

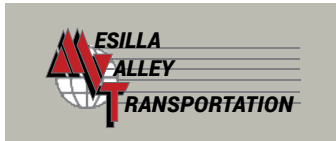
# MVT Brand Identity at a glance



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## Logo and usage

### LIGHT VERSION



### DARK VERSION



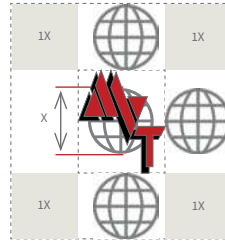
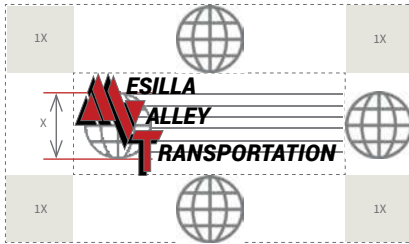
### ICON FULL COLOR



### ICON ONE COLOR



## Clear space



The logo does not have a maximum reproduction size.

The clear space (or exclusion zone) may be white, the color of the background or a simple area of a photo. The clear space should never be cropped or infringed upon in any way. The clear space ratio is related to the height and width of the entire logo. The minimum clear space is the height of one of the petals. This is not a placement guide. It is a minimum only.

## What NOT to do



1) Redesign, redraw, animate, modify, distort or alter the proportions of the logo. Rotate or render the logo three-dimensionally.

2) Add words, images or any other new elements to the logo.

3) Modify the size or position relationship of any element within the logo.

4) Surround the logo with—or place over—a pattern or design. Enclose the logo in a shape or combine it with other design elements or effects.

5) Replace the approved typeface with any other typeface.

6) Add additional copy to the logo.

## Color Palettes

### PRIMARY PALETTE



### SECONDARY PALETTE



## Typography

### PRIMARY FONT

Myriad Pro

abcdefghijklmnopqABCDEFGHIJKLM 123456789?&%\$!\*  
abcdefghijklmnopqABCDEFGHIJKLM 123456789?&%\$!\*

### SECONDARY FONT

Minion Pro

abcdefghijklmnopqABCDEFGHIJKLM 123456789?&%\$!\*  
abcdefghijklmnopqABCDEFGHIJKLM 123456789?&%\$!\*

### ALTERNATIVE FONT

Arial

abcdefghijklmnopqABCDEFGHIJKLM 123456789?&%\$!\*  
abcdefghijklmnopqABCDEFGHIJKLM 123456789?&%\$!\*