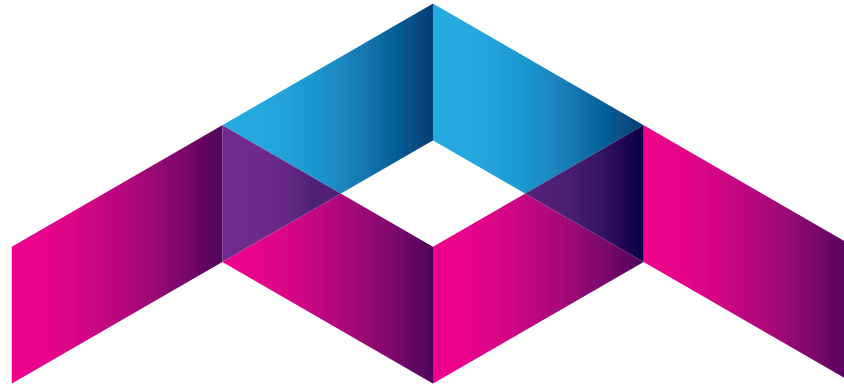


# MULTITACTION

BRAND GUIDELINES V1.0

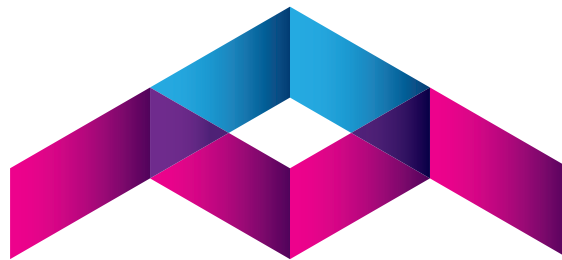
## OUR BRAND IDENTITY



# MULTITACTION

## BRAND IDENTITY ELEMENTS

Icon



**MULTITACTION**

Wordmark

The brand identity is made up of two elements; the icon and the wordmark.

The 'M' of the icon has been created using 16:9 screen ratio rectangles within an isometric grid. The 'T' of the icon is formed by additional walls within the same grid. This represents the multiple display walls and varying configurations of the MultiTaction touch screen technology.

When you view the 3D icon you are able to see a different form each time. A reflection of the flexibility of the MultiTaction displays and the many ways that they can be configured for our clients.

The Magenta colour palette has been carefully selected from research to find a new scheme that differentiates MultiTaction from its competitors. The majority of high tech companies use blue in their colour scheme and this has been incorporated as a gesture to MultiTaction's technology heritage.

The wordmark uses a bold and contemporary typeface that complements the form of the icon and the technological innovation of MultiTaction. With a strong uppercase presentation using different weights to split the word and emphasise Multi as a reference to the stacked display capability and multiple touchpoint interactions.

## CLEAR SPACE

**Note:**  
Never allow supporting elements to encroach into the clear space.

When enlarging or reducing the identity in size, always scale in proportion.



### Minimum size



To make sure that the identity is always readable and recognisable, and retains its brand strength, it must not be reproduced smaller than 30mm in width.

The clear space is to ensure that the MultiTaction brand identity retains its integrity and strength within the medium it is being used.

The clear space (indicated by the solid line) is the minimum area around the MultiTaction identity that must remain clear of typography or any other graphic device.

When placed on a photographic image, please ensure that the identity is placed on a clear background to help visibility.

The formula for the clear space is shown here and applies to all sizes of identity reproduction. It is calculated by using the width of the 'M' in the MultiTaction wordmark and varies in direct proportion to the size at which the identity is reproduced.

**X** = the width of the 'M' of the MultiTaction wordmark.

## VARIATIONS

**Note:**  
Only use identity artwork provided by the brand guardians. See contact details for further information.

CMYK



Single colour



Black background



Coloured background



The MultiTaction identity should always, in the first instance, be produced using four colour process, CMYK.

When this is not possible, if there is a possibility of the loss of tint clarity, such as when used small in news print or when only limited colour usage is available, then the identity should be produced as a solid in single colour black.

When used on a black background the icon remains in full colour and the wordmark is changed to white out. If the identity is used on a colour other than black that does not give full tonal clarity then the wireframe version of the identity should be used.

If the design requires the identity to be placed on a background image, always ensure that there is enough contrast and clear area to ensure clarity to the brand.

When the identity is used in a digital environment, then an RGB version of the identity should be used.

## PLEASE DON'T



**NEVER**  
reproduce the identity in any other colour than those specified in the brand guidelines.



**NEVER**  
change the typeface.



**NEVER**  
rework the layout and positioning of the identity elements



**NEVER**  
squash or expand the identity



**NEVER**  
add any effects to the identity e.g. drop shadow.



**NEVER**  
enclose the identity in a box or frame.



**NEVER**  
adjust the proportions in any way.

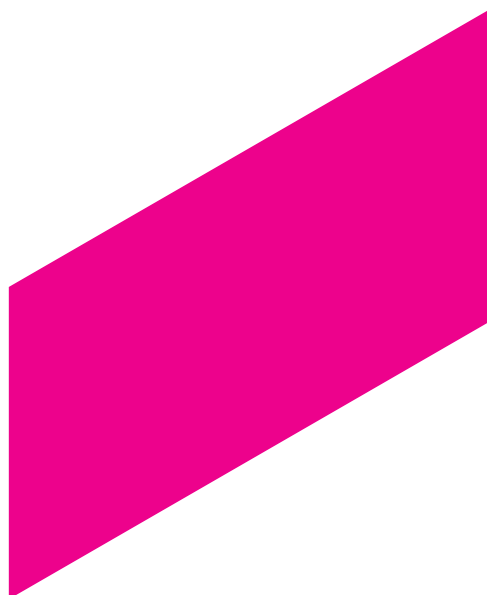


**NEVER**  
rotate or skew the identity or individual elements.

The MultiTaction identity should always be reproduced from master digital artwork.

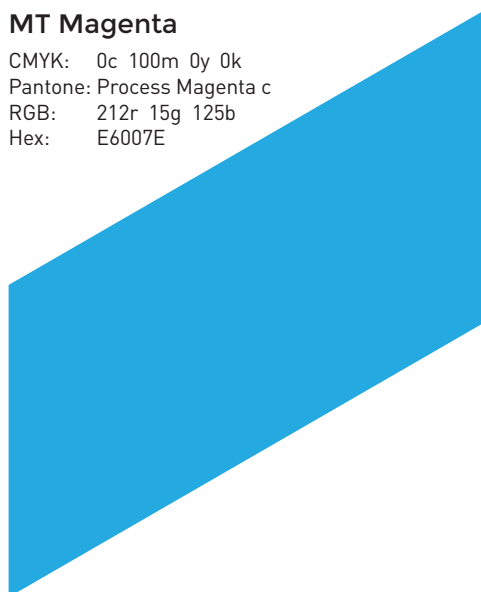
Never attempt to alter the logo in any way. Any alterations in the use of the logo or icon will undermine the strength of the MultiTaction brand.

## COLOUR



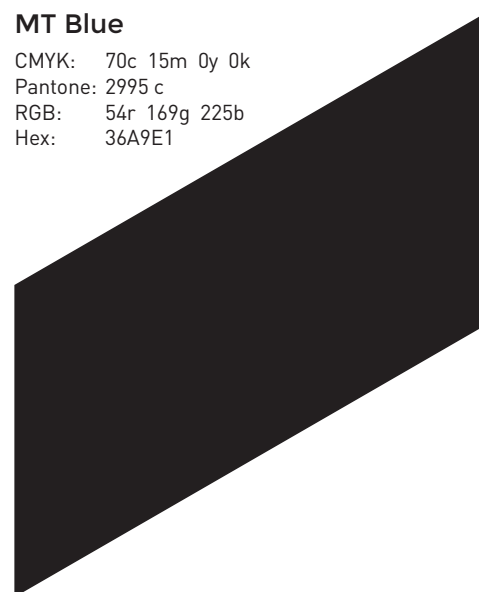
### MT Magenta

CMYK: 0c 100m 0y 0k  
 Pantone: Process Magenta c  
 RGB: 212r 15g 125b  
 Hex: E6007E



### MT Blue

CMYK: 70c 15m 0y 0k  
 Pantone: 2995 c  
 RGB: 54r 169g 225b  
 Hex: 36A9E1



### MT Black

CMYK: 0c 0m 0y 100k  
 Pantone: Process Black c  
 RGB: 0r 0g 0b  
 Hex: 000000

### Primary

The identity is produced in CMYK process, but consists of three primary colours:

**MT Magenta** – This has been carefully selected from research to find a new scheme that differentiates MultiTaction from it's competitors.

**MT Blue** – The majority of high tech companies use blue in their colour scheme and this has been incorporated as a gesture to MultiTaction's technology heritage.

**MT Black** – Black has been used for the wordmark to allow the distinctive icon clear standout and reflects the strong and stable technology of MultiTaction.

Although the identity has been produced in CMYK, a Pantone reference has been provided if spot colour match is required e.g. for vinyl graphics.

Tints of the Primary colours can be used.

#### Note:

The Pantone references supplied are the closest match to the Primary CMYK process colours. RGB and Hex values are taken from the CMYK conversion.

## COLOUR



### MT Purple

CMYK: 62c 100m 0y 46k  
Pantone: 261 c  
RGB: 85r 15g 85b  
Hex: 550F55



### MT Dark Blue

CMYK: 100c 69m 4y 40k  
Pantone: 654 c  
RGB: 0r 56g 110b  
Hex: 00386E

### Secondary

Along with the Primary colours, two Secondary colours can be used as an accent colour e.g. for differentiation of text within a document or table.

These are:

MT Purple – Form within the graduation of the identity

MT Dark Blue – Form within the graduation of the identity

Although the identity has been produced in CMYK, a Pantone reference has been provided if spot colour match is required e.g. for vinyl graphics.

Tints of the Secondary colours can be used.

**Note:**

The Pantone references supplied are the closest match to the Primary CMYK process colours. RGB and Hex values are taken from the CMYK conversion.



## PRIMARY TYPEFACE

### DIN Pro

MultiTaction's primary typeface is DIN Pro. It is a clear cut contemporary typeface with good legibility. It complements the MultiTaction wordmark typeface, while allowing the logo to stand alone and retain its definition.

The DIN Pro font is available in the following weights: light, regular, medium, bold and black. Never apply type effects, e.g. shadows and outlines, to the MultiTaction typefaces.

#### Note:

Never apply type effects, e.g. shadows and outlines, to the MultiTaction typefaces.



### DIN Pro light

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### DIN Pro regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### DIN Pro medium

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### DIN Pro bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### DIN Pro black

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

## SECONDARY TYPEFACE

### Montserrat

MultiTaction's secondary typeface is Montserrat. It is used as a supporting typeface to DIN Pro for quotations, sub headings and pull out copy. Never use Montserrat for body copy. Please use Montserrat sparingly within design. Overuse will reduce its effect as a highlight asset.

The weights of Montserrat used by MultiTaction are regular and bold.

**Note:**

Never apply type effects, e.g. shadows and outlines, to the MultiTaction typefaces.

A B C D E  
 1 2 3 4 5  
 6 7 8 9 0 &  
 ! @ £ \$ % ^ & \* ( )  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z  
 bold regular

### Montserrat Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### Montserrat Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

## SUBSTITUTE TYPEFACE

### Arial

MultiTaction's substitute typeface is Arial. This is primarily used when the MultiTaction brand typefaces cannot be embedded or web versions of the typefaces are not available, e.g. HTML web pages, emails, Microsoft Word documents and Microsoft PowerPoint presentations.

The weights of Arial used by MultiTaction are regular, bold and black.

#### Note:

Never apply type effects, e.g. shadows and outlines, to the MultiTaction typefaces.

abcdefghijklmnopqrstuvwxyz  
 ABCDE  
 & regular bold black ! @ £ \$ %  
 ^ & \* ()  
 1234567890

### Arial regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### Arial bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

### Arial black

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@£\$%^&\*()

