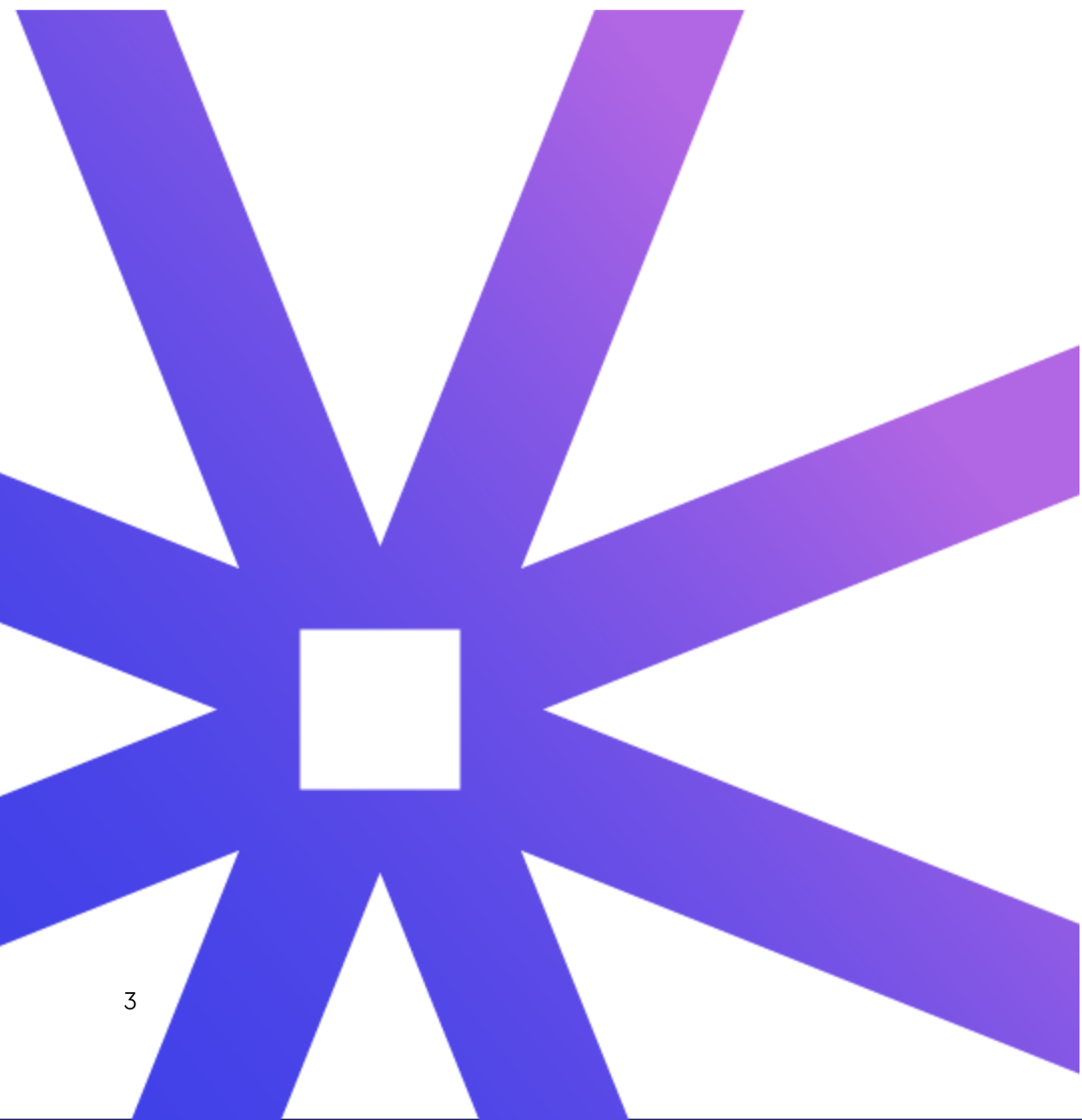




Brand Guidelines

INTRODUCING MOMENTUS

A recognizable visual style and consistent language will help audiences connect with the Momentus Technologies brand. Follow these detailed brand guidelines for every communication.



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& Photography

Language

BRAND NAME

Momentum Technologies

The full brand name is Momentum Technologies. In text, the name should always be initial-capped.

In marketing communications, the full name should be used in the first mention of the brand, but can be shortened to “Momentum” in the instances that follow.

COPY EXAMPLE

Discover Momentum: the event and venue management software designed to fit your venue, your events, and your team’s workflow.

Top organizations worldwide rely on Momentum to increase bookings, streamline event operations, and improve venue revenue in one robust event & venue management platform.

TAGLINE

Make it Momentus

A great tagline is memorable and simple. It summarizes the spirit of the brand in just a few words.

“Make it Momentus” encapsulates the brand’s mission to connect the people who make extraordinary moments possible with the tools to make them momentus.

For consistency, please follow the capitalization style shown and do not add punctuation.

Make it **Momentus**

Logo

PRIMARY LOGO

The Momentus logo is the brand's most important visual element.

Since any misuse of the logo would weaken the recognizability of the brand, it must always exist as it appears in these guidelines.

A PDF file should always be used for print media. For high-resolution digital media (300 dpi) and for low-resolution digital media (72 dpi), JPEG or PNG is the preferred file format. Separate files are provided for these special cases.

Surround the Momentus logo in all directions with clear space to isolate it from competing graphics.

Minimum width of the logo should be 1.5" (print) or 150 pixels (digital). Never reduce the logo to an illegible size.



CLEAR SPACE



MINIMUM SIZE:
1.5" OR 150 PIXELS WIDE

LOGO COLORS

The Momentus logo can be expressed in a few color variations.

The full-color logo will be used most often. But in certain instances, other variations of the logo can be used.



LOGO DONT'S

The Momentus logo should not be altered.

These logo standards apply for all content that is owned and controlled by Momentus, including co-branding and partnerships



Don't use the wordmark alone



Don't stretch or squeeze it



Don't change the colors



Don't rotate it



Don't use busy backgrounds



Don't use against low contrast



Don't use large shadows



Don't create your own version

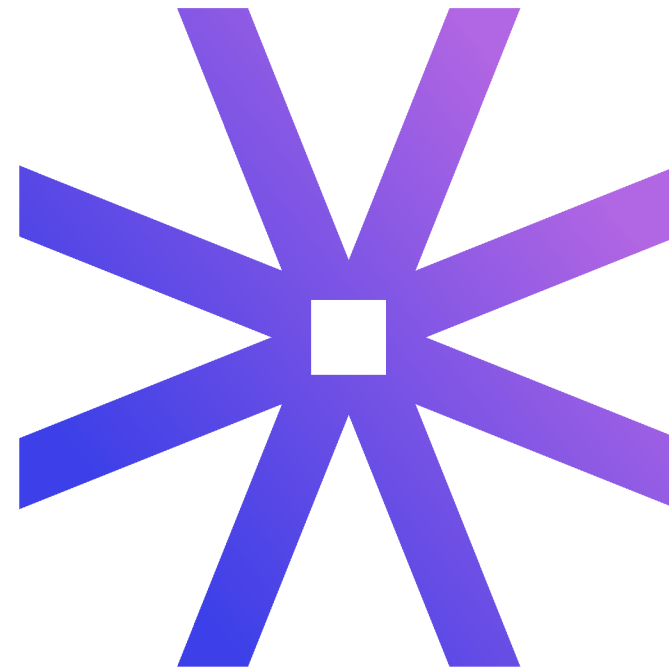
SECONDARY LOGO

A stacked logo can also be used in limited instances.

Special cases may be large vertical banners, email signatures or collateral with limited space. Use sparingly.

This logo helps make up the family of brand elements for Momentus. It is intended to accent the main logo and add distinct visual elements.

It is not intended to replace the main logo in sales or marketing materials.



momentusTM
technologies

Color

COLOR

Color is an important part of the Momentum brand identity. Consistent use of color reinforces recognizability across applications.

Momentum Blue, Momentum Gradient, Black and White are the primary brand colors. The gradient can be used on text or as backgrounds.

Momentum Neutral serves as a neutral color for the Momentum brand, primarily used as backgrounds or to break up white space. Momentum Yellow is to be used sparingly in a more “highlighting” way. Momentum Dark Blue is an accent color meant to add visual appeal when needed.

With Momentum being such a digital brand, the colors work best in RGB workspaces. For print, where possible, use UV spot over gradients to make them pop, possibly paired with an additional dull aqueous varnish.

PRIMARY COLORS



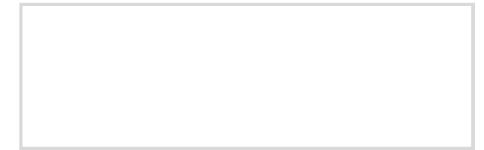
Momentum Blue

HEX: #4146e0
RGB: 65 70 224
CMYK: 82 74 0 0
PMS: 285 C



Black

HEX: #000000
RGB: 0 0 0
CMYK: 100 100 100 100



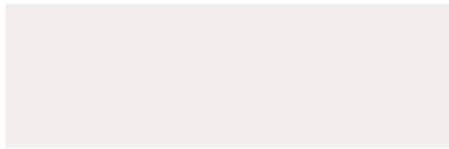
White

HEX: #ffffff
RGB: 255 255 255
CMYK: 0 0 0 0

Momentum Gradient



SECONDARY COLORS



Momentum Neutral

HEX: #f2eec
RGB: 242 238 236
CMYK: 4 4 4 0



Momentum Yellow

HEX: #fff35f
RGB: 255 243 95
CMYK: 3 0 74 0



Momentum Dark Blue

HEX: #1c1e61
RGB: 222 16 36
CMYK: 0 100 100 0

Typography

TYPOGRAPHY

The Plus Jakarta typeface family is to be used in all Momentus communications.

Verdana can be used to substitute when those typefaces are not available (ex. PowerPoint presentations).

No other fonts should be used in Momentus marketing or sales materials.

Main weights used should be Regular and Medium. Demi and Bold can also be used in certain instances.

<https://fonts.google.com/specimen/Plus+Jakarta+Sans>

Aa

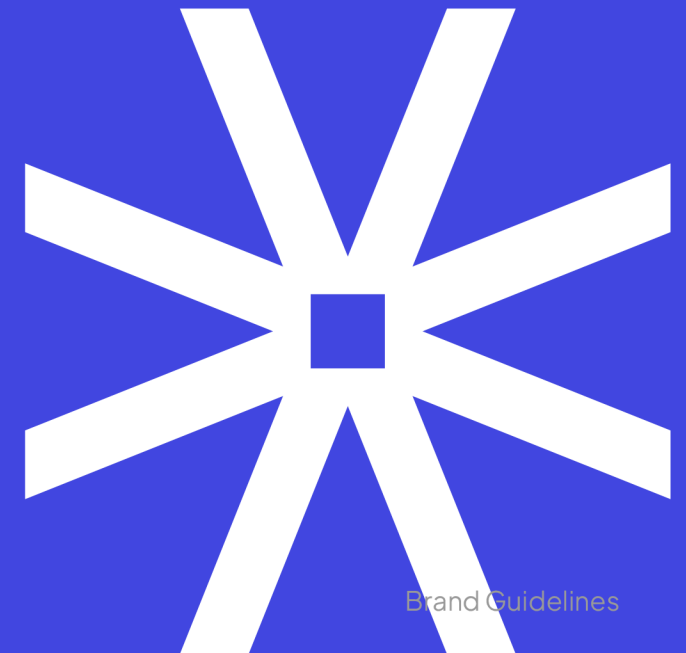
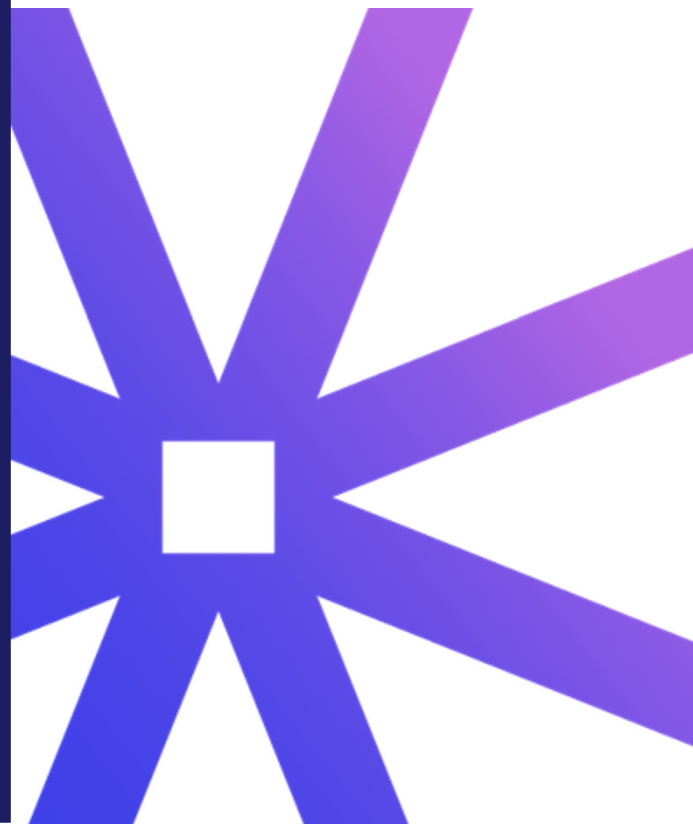
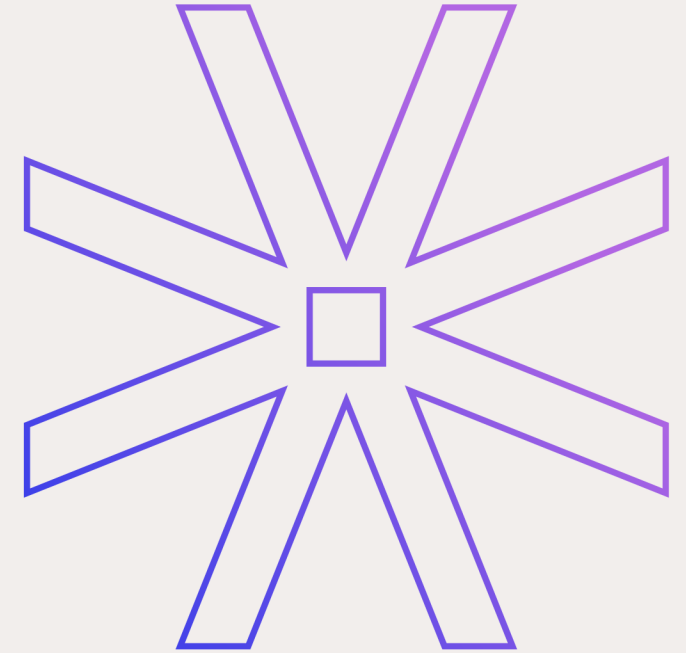
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Graphic Elements

LOGOMARK

The logomark can be used in a variety of ways.

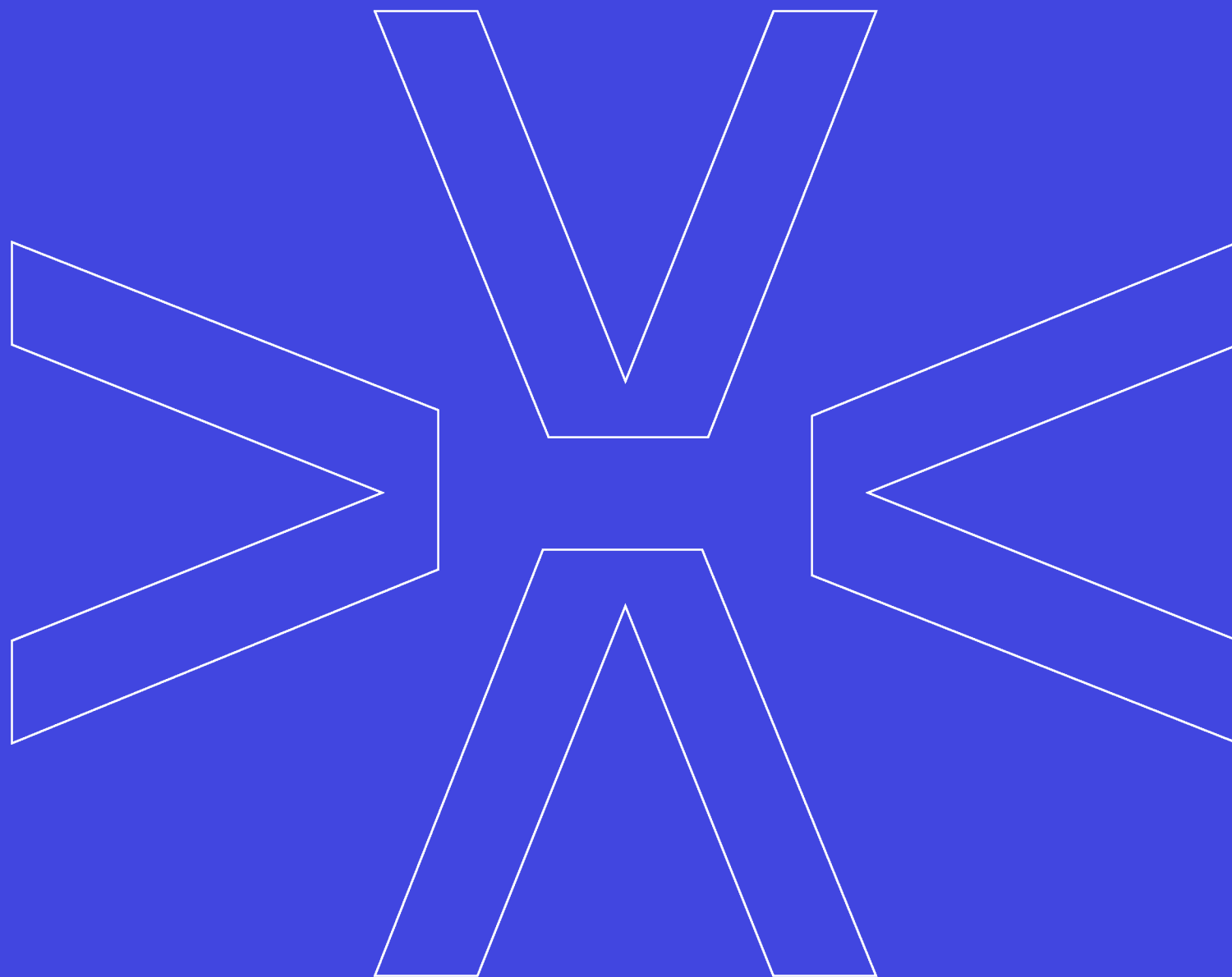
The logomark can further extend the brand. It is a flexible system that can be used across applications. The logomark can be used at various sizes and cropped. Only the approved Momentus palette can be used for these shapes.



DECONSTRUCTED LOGOMARK

The logomark can also be deconstructed.

In some instances, like infographics or videos, a deconstructed logomark can be used to help explain connections, bringing things together or the platform as a whole.



FRAMES AND LIGHTLEAKS

To extend the brand, other styles and elements can be added.

Rectangular frames can be used as a graphic element or around photos.. These symbolize the data and ecosystem around the platform.

“Light leaks” or subtle gradients can be used on corners to help create a spotlight feel and subtly bring in color.



FRAMES

Expressions & Photography

PHOTOGRAPHY

Photos are a key part of conveying the Momentus brand.

Photography should aim to abide by these standards:

- dramatic lighting with contrast
- authentic expressions and actions
- fast-paced and energetic
- largely journalistic, capturing moments true tones (avoid heavy filters)

Featured moments should range from large events, such as football games, to smaller gatherings, such as business meetings. These can include conferences, catered events, performances, scenes at higher education buildings, exhibitions and more.



BRAND IN ACTION

Combine graphics, colors and language to represent the brand in meaningful ways.

While campaigns and promotions can stray further from the core brand, these are examples of the brand elements used in sample materials.

Our overall look is in a dark theme/ palette with pops of color.

momentus technologies

MOMENTUS TECHNOLOGIES • Q1 2026 RESEARCH REPORT

The State Of AI In Venue & Event Management

Interest is high. Execution is early.

What venue leaders across North America, EMEA, and APAC reveal about AI, operations, and the path forward.

March 2026 Research | 20+ Countries | Among venue & event leaders | Includes all major venue types

Momentus Analytics

FOR ENTERPRISE

Prebuilt dashboards. Then build what comes next.

OBSERVE
Prebuilt dashboards ready on day one. Track bookings, pipeline, and utilization.

EMPOWER
Build and share insights without waiting on IT. Your venue, your questions.

Sales | Ops | Leadership

Check out the full offering →

Venue Pulse

Insights for venue and event leaders

momentus technologies

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Make it **Momentus**