



BRAND BOOK

Visual identity, colour, type and usage — v1.0

The brand

Who we are and how we sound

Mad City Totes rents stackable, reusable moving totes to Madison households and businesses. We drop them off, you pack, we pick them up. No tape, no cardboard, no landfill run on the far side of moving day.

POSITIONING

Premium local convenience with an eco-friendly Madison focus. We are the easy button for a move — practical, fast, and visibly greener than a stack of boxes.

VOICE

Plainspoken Midwest. Short sentences. Specific numbers instead of adjectives. Friendly, never cute. We say what a thing costs and when it arrives.

PILLARS

Reusable

Totes replace 100+ cardboard boxes over their life.

Local

Dane County only. Same-day answers, real phone number.

Flat pricing

Two- and four-week packages. Delivery and pickup included.

Effortless

We stack them at your door and take them away when you're done.

Primary logo

Dolly pictogram with two-tone wordmark



Horizontal lockup — default for web headers, vehicle panels and print.

Pictogram

Hand truck stacked with three totes. Reads as 'moving' at a glance.

Wordmark

MAD CITY in ink black, TOTES in cardinal red.

Construction

Cap height of the wordmark equals one tote face.

Vector master

SVG is the source of truth; PNGs are exports.

Logo variations

One mark, four sanctioned expressions



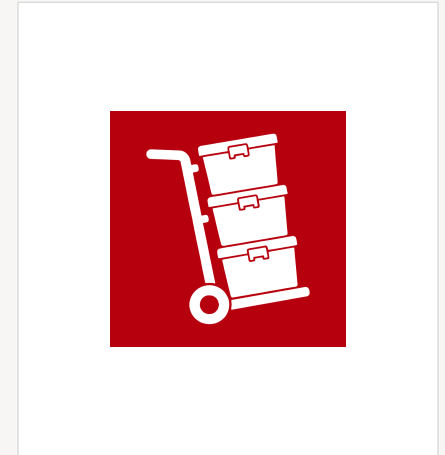
Primary / light



Reverse / dark



Icon — black



Icon — red

CLEAR SPACE & MISUSE

Keep clear space equal to the height of the wheel on all four sides. Never stretch, rotate, recolour outside the palette, add gradients, outlines or drop shadows, place the black lockup on a red field, or rebuild the wordmark in another typeface. Use the reverse lockup on any background darker than 40% grey.

Colour

Wisconsin cardinal, ink black, crisp white

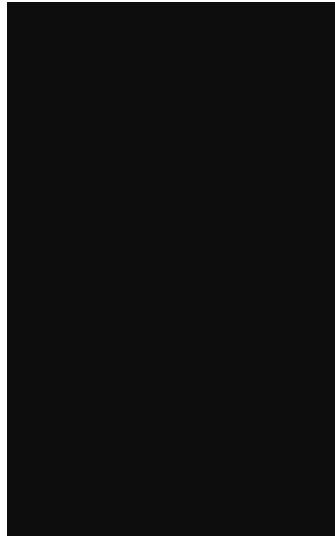


Cardinal Red

#B7000E

oklch(0.49 0.201 27.5)

Primary. Buttons, accents, TOTES wordmark.

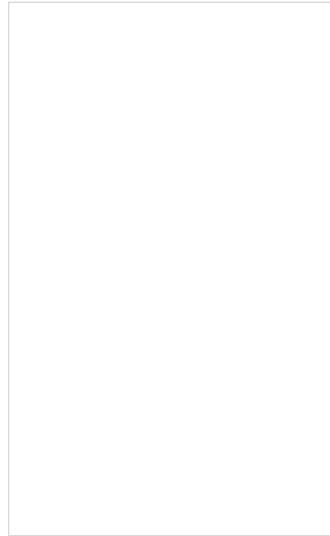


Ink Black

#0D0D0D

oklch(0.16 0 0)

Type, footers, dark sections.



Pure White

#FFFFFF

oklch(1 0 0)

Backgrounds and reverse type.

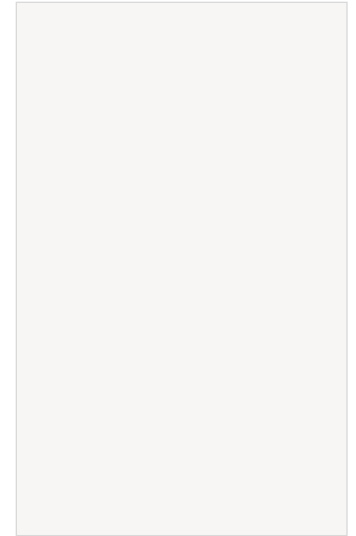


Bright Cardinal

#F75E53

oklch(0.68 0.19 27.5)

Links and accents on dark only.



Paper

#F7F6F4

oklch(0.97 0.004 60)

Soft section background.

RATIO & CONTRAST

Roughly 70% white, 20% ink black, 10% cardinal red. Red is an accent, never a page background behind long copy. All approved pairings pass WCAG AA; on ink black use Bright Cardinal for links.

Typography

Archivo for display, Karla for text

Archivo ExtraBold

Headlines, page titles, price callouts, the wordmark. Tight tracking, sentence or all caps.

Karla Regular & Bold

Body copy, navigation, forms, labels. 16 px minimum on web.

SCALE

Display	Archivo ExtraBold	48–72 px / 1.05
H1	Archivo ExtraBold	36–44 px / 1.1
H2	Archivo ExtraBold	24–30 px / 1.2
Body	Karla Regular	16–18 px / 1.6
Label / eyebrow	Karla Bold caps	12 px / 0.08em tracking

IN USE

**Skip the
cardboard.
From \$99.**

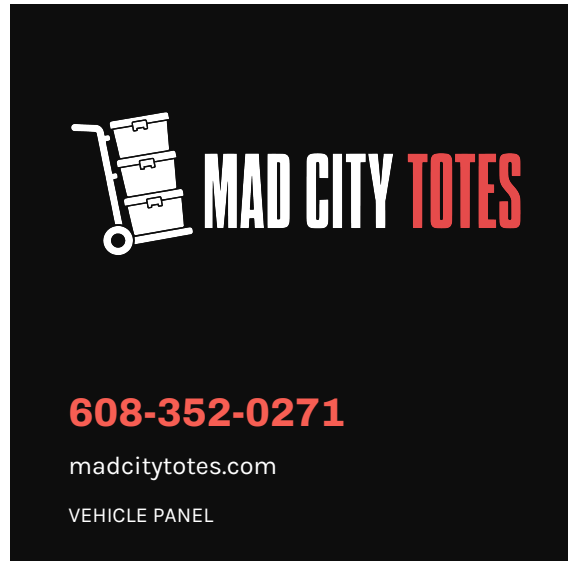
Reusable moving totes delivered across Dane County.

Applications

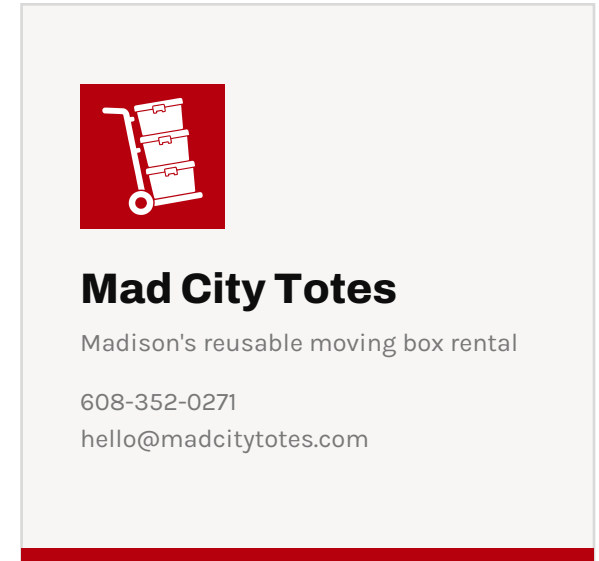
How the identity shows up in the world



All-white lockup on cardinal



Reverse lockup on ink



BUSINESS CARD

PHOTOGRAPHY

Real Madison interiors, daylight, red totes as the only strong colour in frame. Show hands, stairs, doorways and stacked lids — never staged studio product on seamless white. Keep frames uncluttered so the cardinal reads instantly.

Asset files

Everything in this book, ready to use

mad-city-totes-logo-primary.svg

mad-city-totes-logo-reverse.svg

mad-city-totes-logo-white-mono.svg

mad-city-totes-icon-black.svg

mad-city-totes-icon-red.svg

mad-city-totes-logo-primary.png

mad-city-totes-logo-reverse.png

mad-city-totes-logo-white-mono.png

mad-city-totes-logo-onwhite.jpg

mad-city-totes-icon-black.png

mad-city-totes-icon-red.png

Mad-City-Totes-Brand-Book.pdf

Full lockup, vector master — scales to any size

Reverse lockup vector for dark backgrounds

All-white lockup for cardinal / photo backgrounds

Dolly icon, vector

Dolly icon on cardinal, vector

Full lockup, transparent PNG (4000 px)

Reverse lockup PNG (4000 px)

All-white lockup PNG (4000 px)

Flattened JPG for third parties (4000 px)

1024 px app / favicon icon

1024 px icon on cardinal

This document

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