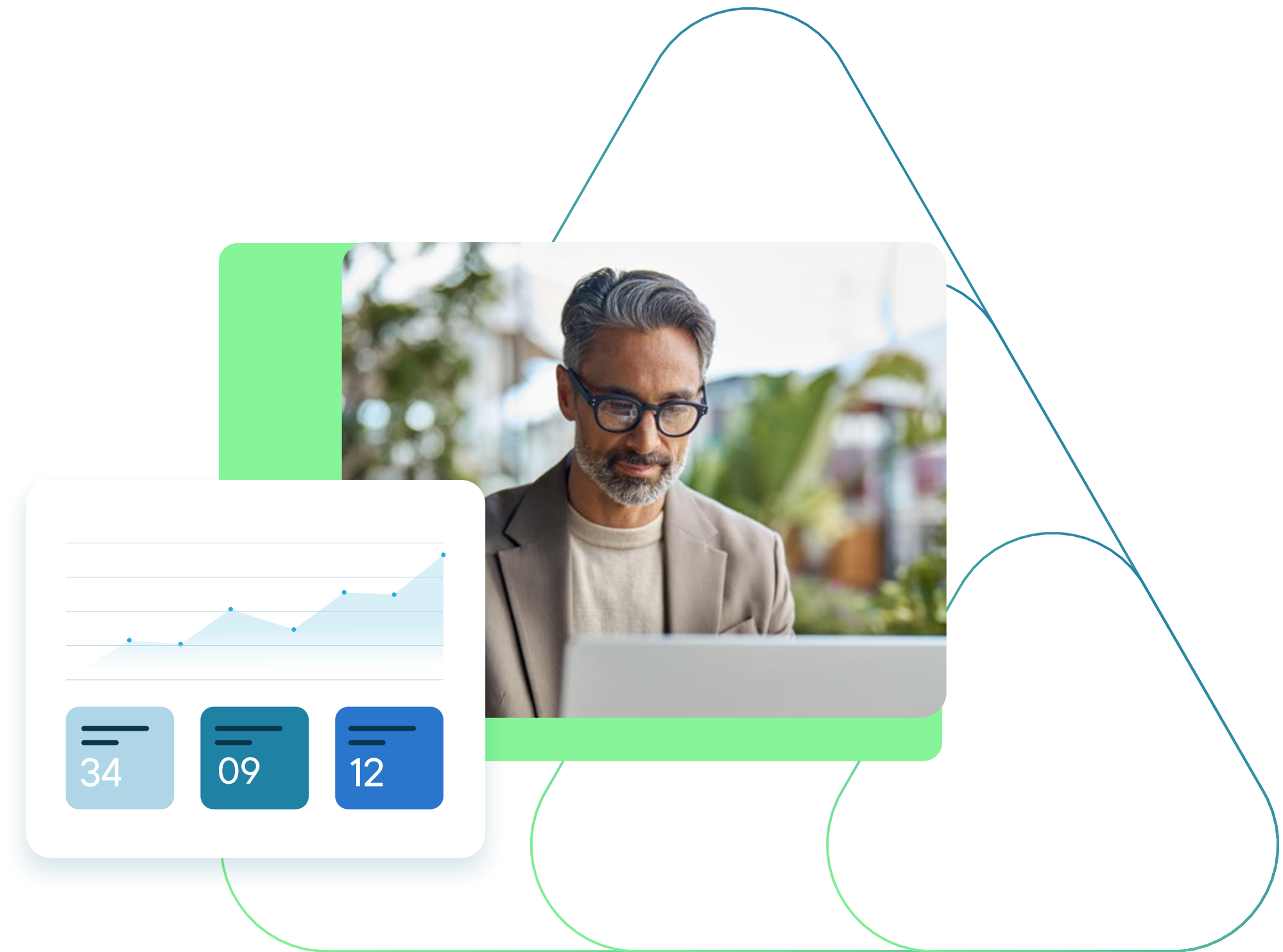
- Use clean, minimal outline icons. Apply green icons on dark navy backgrounds, and dark navy icons on green or white backgrounds to ensure contrast and consistency.



Thinner version of the symbol

- A thinner version of the symbol may be used as a graphic element in the background to add depth and refinement.
- It may be rotated and its opacity adjusted to suit the composition and optimize readability.
- Always use the official thinner version of the symbol provided in the AI or PNG files.
- Do not recreate or modify the shape manually.

Always on.
Always converting.





activepipe.com