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# BRAND COLORS

The complete palette — use these values everywhere

**BITE GREEN**

#00C896

**PRIMARY**

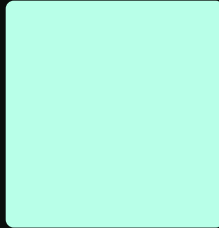
Accent + CTA

**DEEP GREEN**

#00A878

**SECONDARY**

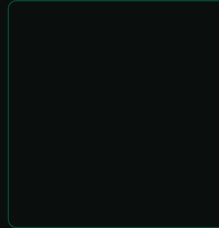
Gradient pair

**MINT LIGHT**

#B8FFE8

**HIGHLIGHT**

Emphasis text

**DARK BASE**

#0A0F0D

**BACKGROUND**

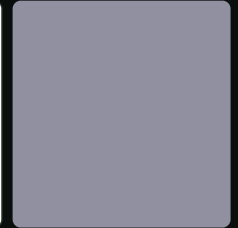
Page / canvas

**WHITE**

#FFFFFF

**LIGHT**

Headlines

**COOL GRAY**

#9090A0

**NEUTRAL**

Body / sub

| Name       | Hex     | RGB         | Role       | Where it's used                                       |
|------------|---------|-------------|------------|-------------------------------------------------------|
| Bite Green | #00C896 | 0 200 150   | Primary    | Logo accent, CTA buttons, italic emphasis, highlights |
| Deep Green | #00A878 | 0 168 120   | Secondary  | Gradient pairings, hover states, sidebars             |
| Mint Light | #B8FFE8 | 184 255 232 | Highlight  | Special emphasis text on dark backgrounds             |
| Dark Base  | #0A0F0D | 10 15 13    | Background | Primary page and template background color            |
| White      | #FFFFFF | 255 255 255 | Light      | Headlines, primary text on dark                       |
| Cool Gray  | #9090A0 | 144 144 160 | Neutral    | Body copy, captions, dimmed text                      |

## Color rules

- Bite Green is the only loud accent. Carries logo, CTAs, italic emphasis, and highlights. Never add a second accent color.
- Dark base (#0A0F0D) is the default canvas. Light themes are reserved for the inverted/green logo variant only.
- White is for headlines; Cool Gray for body copy. Keep contrast above 4.5:1 (WCAG AA).
- Mint Light is used sparingly — only for one emphasized word per design at most.

## Font pairing

The MotionBite system uses just two type families. Oswald (heavy condensed sans, uppercase) does all the work in headlines, labels, buttons, and any moment that needs authority. DM Sans handles body copy, captions, and supporting text. Italic emphasis is rendered in Bite Green using Oswald's bold italic style. Never mix in a third typeface.

DISPLAY · OSWALD BOLD (UPPERCASE)

38pt

WEBSITES THAT MEAN BUSI

EMPHASIS · OSWALD BOLD ITALIC IN GREEN

36pt

*THE ITALIC SPEAKS LOUDER*

H1 · OSWALD BOLD

24pt

SECTION HEADLINE

H2 · OSWALD BOLD

18pt

Sub-section header

LABEL · OSWALD BOLD (TRACKED)

11pt

WEB DESIGN · CASE STUDY

BODY · DM SANS REGULAR

11pt

We build websites that mean business — for small businesses who care about results.

CAPTION · DM SANS SMALL

8pt

Saved June 2026 · motionbite.com

MONO · SPEC / CODE

9pt

#00C896 · 1080 × 1920px

## Typographic rules

- Headlines: Always ALL CAPS, Oswald Bold, with +1 to +3 px tracking. Line-height tight (1.05–1.1).
- Italic in green: Use the italic-in-green pattern for one phrase per headline — never two italic lines stacked.
- Labels & tags: Always uppercase, tracked +2 to +4 px, in Bite Green or 40%-white.
- Body: DM Sans Regular, line-height 1.5–1.6 for readability on dark backgrounds.
- Numbers as visuals: Use Oswald at 200pt+ as background decoration with low opacity (10–20%).

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## LOGO & MONOGRAM

MB lettermark and MotionBite wordmark

The logo system has two parts. The monogram (M+B inside a rounded square) is used as the favicon, profile picture, and app icon. The wordmark 'MotionBite' is used everywhere else — covers, posts, signatures. When space allows, pair them together as a lockup.



### Monogram

Use on small surfaces: favicons, profile pictures, app icons, watermarks.  
Minimum size: 32×32 px.  
Always sit inside the rounded square — no naked MB lettermark.  
M is green (#00C896), B is white.

### Wordmark

Use everywhere else: covers, posts, footers, signatures.  
Minimum size: 16pt height.  
'Motion' is white, 'Bite' is green — no exceptions.  
Always uppercase, +1 to +3 letterspacing.

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## COVER PHOTOS

Real designed covers, ready to upload

### LinkedIn Cover — 1584 × 396 px

Horizontal authority layout: brand wordmark left, stat badges + CTA right. Keep content out of the bottom-left avatar overlap zone.



### Twitter / X Cover — 1500 × 500 px

Italic-emphasis headline + service pills row. Faded monogram fills right side. Bottom-left kept free for avatar.



## Facebook Cover — 820 × 312 px (delivered at 2× for sharpness)

Brand wordmark + service pills (solid green) + monogram block right. Optimized for mobile + desktop rendering.



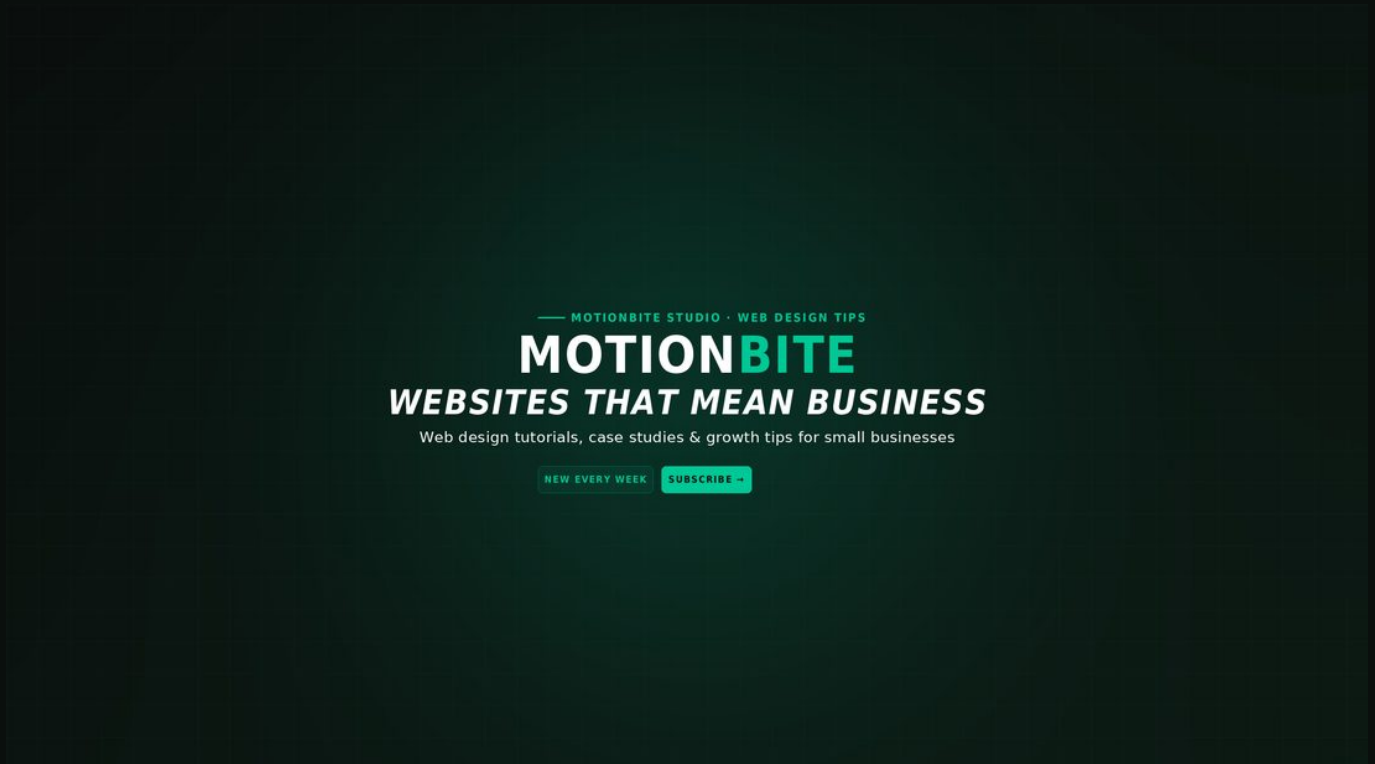
## Instagram Profile — 1080 × 1080 px (also works for Twitter/LinkedIn avatars)

Centered monogram + wordmark + tag. Concentric rings add depth. Use cropped to a circle for profile pictures.



## YouTube Banner — 2560 × 1440 px

Full-bleed banner with all content locked to the central 1546×423 'safe zone' visible on TV, desktop, and mobile.



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## FEED POSTS — LINKEDIN & FACEBOOK

1200 × 628 px (also works for FB at 1200×630)

### Variant 1 — Announcement / Value

Big faded number + uppercase headline with italic emphasis. Best for opinions, hot takes, 'most people get this wrong' posts.

**MB** MOTIONBITE

WEB DESIGN

# 01 WHY MOST WEBSITES *FAIL* BEFORE LAUNCH

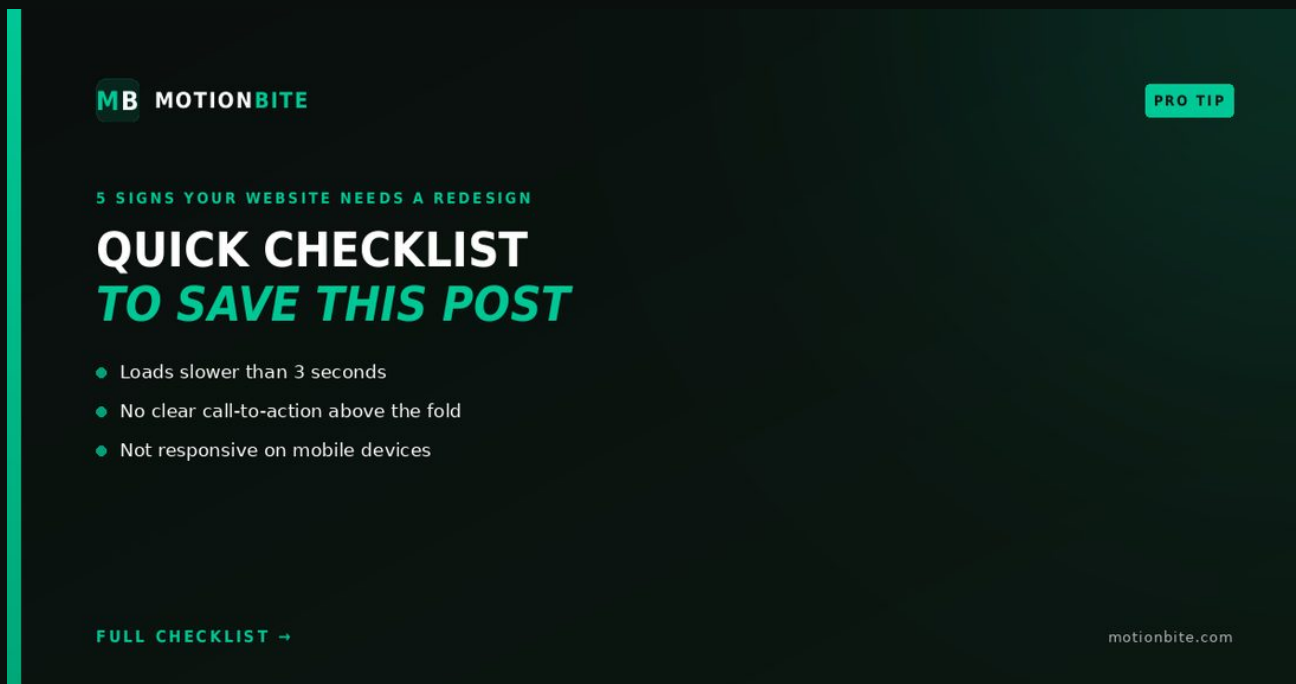
3 critical mistakes small businesses make when they hire a web designer — and exactly how we avoid them.

[READ MORE →](#)

[motionbite.com](#)

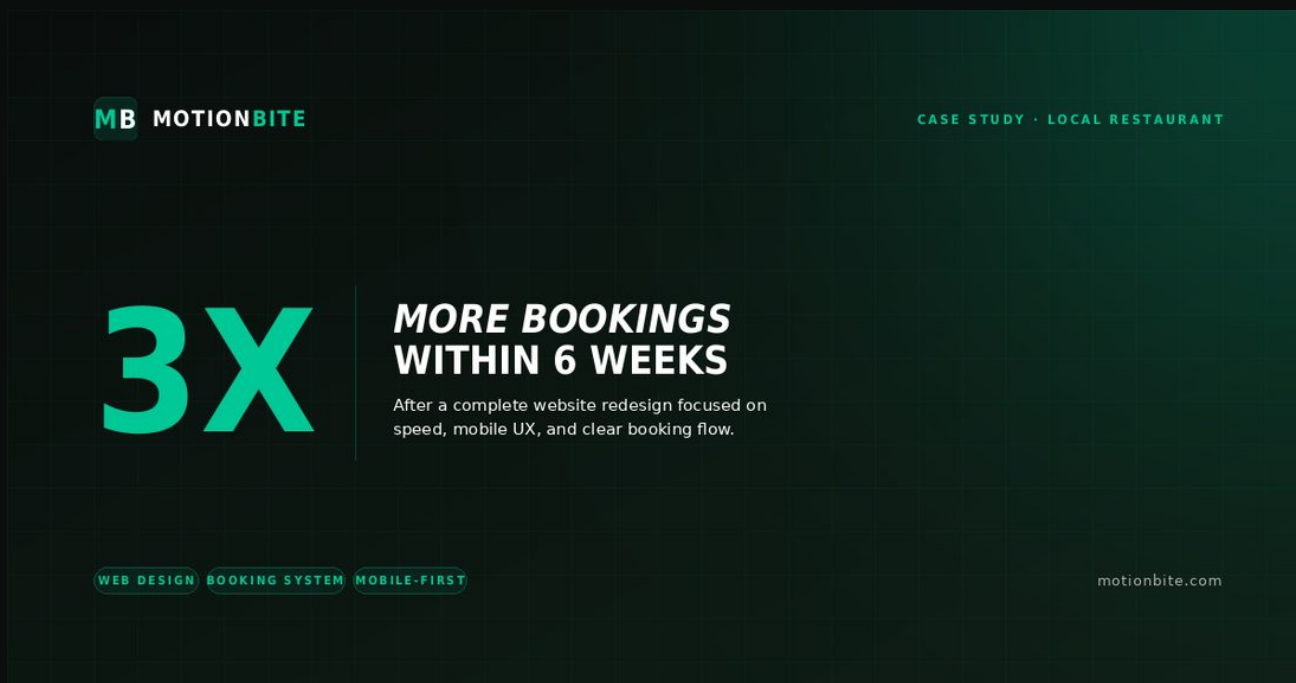
## Variant 2 — Pro Tip Checklist

Green sidebar accent + numbered bullets. Best for educational tips, listicles, 'save this' posts.



## Variant 3 — Case Study / Result

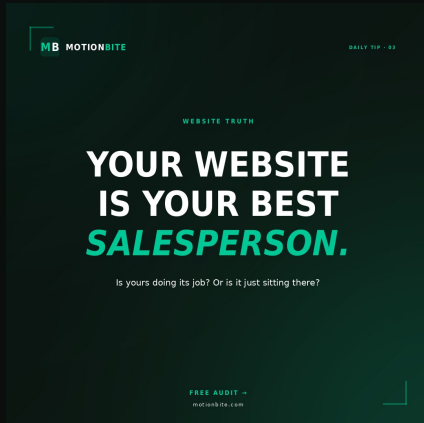
Large stat split layout + service pills. Best for proof points, client outcomes, before/after.



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# INSTAGRAM POSTS

1080 × 1080 px square format



## Variant 1 — Quote / Statement

Centered bold statement with corner brackets and italic emphasis. Best for hooks, opinions, daily tips.



## Variant 2 — Stat / Data Point

Mega percentage number with green underline accent. Best for surprising statistics, study citations.



## Variant 3 — Carousel Cover Slide

Dot indicator + giant faded number watermark. Use slide 1 as cover, then create 4-5 numbered slides.

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## VIDEO THUMBNAILS — YOUTUBE

1280 × 720 px (16:9)

### Episode Thumbnail Template

Dark green-tinted bg with play button center, episode pill top-right, and title bottom-left with italic emphasis. Designed to work at thumbnail size (mobile) and full-resolution (desktop).

**MB** MOTIONBITE

EP · 07



WEB DESIGN BREAKDOWN

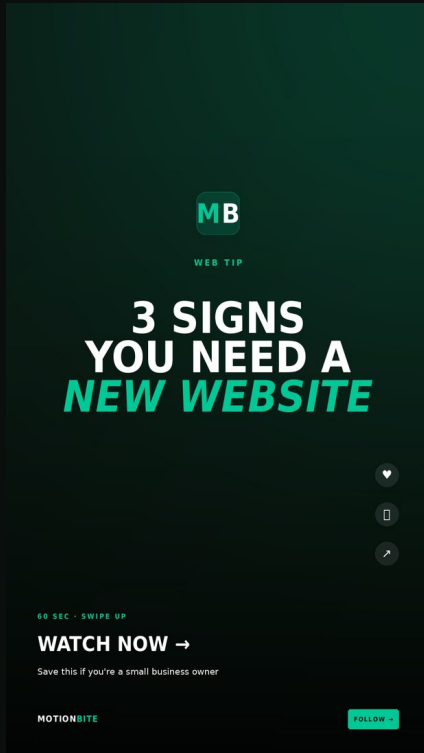
# HOW TO BUILD A WEBSITE *THAT ACTUALLY CONVERTS*

24:08 · motionbite.com

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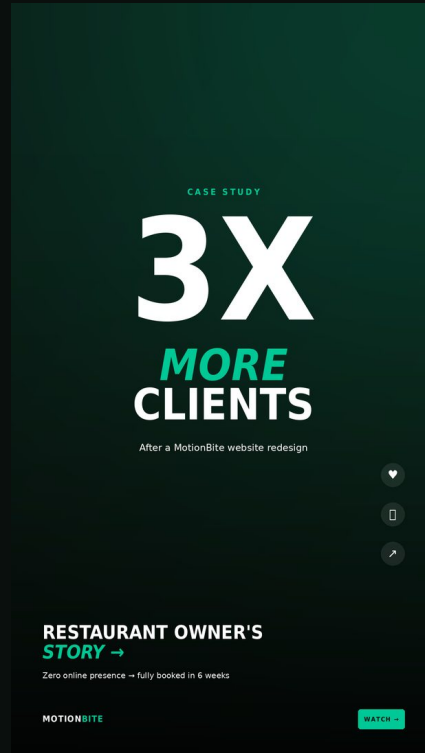
## REELS · SHORTS · TIKTOK

1080 × 1920 px (9:16 vertical)



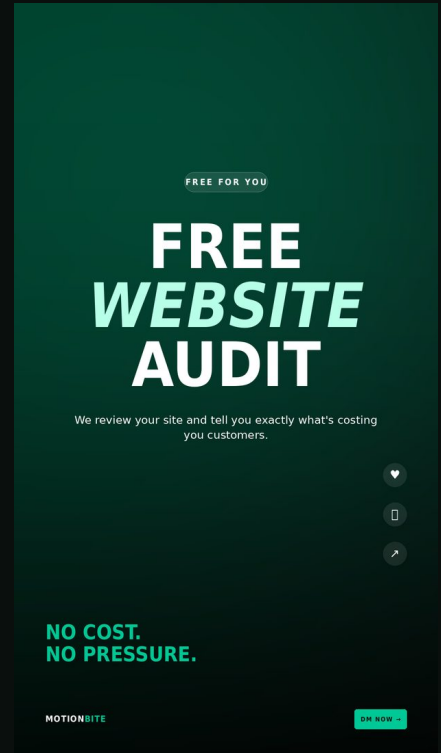
## V1 — Education

Tip / educational content



## V2 — Result

Case study / outcome



## V3 — Promo

Offer / lead magnet

Reel templates use the same brand language across all three variants. Right-side TikTok-style action icons (♥ / □ / ↗) signal the platform context. CTA button is always solid green (Bite Green) on dark, anchored bottom-right.

## QUICK USAGE GUIDE

Every dimension you need at a glance

| Platform  | Asset           | Size (px)   | Notes                                        |
|-----------|-----------------|-------------|----------------------------------------------|
| LinkedIn  | Cover photo     | 1584 × 396  | Profile banner; bottom-left clear for avatar |
| LinkedIn  | Feed post       | 1200 × 628  | 3 variants: announcement, tip, case study    |
| Twitter/X | Cover photo     | 1500 × 500  | Horizontal banner with brand statement       |
| Twitter/X | Post image      | 1200 × 628  | Same template as LinkedIn feed               |
| Facebook  | Cover photo     | 820 × 312   | Delivered at 1640×624 (2×) for sharpness     |
| Facebook  | Feed post       | 1200 × 630  | Same template as LinkedIn feed               |
| Instagram | Profile picture | 320 × 320   | Crop the 1080×1080 to circle in IG           |
| Instagram | Feed post       | 1080 × 1080 | 3 variants: quote, stat, carousel            |
| Instagram | Carousel slide  | 1080 × 1080 | 5-8 slides; cover slide has step indicator   |
| Instagram | Reel cover      | 1080 × 1920 | 3 variants: education, result, promo         |
| YouTube   | Channel banner  | 2560 × 1440 | Content in central 1546×423 safe zone        |
| YouTube   | Video thumbnail | 1280 × 720  | Episode pill + italic-emphasis title         |
| TikTok    | Video cover     | 1080 × 1920 | Use Instagram reel templates                 |
| TikTok    | Profile picture | 200 × 200   | Use Instagram profile design                 |

### Five rules to never break

1. Logo always top-left. URL or wordmark always bottom-right or bottom-center. No exceptions.
2. Oswald for headlines (ALL CAPS), DM Sans for body. Never introduce a third font.
3. Bite Green is the only accent color. Use it for the logo's B, CTA buttons, and one italic phrase per design.
4. Dark background (#0A0F0D) is default. Use the inverted green variant only for the alt logo / certain reels.
5. One headline, one emphasis, one CTA per design. If you're using two of anything, the design is too busy.

### Recreating in Canva or Figma

1. Fonts: Search "Oswald" (Bold 700, uppercase) and "DM Sans" (Regular 400) in your tool's font picker.
2. Brand colors: Create a brand kit with #00C896 (Bite Green), #00A878 (Deep Green), #0A0F0D (Dark Base), #FFFFFF (White).
3. Logo: Upload the MB monogram and MotionBite wordmark from your brand assets folder.
4. Sizes: Use Custom Size with the exact px from the usage guide. Don't free-form resize.
5. Background: Dark fill #0A0F0D + add a subtle radial gradient with #00C896 at 10–15% opacity in one corner.
6. Grid texture: Add thin lines at #00C896 with 4–5% opacity if you want extra texture (optional).
7. Save as template: Once you have one variant looking right, duplicate and only swap the copy. Never redesign from scratch.

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## BRAND VOICE *IN ONE LINE.*

"We build websites that mean business."

Confident, results-focused, no fluff. Every word, every visual, every CTA — on-brand or rebuilt.