# MULTITECH®

BRAND IDENTITY GUIDELINES

INTRODUCTION

The MultiTech brand identity guidelines describe how to communicate our brand using the visual identity. This unique collection of characteristics defines the visual brand, and when consistently applied across all print and digital communications it reinforces and builds our brand impression.

Our legal name remains Multi-Tech Systems, Inc., which will continue to be used in official company documents as well as the sign-off in marketing materials (e.g., address block on business cards and brochures).

In marketing communications and in most practical applications going forward, we will be known as MultiTech. The hyphen and the word "Systems" have been dropped, and the initial capital letters M and T have been retained with no space between the words.

Our new identity, featured in this document, has been updated to reflect the change visually. New guidelines call for using MultiTech in copy, in most instances and with few exceptions (e.g., official company sign-off, or need to establish legal name in a legal document or first mention in a press release). Questions regarding the use of MultiTech and Multi-Tech Systems, Inc. may be directed to the MultiTech marketing department.

CORPORATE BRAND

Approved
When creating external facing communications and documents the following is approved for use:

MultiTech
Multi-Tech Systems, Inc.

Not Approved

Multi-Tech
Multitech
Multi Tech
MultiTech Systems

The MultiTech primary identity consists of the the logo type, "MultiTech" in MultiTech Blue (Pantone® 285), and black; and the "bullet" icon in MultiTech Blue and black. The preferred identity is approved for use with and without the tagline, "Create. Connect. Communicate."

The size and position of these elements have been carefully designed and should not be recreated or altered in any way.

Logo with tagline

Two colors make up the MultiTech identity: Pantone® 285 blue and black.

Consistent use of this color reinforces a unified identity and makes the brand more memorable and recognizable.

MULTITECH® ●
CREATE • CONNECT • COMMUNICATE

Logo without tagline

MULTITECH® ●

The MultiTech primary identity should be used whenever possible. However, it is acceptable to reproduce the identity in black when color is not an option. The identity may also be reversed out of a dark field of color.

Black Logo with tagline

MULTITECH®○
CREATE • CONNECT • COMMUNICATE

Black logo without tagline

MULTITECH®○

Reverse logo with tagline

MULTITECH®○
CREATE • CONNECT • COMMUNICATE
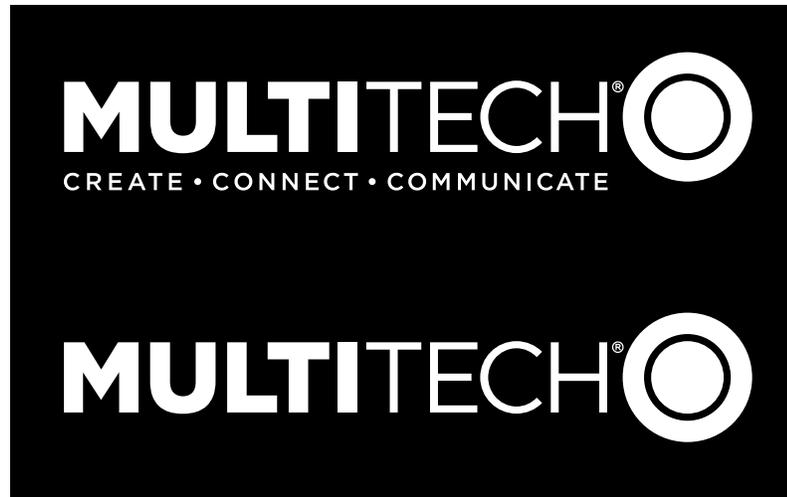
Reverse logo without tagline

MULTITECH®○

To achieve maximum visibility and impact, a minimum amount of clear space should surround the MultiTech identity.

The space should never be less than the height of the letter "M" in MultiTech.

**Clear space
with tagline**

**Reverse Logo
without tagline**

Clear space = **M**

TRADEMARKS AND USAGE
MultiTech Product Names with Registration and Trademarks

The following is a list of the MultiTech brand names that must appear with an accompanying "™" or "®" the first time they are used in headlines and text. Using the trademark properly is necessary in order to demonstrate that a mark is used in commerce.

Unified Communications

FaxFinder®
FaxFinder® IP

MultiVOIP®
MultiVOIP® FX

External Devices

BA Rack
CC1600-Series Rackmount Modems
MultiConnect® AW
MultiConnect® Cell
MultiConnect® Conduit™
MultiConnect® Dragonfly™
MultiConnect® Gambit™
MultiConnect® mDot™
MultiConnect® OCG-D
MultiConnect® rCell
MultiMobile™ USB
MultiModem®
MultiModem® CDMA

MultiModem® Cell
MultiModem® iCell
MultiModem® IND
MultiModem® ISI
MultiModem® iSMS
MultiModem® rCell
MultiModem® II
MultiModem® ZBA
MultiModem® ZDX
MultiModem® ZPX
QuickCarrier® USB-D
ZDXModemRack™

Embedded Devices

MultiConnect® OCG-E
MultiConnect® PCIe
QuickCarrier® USB-E
RJModem™
SocketEthernet IP®
SocketModem®
SocketModem® Cell

SocketModem® iCell
SocketModem® EDGE
SocketModem® IP
SocketModem® Shield
SocketSLIC®
SocketWireless® Bluetooth®

Application Platforms

DeviceHQ™

Other

CoreCDP®
Create • Connect • Communicate™

MultiTech®
Universal IP®

Core Colors

Color is one of the strongest elements of any visual system and provides immediate cues about the brand. The MultiTech color palette has a series of strong, confident tones with bursts of brightness. The palette has been designed to help create focused communications that support the brand.

The MultiTech visual system relies on generous use of white space. Color is used with constraint, to provide visual interest and a sense of energy to marketing communications.

Always use the color palette provided in this document. Do not use colors outside this palette, as this dilutes the brand image.

MultiTech Blue
A primary color in our palette is our corporate blue, Pantone® 285.

MultiTech core colors
Although these colors have flexible use, consider using them sparingly. Allowing white to be a primary color in communication pieces.

Support colors
Neutral colors are used for backgrounds, body text and to support the visual hierarchy within a piece.

Blue
Pantone® 285
CMYK 90 | 48 | 00 | 00
RGB 0 | 114 | 206
HEX #0072CE

Navy
Pantone® 294
CMYK 100 | 69 | 07 | 30
RGB 00 | 47 | 108
HEX #00216C

Teal
Pantone® 7465
CMYK 58 | 00 | 36 | 00
RGB 64 | 193 | 172
HEX #40C1AC

Gold
Pantone® 124
CMYK 00 | 30 | 100 | 00
RGB 234 | 170 | 00
HEX #EAAA00
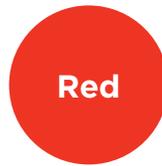
Red
Pantone® 1795
CMYK 00 | 96 | 93 | 02
RGB 210 | 38 | 48
HEX #D22630

Purple
Pantone® 2415
CMYK 38 | 100 | 00 | 06
RGB 158 | 00 | 126
HEX #9E007E

Lime
Pantone® 397
CMYK 14 | 02 | 100 | 15
RGB 193 | 184 | 00
HEX #BFB800

Gray
Pantone® 414
CMYK 13 | 08 | 17 | 158
RGB 168 | 169 | 158
HEX #A8A99E

Charcoal
Pantone® 424
CMYK 30 | 20 | 19 | 58
RGB 112 | 115 | 114
HEX #707372

Typography is a cornerstone of the MultiTech identity system. The primary typefaces have been chosen to be both flexible and usable across a spectrum of applications. These faces are specifically used in communications that are professionally designed using InDesign (such as business cards and data sheets).

Typeface weights

A variety of approved weights and variations of Gotham are shown here with suggested usage in communications.

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Body copy and headlines

Gotham Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Headlines

Gotham Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Typography is a cornerstone of the MultiTech identity system. The primary typefaces have been chosen to be both flexible and usable across a spectrum of applications. These faces are specifically used in communications that are professionally designed using InDesign (such as business cards and data sheets).

Typeface weights

A variety of approved weights and variations of Minion are shown here with suggested usage in communications.

Minion Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Body copy and headlines

Minion Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Minion Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Headlines

Minion Pro Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Alternative Sans Serif Typeface

Alternate typefaces are specified to use in the instances where the primary faces are not practical or available, eg., digital applications and PC-based programs such as Microsoft° Office Suite.

Typeface weights
A variety of approved weights and variations of Arial are shown here with suggested usage in communications.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Body copy and headlines

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Headlines

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Alternate typefaces are specified to use in the instances where the primary faces are not practical or available, eg., digital applications and PC-based programs such as Microsoft® Office Suite.

Typeface weights
A variety of approved weights and variations of Georgia are shown here with suggested usage in communications.

Georgia Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Body copy and headlines

Georgia Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Georgia Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Headlines

Georgia Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Open Sans has been specifically designated for multitech.com. Please refer to the weights below for proper usage.

Typeface weights

A variety of approved weights and variations of Open Sans are shown here with suggested usage in communications.

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Body copy and headlines

Open Sans Regular Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Suggested uses: Specialty copy and subheads

Open Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Suggested uses: Headlines

Open Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Suggested uses: Specialty copy and subheads

Century Gothic has been specifically designated for PowerPoint presentations. Please refer to the weights below for proper usage.

Typeface weights

A variety of approved weights and variations of Century Gothic are shown here with suggested usage in communications.

Century Gothic Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Body copy and headlines

Century Gothic Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Century Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Headlines

Century Gothic Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Suggested uses: Specialty copy and subheads

Combined with imagery, typography and color — graphic elements help create a visual story and support the overall brand impression.

The MultiTech graphic elements include:
Tech Spheres
Eco Spheres
Tech Wireframes
Icons

Art files have been delivered for each of the graphic elements in a variety of file formats that will cover digital and print applications, including vector formats that can be resized as needed. The files are considered final art and are not to be altered in any way, aside from sizing appropriately for specific applications. Files are available through the MultiTech marketing department.

When preparing a document (e.g., PDF) that utilizes this art, employ the highest quality settings available in the program. When preparing documents for print, seek assistance from pre-press professionals to optimize files, and request/review print proofs whenever possible.
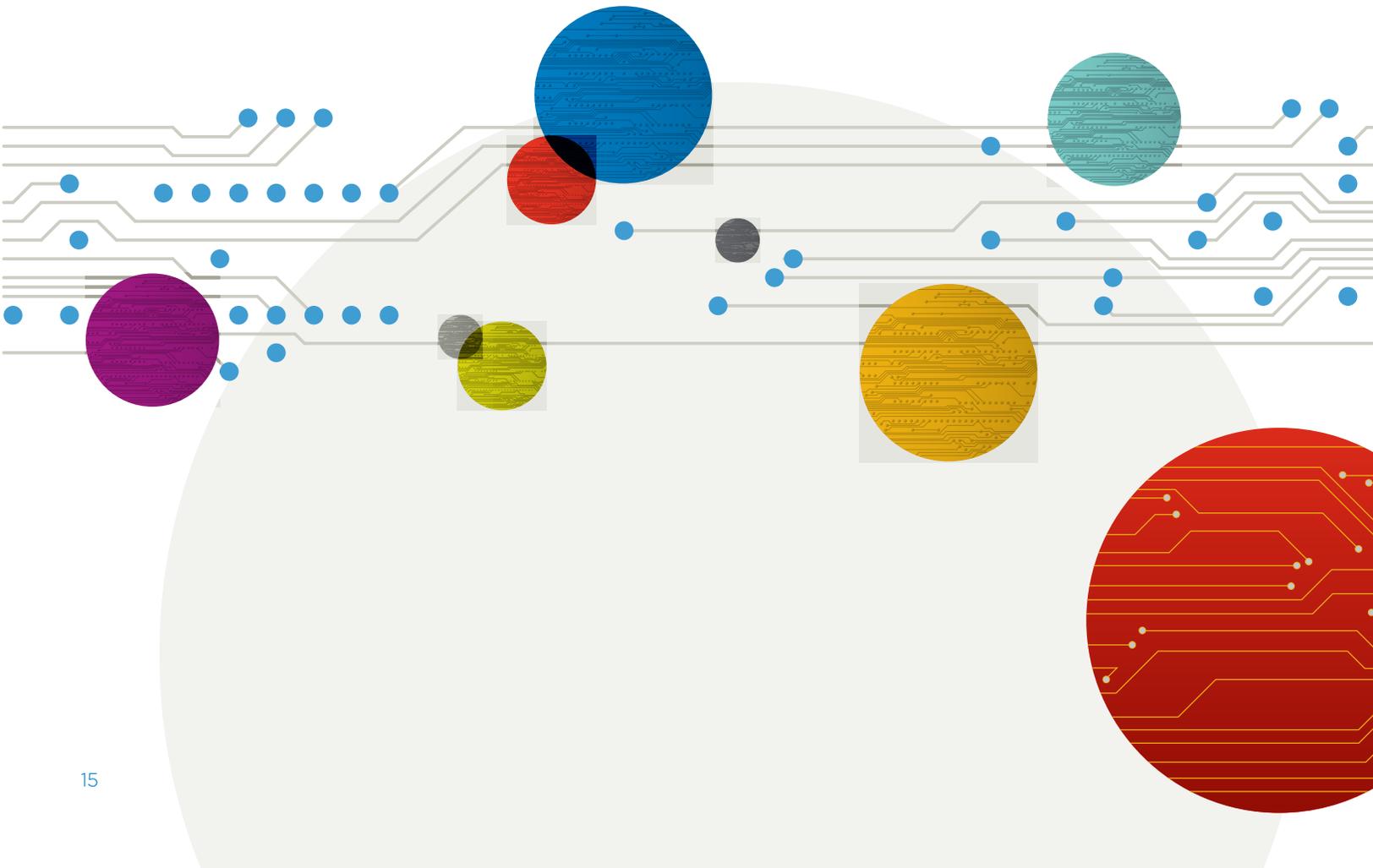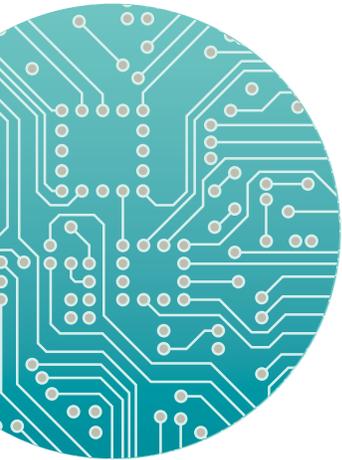
Tech spheres are round shapes with technical patterns. They represent the business and innovation of MultiTech and should be the second most prominent element, after the MultiTech identity.

Patterns

Tech spheres are to be used in the established palette color for each pattern, and are considered final art not to be altered in any way beyond sizing appropriately for specific applications.

Navy Tech Pattern

Teal Tech Pattern
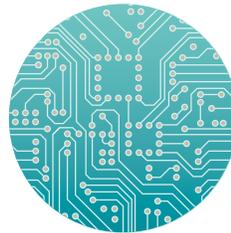
Red Tech Pattern
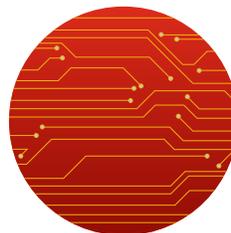
Eco spheres are round shapes with technical patterns. There is an eco sphere for each color in the MultiTech pallete. They add color and energy to communications and should be used sparingly to compliment the other visual elements being used.

Patterns

An eco sphere has been created for each of the primary colors in the MultiTech palette, and are considered final art not to be altered in any way beyond sizing appropriately for specific applications.

Size Relationships

When using this art, it's important to create proper hierarchy.

Separate individual spheres into no more than 4 sizes, determined in 25% increments.

Pantone® 285

Pantone® 294

Pantone® 1795

Pantone® 124

Pantone® 1795
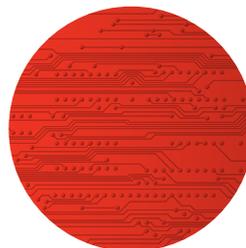
Pantone® 2415
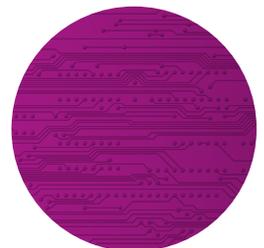
Pantone® 397
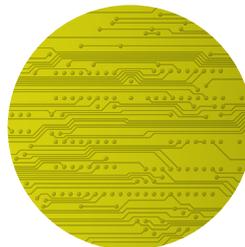
Pantone® 414
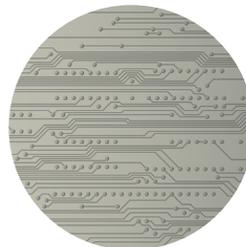
Pantone® 424

Tech wireframes are a collection of dots and lines that create a subtle graphic pattern. They should be used sparingly to compliment visual brand elements.

Pattern

Composed of specially designed vector art, the tech wireframes are approved for use in the three examples shown, with MultiTech Blue, Pantone® 285 Blue dots, and Pantone® 414 grey line framework.

Alternative colors

Tech wireframes are also approved for use in these 1-color options: Pantone 285 blue and Pantone 414 grey.

All tech wireframe art is considered final and not to be altered in any way beyond sizing appropriately for specific applications.

Pantone® 285 & Pantone® 414
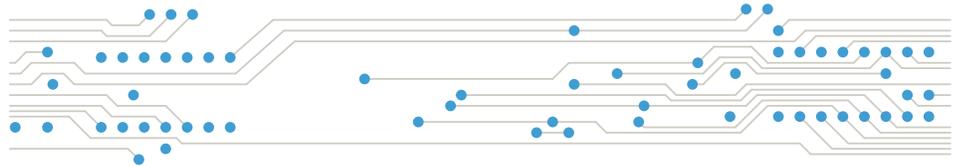
Pantone® 285
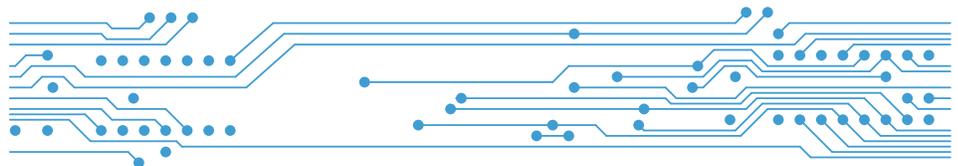
Pantone® 414

MultiTech icons represent industries supported by our products, as well as capabilities and innovations of our products. Icons are intended to be used in digital and printed sales support materials where they can compliment a product story.

Art

Each icon is composed of a specially designed image that has been customized for MultiTech. They are approved for use in MultiTech Blue Pantone® 285. All icon art is considered final and not to be altered in any way beyond sizing appropriately for specific applications.

Additional icons will be available to represent other applications. Please contact the marketing department for those assets.

PUMP HOUSE

ALARM SYSTEM

VIDEO SURVEILLENCE

ATM

DIGITAL SIGNAGE
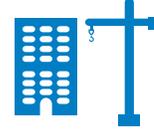
CONSTRUCTION SITE

CELLULAR NETWORK

INTERNET GATEWAY

CENTRAL MONITORING

Using defined colors for different product categories gives our printed collateral a family feel, helping to visually tie products with commonality together. Below you will find some of our product categories and their defined colors.

Unified Communications Products

Teal
Pantone® 7465
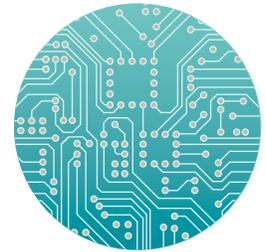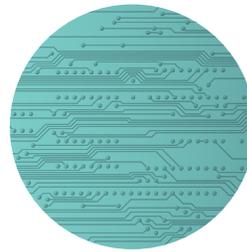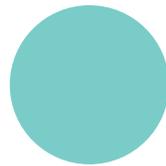
Boxed Products

Red
Pantone® 1795
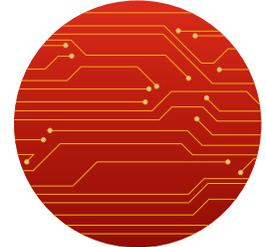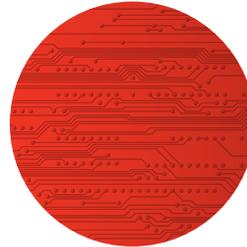
Embedded Products

Gold
Pantone® 124
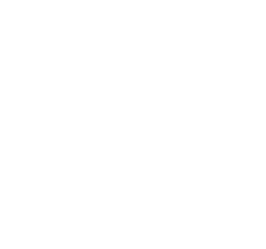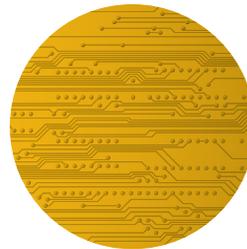
Software Products

Navy
Pantone® 294
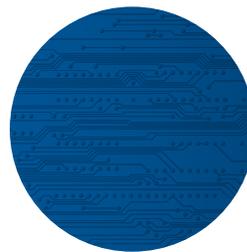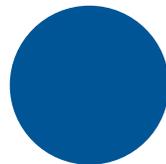
PHOTOGRAPHY
Style

Photography is used across communications to represent and promote our product innovations. Images are to be executed in a manner that eliminates reflections and other artificial qualities in favor of natural lighting and soft shadows. This style provides a clearer view of the product's shape, color and detail.

Dynamic Photography
Images are to be shot at interesting angles to show off the beauty of the product, and special features that may not otherwise be visible.

Product Photography
Shooting with natural light on a white sweep will help the audience imagine MultiTech products in their business environments. Shadows should be soft and natural.

PHOTOGRAPHY
Application

There are preferred ways to depict product imagery to properly weight it's importance in communication materials. This consistent approach for product depiction strengthens brand continuity.

Hero Depiction
When selecting and using an image as a lead image; Example, on the cover of a brochure or as a featured item, there are proper ways for it's appearance. Place the product adjacent to brand graphic elements to highlight importance.

Sell Depiction
It isn't necessary to pair a product image with a graphic element when it isn't being featured; Example, a product list.

Only approved MultiTech logos may be used in advertising, sales literature, electronic communications or other applications. MultiTech brand logos should never be re-created using different fonts or artwork.

If you have any questions regarding the use of trademarks, brand logos, or you need new artwork, please contact:

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