

Brand Guidelines - MT Consulting

Last revised September 2021



Typography

Montserrat

Regular

Aa Bb Cc Dd Ee

1234567890

SemiBold

Aa Bb Cc Dd Ee

1234567890

Museo

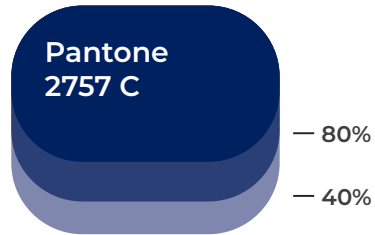
300

Aa Bb Cc Dd Ee

1234567890

These are the typefaces and fonts used across all content pertaining to MT Consulting's brand identity. Montserrat can be found on fonts.google.com and Museo 300 can be downloaded for free at fontspring.com/fonts/exljbris/museo.

Colour Palette



Pantone 2757 C

RGB: 0 30 96

CMYK: 100 81 0 51

001E60

Pantone 2757 C 80%

RGB: 49 65 114

CMYK: 92 82 28 14

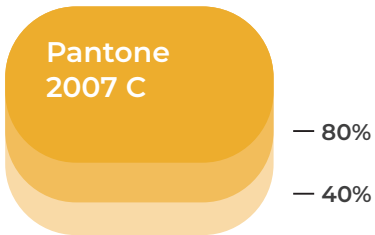
314172

Pantone 2757 C 40%

RGB: 129 136 172

CMYK: 54 44 16 0

8188ac



Pantone 2007 C

RGB: 224 165 38

CMYK: 1 31 91 5

#E0A526

Pantone 2007 C 80%

RGB: 230 188 107

CMYK: 10 26 68 0

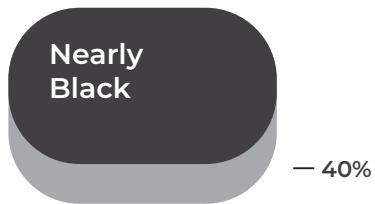
#e6bc6b

Pantone 2007 C 40%

RGB: 241 217 173

CMYK: 5 13 35 0

f1d9ac



Nearly Black

RGB: 65 64 66

CMYK: 68 62 58 46

231f20

Nearly Black 40%

RGB: 168 170 171

CMYK: 36 28 28 0

a8aaab

Logo



Logo - Colour Variations



MT CONSULTING
GROUP



MT CONSULTING
GROUP



MT CONSULTING
GROUP



MT CONSULTING
GROUP



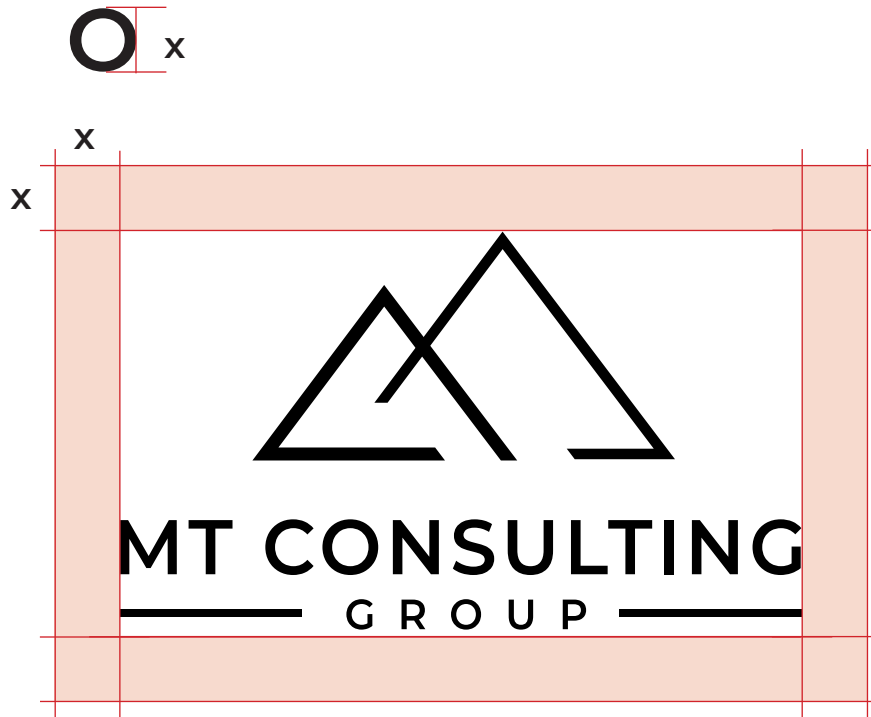
MT CONSULTING
GROUP



MT CONSULTING
GROUP



Size and Spacing



Spacing is required to ensure the logo has room to “breathe” and does not appear overcrowded when being displayed alongside other logos & graphic elements.

The spacing around the logo is equivalent to the height of the “O” in Consulting”

Also consider the medium the logo will be displayed in and make sure it is an appropriate, legible size.

Dos



Contrast

Make sure there is enough contrast between the background & logo to ensure legibility.



Cropping

The logo can be cropped as a branding visual element BUT not in any other circumstance.

Don'ts



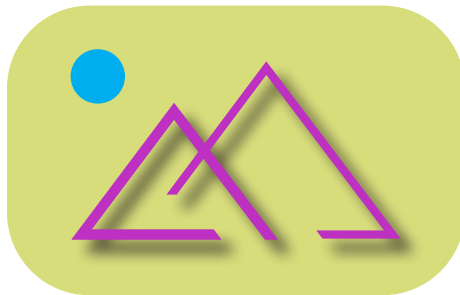
No Stretching

When sizing the logo, make sure it is to scale with the logo dimensions.



No Pixelation

Make sure your graphics are crisp with no pixelation in sight.



No Additional Colours/ Elements/ Effects

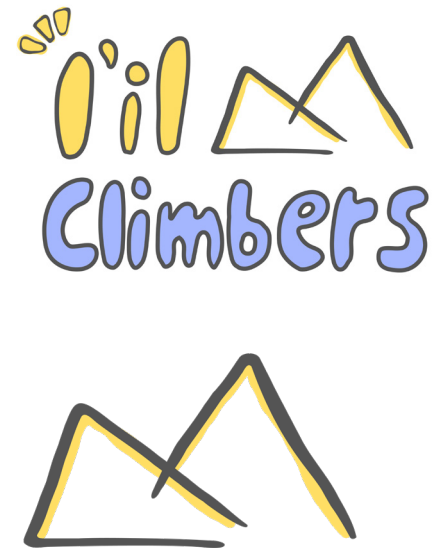
Make sure the colour palette you are working with adheres to the brand guidelines with no added visual elements.



No Rotation

Don't rotate the logo.

L'il Climbers



L'il Climbers is a sub-brand by MT Counsulting presenting itself in a comic-like style to be more appealing to younger audiences.

Supporting Patterns



These are some graphics that will aid in the communication of the firm through usage in documents and social media, as well as other digital and print elements.

