

# Moms On Teaching

BRAND BOOK

## 01 Brand Overview

Moms On Teaching is a global educational platform connecting students from KG to 12th grade with a team of 30+ qualified mother-teachers. They offer personalized 1-on-1 tutoring across multiple curriculums, focusing on bridging learning gaps, building academic confidence, and providing holistic mental health and career support for students.

"Personalized education from mother-teachers who understand and nurture every child's unique potential."



## 02. Brand Logo



### LOGO CLEAR SPACE



Always maintain clear space around the logo to keep the logo clean and legible.  
50 px on each side

### MINIMUM SIZE



Below this size, clarity is lost.  
Always honor the minimum.  
1.33 inch / 128 px width

## 03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

# Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%

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SECONDARY TYPEFACE

# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%

## 04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



### Pure White

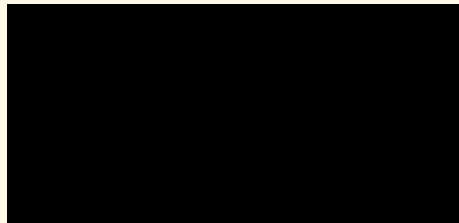
**Hex** #FFFFFF  
**RGB** 255, 255, 255  
**CMYK** 0%, 0%, 0%, 0%  
**HSL** 0, 0%, 100%

### Papaya Orange

**Hex** #F9BF29  
**RGB** 249, 191, 41  
**CMYK** 0%, 23.29%, 83.53%, 2.35%  
**HSL** 43.27, 94.55%, 56.86%

### Brunswick Green

**Hex** #0A4A4B  
**RGB** 10, 74, 75  
**CMYK** 86.67%, 1.33%, 0%, 70.59%  
**HSL** 180.92, 76.47%, 16.67%



### Jet Black

**Hex** #000000  
**RGB** 0, 0, 0  
**CMYK** 0%, 0%, 0%, 100%  
**HSL** 0, 0%, 0%

05. Imagery



VALUES

"Empathetic Care, Personalized Excellence, Women Empowerment, Transparency, Holistic Development"

AESTHETIC

warm  
educational  
communal  
maternal-nurturing  
modern-traditional

TONE OF VOICE

Empathetic  
Professional  
Nurturing  
Supportive