



# Brand Guidelines

Version 1.0





The **m-iti** brand is more than just a logo. It is a visual system and language made up of many parts that work together to convey the core of what **m-iti** is and what we stand for.

A product can be copied by a competitor, a brand is unique.  
A product can be quickly outdated, a successful brand is timeless.”

*Stephen King, Director, WPP Group, London*



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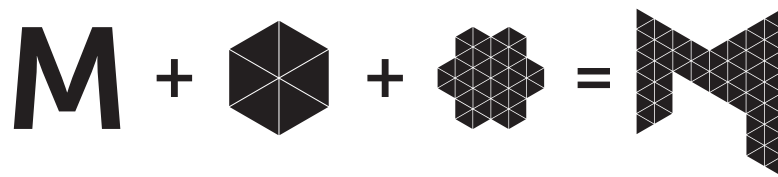
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Our logo



## Our logo

> It's recommend that the main version (left one) should be used at all times, but if there is an exception, because the main version does not fit or the M-iti brand is not well communicated then we should use one of the following versions (right ones).



## Our logo

> In M-iti brand was contemplated a greyscale version to be used when there is an impossibility to use colours like a fax machine or a black ink only printer.





## Our logo

> The M-iti logo always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the 'i' is drawn around the logo to create the invisible boundary of the area of isolation. The mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.



> There are no predetermined sizes for the M-iti logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the M-iti logo. Minimum sizes are as shown here.

## Our logo

> When using the M-iti logo the following rules should be adhered to at all times.



> DON'T place the logo over colors other than specified



> DON'T use gradients within the logo



> DON'T rotate logo



> DON'T apply transparency effects to the logo



> DON'T distort, stretch, or alter the logo in any way.



> DON'T add drop shadows, bevels or other effects

## Our logo

> The M-iti logo should be used in the main M-iti colours.  
Black can be used in rare situations but should be generally avoided.  
The white version of M-iti logo is ideal for use over images and colored backgrounds.  
When placing over photography, ensure contrast by placing over dark area, find negative space.



## Our colours

> M-iti primary colours. Should be used in every institutional communication.

C 100 M 80 Y 41 K 3	R 13 G 38 B 66	REF #093253	Pantone 546 C
C 6 M 8 Y 17 K 0	R 233 G 221 B 198	REF #EFE6D3	Pantone 4685 C
C 0 M 25 Y 63 K 0	R 250 G 183 B 91	REF #FEC573	Pantone 714 C
C 5 M 80 Y 50 K 0	R 216 G 65 B 84	REF #E65A67	Pantone 710 C
C 34 M 11 Y 31 K 0	R 157 G 186 B 165	REF #ABC6B5	Pantone 5575 C

## Our colours

> M-iti secondary colours. Can be used in any other type of communication rather than institutional, can be used in marketing purposes, internal communication, merchandising, always in conjunction with primary colours.

C 87 M 47 Y 22 K 6	R 24 G 114 B 154	C 51 M 57 Y 67 K 34	R 102 G 85 B 70	C 0 M 40 Y 99 K 0	R 250 G 165 B 29	C 4 M 93 Y 71 K 0	R 231 G 53 B 72	C 73 M 0 Y 49 K 0	R 24 G 186 B 159
C 80 M 31 Y 14 K 2	R 31 G 142 B 184	C 33 M 33 Y 56 K 2	R 177 G 161 B 124	C 0 M 18 Y 82 K 0	R 254 G 207 B 72	C 7 M 50 Y 26 K 0	R 231 G 148 B 156	C 45 M 0 Y 37 K 0	R 140 G 207 B 179
C 72 M 11 Y 6 K 0	R 15 G 173 B 219	C 1 M 4 Y 13 K 0	R 251 G 243 B 222	C 0 M 18 Y 54 K 0	R 254 G 210 B 134	C 8 M 19 Y 11 K 0	R 231 G 206 B 208	C 23 M 0 Y 20 K 0	R 196 G 228 B 211

## Our typeface

> The main font type used in the communications of M-iti brand is Museo Sans. It has the characteristics needed for the creation of legible and clear communication messages. In order to maintain coherence among all communication material, the recommend weights are: Light (100), Regular (300), Semibold (500) and Bold (700) and its italic variants.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!£\$&@\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!£\$&@\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!£\$&@\*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!£\$&@\*)

**Aa**

## Our icons

> By using the same grid that was used to construct and draw the logo, was design a set os icons to complement the brand image, and also, to make the communication easier to understand. This icons should be used with M-iti brand colours and should not be modified in any circumstances.



