

# MochiMotion

Brand guide · v1.0 · mochimotion.fit

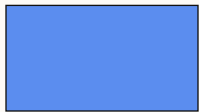
## LOGO — HYBRID (primary)



## ICON ONLY (favicon / social)



## BRAND PALETTE



### Sapphire

#5B8DEF

Primary / CTAs, links, price highlights



### Deep Sapphire

#1E3A8A

Email headers, deeper accents



### Coral

#F97316

Banner highlights, sale tags, website accents



### Mochi Green

#66A63C

Icon body, leaves, dumbbell



### Deep Green

#3F6A29

Wordmark, secondary text accents



### Blossom Pink

#F4A0C3

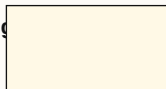
Cherry blossom, soft moments

## SURFACES & TEXT



### Cream (page background)

#FDFBF7



### Butter Yellow

#FFF9E6



### Peach

#FFE6EA



### Sky Blue

#DBEAFE



### Sitewide Orange

#FF6B35



### Lavender

#F3E8FF



### Body Ink

#111111



### Muted Text

#4A4A4A

## TYPOGRAPHY

## Display · Headlines · CTAs

Inter Black / Helvetica Bold fallback · Tight tracking · Sentence case

## Body — Every body, every size, every motion.

Inter Regular · 16px web / 12pt print · 1.5 line height

## VOICE

Warm but confident. Size-inclusive by default, never by disclaimer.

Direct, playful, zero hype. Emojis: 🍌 sparingly; never generic 🍌🍌.

Say what it does, not how much you love it. "Squat-proof." "Pillow-soft." "Chlorine-resistant."