

# Design and brand guidelines



Mesilla Valley Transportation is recognized nationally and internationally as a leading Transportation Company. These branding guidelines are designed to ensure a consistent look and a consistent tone in all its communications.

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Transportation  
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[facebook.com/mesillavalleytransport/](https://facebook.com/mesillavalleytransport/)  
[twitter.com/MVTServices](https://twitter.com/MVTServices)  
[driveformvt.com/](https://driveformvt.com/)



**Ensuring a consistent look  
and a consistent tone in all  
its communications.**

Mesilla Valley Transportation

# 00.0 Table of contents

Click to go to page

<b>01.0</b> Corporate logo use	4
<b>01.1</b> Logo and usage	5
<b>01.2</b> Measurements of logo	6
<b>01.3</b> logo clear space	7
<b>01.4</b> Incorporating logos	8
<b>01.5</b> Internal use logos	9
<b>01.6</b> Incorrect use	10
<b>01.7</b> Voice	11
<b>02.0</b> The corporate typography	12
<b>02.1</b> Primary font	13
<b>02.2</b> Secondary font	14
<b>02.3</b> Alternative font	15
<b>02.4</b> Accesibility	16
<b>03.0</b> The corporate color palette	17
<b>03.1</b> Primary color palette	18
<b>03.2</b> Secondary color palette	20
<b>04.0</b> Use of imagery	21
<b>04.1</b> our image style	22



## About the MVT brand

The MVT brand communicates excellence and usually serves as the first impression of MVT with any audience—in person or online.

We have developed these guidelines to promote the clear and consistent use of the MVT's identity as an International Transportation Company.

**The standards extend to the use of logos, colors, typography and other matters that affect MVT's identity.**

The major objective of setting brand standards is to display a clear and consistent message across all forms of communication. The Creative Team will provide strategic assistance on any branding applications that are unclear. We are passionate about our brand and we are here to help. For more information about the Mesilla Valley Transportation brand or these guidelines, please contact the Creative Team.

# Corporate logo use

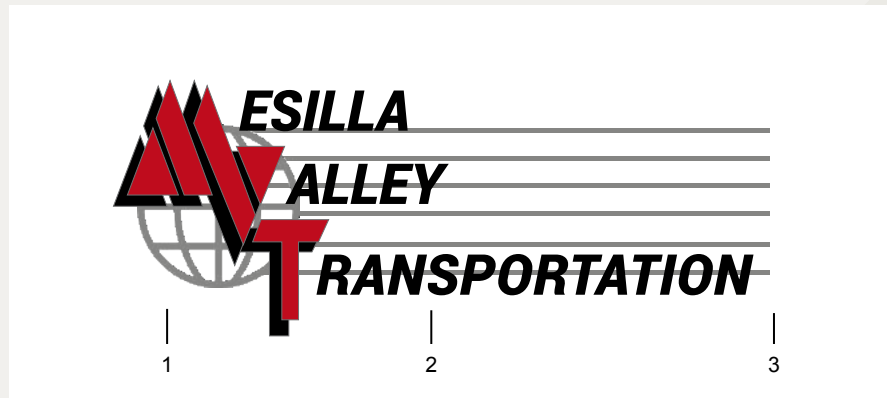


The MVT logo is made up of the globe name on stripes, the initials MVT, as well as the full name written next to the globe. The typeface is Myriad Pro, chosen for its combination of elegance and contemporary feel.

# 01



# 01.1 Logo and usage



## The MVT Logo

The MVT logo is made up of the globe name on stripes, the initials MVT, as well as the full name written next to the globe. The typeface is Myriad Pro, chosen for its combination of elegance and contemporary feel.

The main logo should be used on all public-facing materials (direct mail, advertisements, the homepage of the website, etc.). The alternate logo is acceptable for audiences that are already familiar with the MVT brand or for internal documents. When in doubt, use the full logo or contact the Creative Team for clarification/guidance.

- | 1 THE ICON                   | 2 THE WORD MARK                          | 3 THE BACKGROUND |
|------------------------------|------------------------------------------|------------------|
| A globe + the initials M V T | The full name in the typeface Myriad Pro | Gray stripes     |

### ICON FULL COLOR



### ICON ONE COLOR



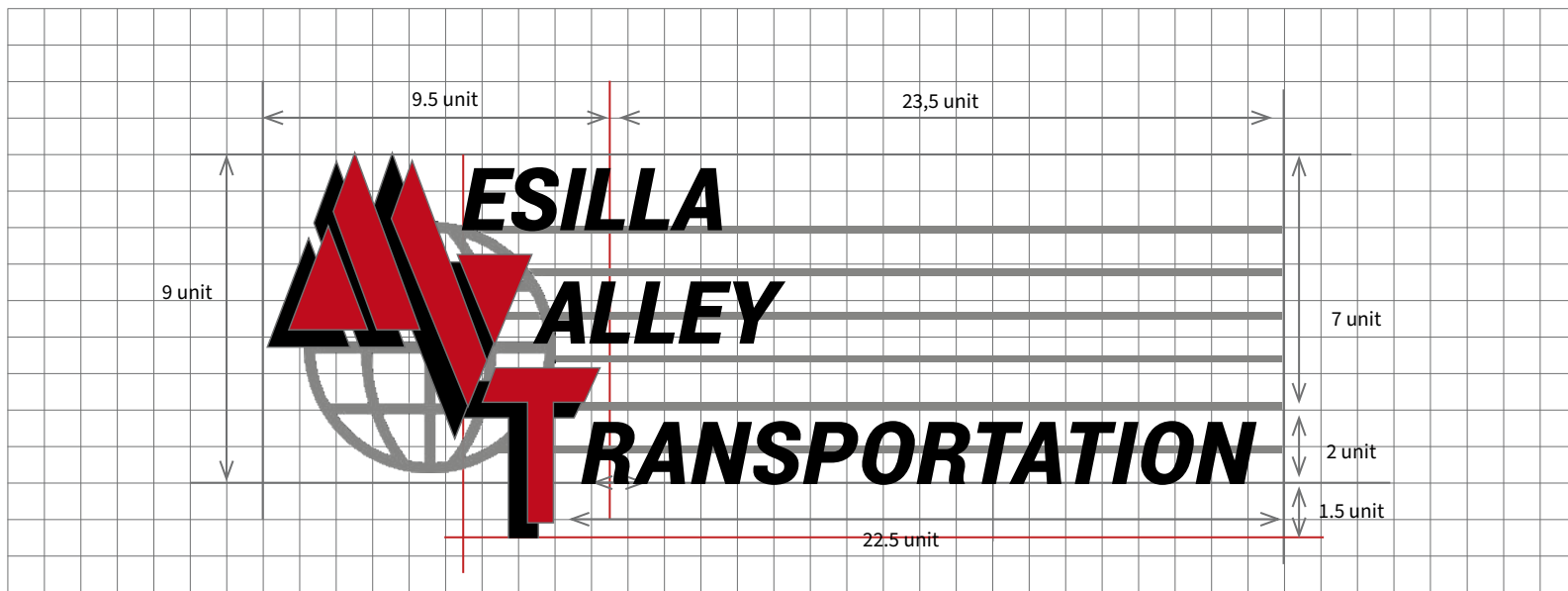
### DARK VERSION



### LIGHT VERSION



# 01.2 Measurements of logo



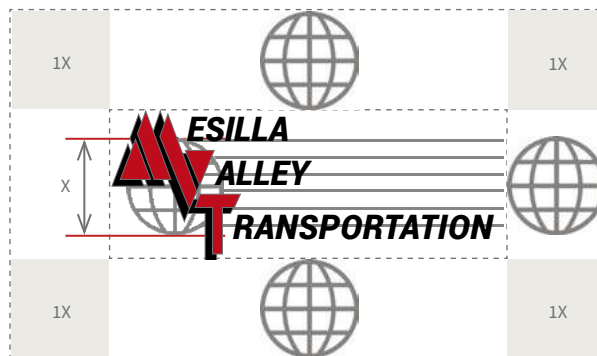
**DOWNLOAD BRAND FILES**

The minimum height of the MVT logo should be 1" (25mm). **NEVER go smaller than this.** If the space you have is smaller than this, then the application medium is unsuitable. The logo does not have a maximum reproduction size.

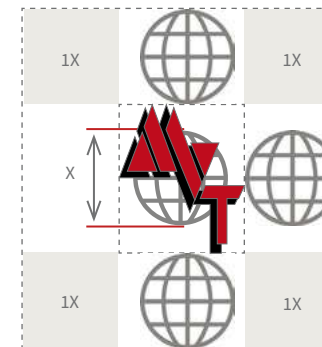
# 01.3 Logo clearspace



## FULL LOGO



## LOGO ICON



**The logo should always be situated in a clear, readable location.**  
The logo must always have good contrast with the background to ensure maximum impact and accessibility.

**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.



# 01.4 Incorporating sub brands



***drive4mvt.com***

## **MARKETING DEPARTMENT ONLY**

MVT uses different logos that are well recognized but are for exclusive use of the marketing department.

[DOWNLOAD FILES](#)



# 01.5 Internal use logos



Exclusive use of the marketing department.

DOWNLOAD FILES

# 01.6 Incorrect use



The logo should never be altered in any way. Though not an exhaustive list, here are some things 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.

# 01.7 Voice



All communications should be plain-spoken and uncomplicated with a minimum of jargon.

- MVT is**
- Connected
  - Customer-focused
  - Inclusive
  - Enthusiastic

**Naming Conventions** In correspondence the first usage should include the full name: Mesilla Valley Transportation; thereafter use MVT.

**CORRECT**

- Mesilla Valley Transportation
- Drive For MVT
- MVT
- MVT | Graphic Design
- MVT Department of Graphic Design

**INCORRECT**

- Mesilla Valley Transportation Co
- Mesilla Transportation
- Mesilla Valley
- Mesilla
- Mesilla Viley Transportation: Graphic Design
- Mesilla Viley Transportation —Graphic Design
- Mesilla Viley Transportation Dept. of Graphic Design
- Mesilla Valley Graphic Design Department

# The corporate typography



The type we use helps to convey the personality of our brand.

The fonts exposed here are suggested. The use of these fonts is recommended for most applications, but it is not restricted only to these.

## 02

### Readability

Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly in 1991. It combines elegance, a contemporary look and a strong sense of tradition.

Where a serif font is required in combination with Myriad, use Minion Pro. Arial, also a sans-serif typeface, has been chosen for its compatibility as well as its clean, neutral look. Arial is packaged with Microsoft Windows and Mac OS X.

### Office fonts and web fonts

Myriad Pro and Minion Pro should be used in all printed correspondence.

Arial should be used on the web and in all email correspondence.

# 02.1 Primary font



## Myriad Pro

REGULAR AND BOLD VERSION

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**123456789£\$?!<>{}[]#¢™®**

123456789£\$?!<>{}[]#¢™®

### USE

Myriad Pro should be used in all printed correspondence.

## 02.2 Secondary font



Minion Pro

REGULAR AND BOLD VERSION

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789£\$?!<>{}[]#¢

123456789£\$?!<>{}[]#¢™®

### USE

Minion Pro should be used in all printed correspondence.

# 02.3 Alternative Font



## Arial

REGULAR AND BOLD VERSION

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

123456789£\$?!<>{}[]#¢™®  
123456789£\$?!<>{}[]#¢™®

### USE

Arial should be used on the web and in all email correspondence.



# 02.4 Accessibility



Every piece of communication is an opportunity to reinforce the MVT brand. To ensure that all MVT materials, in print and web, meet current accessibility standards, please ensure that:

### Size

All type is above 6pt in size.

### Background

There is sufficient contrast between the text and the background color. Dark type on a white or very pale background is the most legible. White type should only be used on dark backgrounds. the type does not run over busy backgrounds as this will make it harder to read.

### Upper and Lower Case

Type is set in upper and lowercase—i.e. avoid unnecessary use of ALL CAPS

### Paragraph

Text should be set left aligned. Avoid centered or justified titles and text.

# Heading 1

## Heading 2

### Paragraph

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

### Caption

Four score and seven years ago.

# The corporate color palette



The MVT color palette allows the brand to be communicated clearly and appropriately. The colors are meant to evoke excellence and stability. The secondary colors distinguish the different academic departments that make up the school.

## 03

### Primary and secondary color palettes

The MVT logo uses three spot colors: Pantone® 3517, Pantone® 300 and Pantone® Warm Gray 7. When necessary these may be converted to their CMYK equivalents for process color printing.

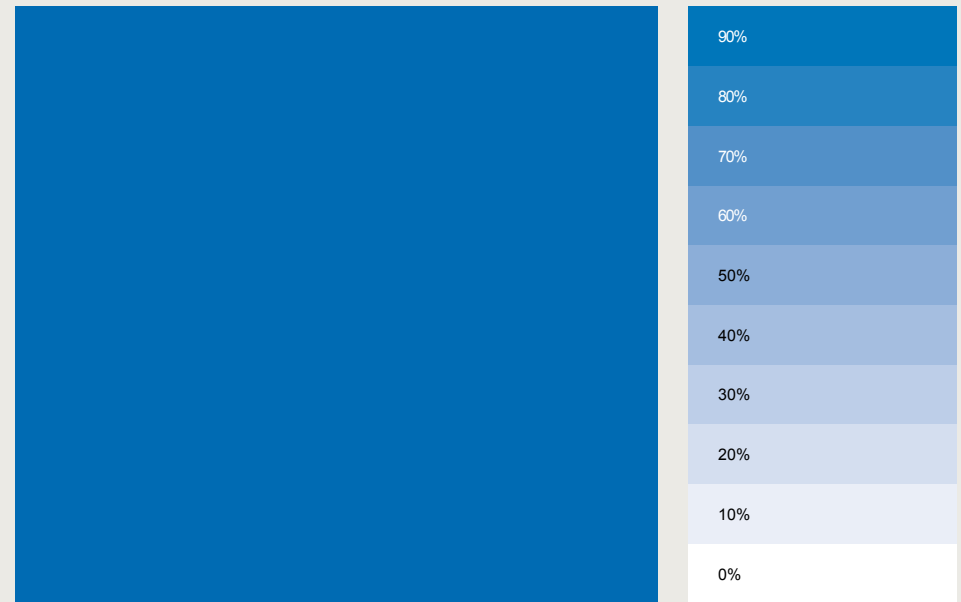
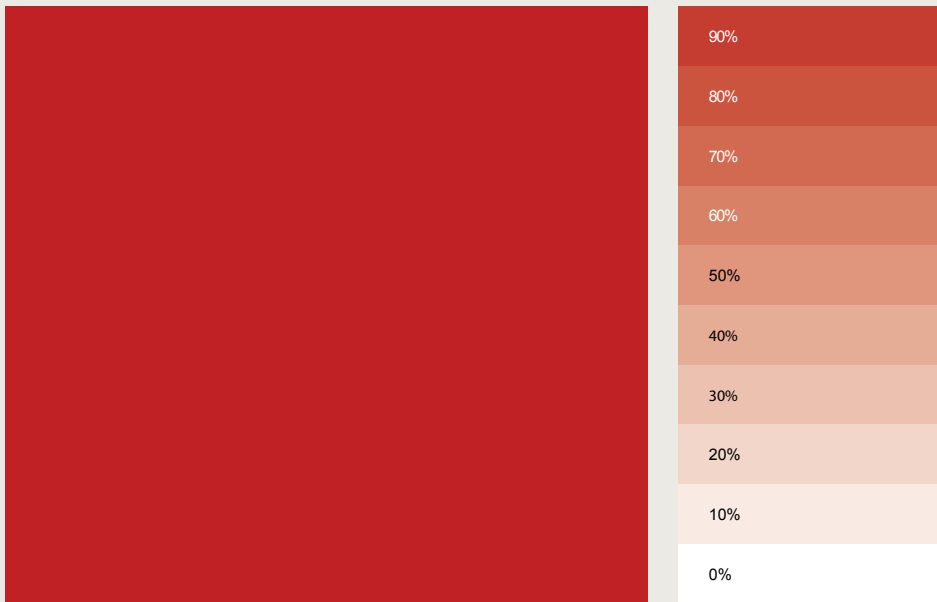
### Compatibility

Please choose the appropriate values for the medium in which you are working. Color palettes compatible with the Adobe Creative Suite are available here:

Spot Color / Process Color

Web & Screen

# 03.1 Primary color palette

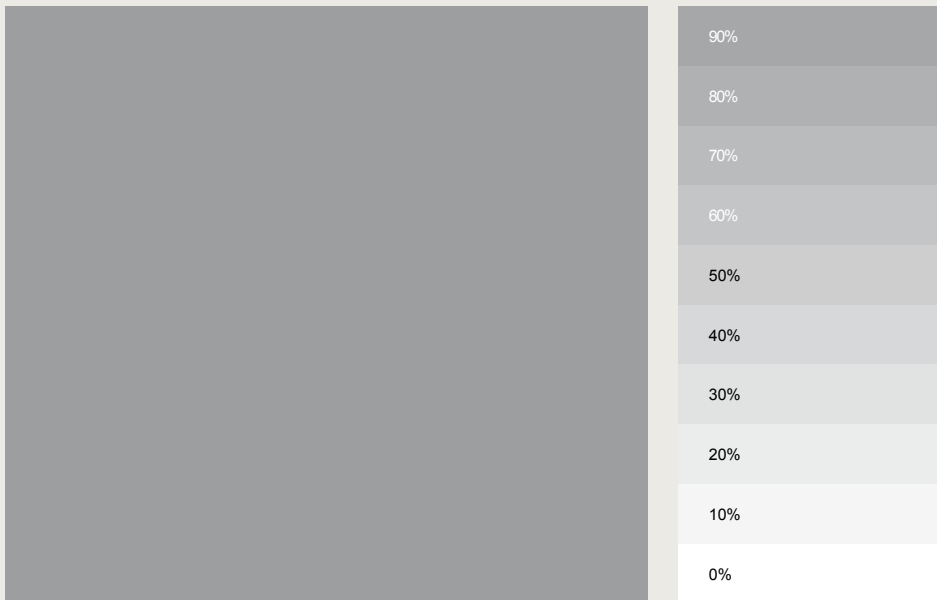


### COLOR CODES

CMYK C17 M96 Y93 K7  
RGB R192 G33 B37  
PANTONE 3517  
Web C02125

### COLOR CODES

CMYK C100 M54 Y4 K0  
RGB R0 G106 B175  
PANTONE 300  
Web 0060A8



**COLOR CODES**

CMYK C0 M0 Y0 K50  
PANTONE Warm Gray 6  
RGB R147 G149 B152  
Web 9D9C9C

**COLOR CODES**

CMYK C0 M0 Y0 K100  
PANTONE Process Black  
RGB R0 G0 B0  
Web 000000



When printing in CMYK, black should be built as Rich Black (C60 M40 Y40 K100) when applied to solid fields. (Note Rich Black should never be applied to text.)

# 03.2 Secondary color palette

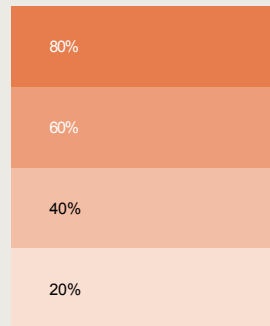


## APPLICATION OF THE COLOR

Printed and digital assets

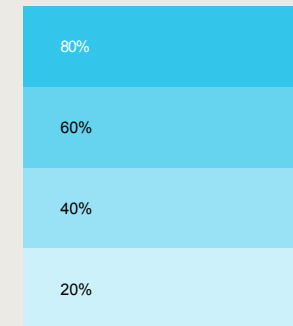
**COLOR CODES**

CMYK	C4 M75 Y94 K0
RGB	R255 G92 B32
Web	e15c20



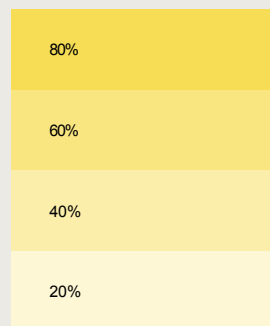
**COLOR CODES**

CMYK	C71 M1 Y2 K0
RGB	R0 G183 B229
Web	00b7e5



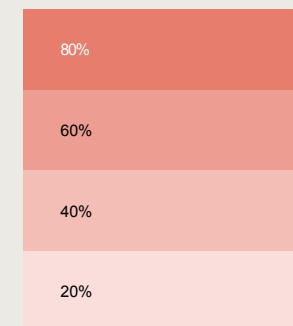
**COLOR CODES**

CMYK	C6 M13 Y87 K0
RGB	R245 G213 B44
Web	f5d52c



**COLOR CODES**

CMYK	C5 M75 Y69 K0
RGB	R225 G92 B73
Web	e15c49





# Use of imagery



Photography is a powerful and dynamic tool.

Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do. Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications.

# 04

# 04.1 Our Image Style



## **Photography is a powerful and dynamic tool.**

Our images show MVT trucs, drivers, and staff in real-life situations. They should convey emotions, atmosphere and engage the audience. Images should feel observational and spontaneous rather than staged, and show the energy of the people who interact with MVT. Only use images that are relevant and add value. Ensure the content does not offend or alienate. Avoid clichés, and racial and gender stereotyping.





## Image usage

Important guidance regarding consent, usage and copyright issues can be found at [driveformvt.com](http://driveformvt.com).

## Technical considerations

Images can be reproduced in full color, single color (monotone) and black and white. Images that are for use in printed materials should of sufficiently high resolution – 300 pixels per inch.





# QUESTIONS?

The Creative Team is here to help. Call us on (915) 229-5627

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[driveformvt.com/](https://driveformvt.com/)