

# MTG KILIFI BRAND GUIDELINES 2014-2015



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## COLOR PALETTE

### PRIMARY COLOR

Use the MTG Blue as a Primary Color in all publications, websites and marketing collateral. Can also be used as main headings in publications.



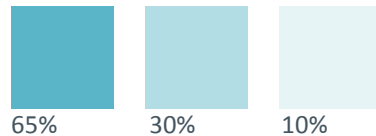
MTG BLUE

PANTONE 3145 C

C 100% M 0% Y 19% K 23%

R 0 G 141 B 168

#### SHADES



65%

30%

10%

### SECONDARY COLORS

Use Secondary Colors as a complement to MTG Blue.



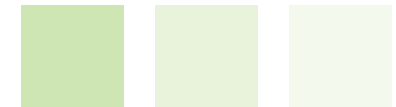
MTG GREEN

PANTONE 367 C

C 41% M 0% Y 78% K 0%

R 180 G 216 B 139

#### SHADES



65%

30%

10%



MTG GREY

PANTONE 432 C

C 23% M 2% Y 0% K 77%

R 69 G 85 B 96

#### SHADES



65%

30%

10%



MTG ORANGE

PANTONE 1505 C

C 0% M 42% Y 77% K 0%

R 249 G 163 B 80

#### SHADES



65%

30%

10%



WHITE

C 0% M 0% Y 0% K 0%

R 255 G 255 B 255

# MTG KILIFI BRAND GUIDELINES 2014-2015

## TYPOGRAPHY

In order to have one look and feel, it is essential to define a common typography set of fonts that is used for all communication material such as letterheads, presentations, promotional materials. The Primary Font (headings, titles, main points) is IMPACT. It can be used in both 'all caps' format and lower case format. Sub-headings or secondary titles should use the CALIBRI BOLD font. Lastly, all body content text should utilize the CALIBRI REGULAR font.

### IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## MTG TYPOGRAPHY IS...

**STRONG**

**Modern**

**CLEAN**

**Youthful**

# MTG KILIFI BRAND GUIDELINES 2014-2015

## LOGO USAGE

The MTG Primary Logo (on the right) of the Moving the Goalposts logo is preferred and should be used wherever possible. This version may only be used on a plain white background (do not use it on patterns, colored backgrounds or images).

The MTG Primary White Logo is an alternative to the coloured version and can be used on patterns, colored backgrounds or images.

The MTG Secondary Logo and MTG No Text Logos below can be used whenever the primary logo is not possible (both work well for smaller applications). They are available in full color or white.

## PRIMARY LOGO



MTG PRIMARY LOGO



MTG PRIMARY WHITE LOGO

## SECONDARY LOGOS



MTG SECONDARY LOGO



MTG SECONDARY WHITE LOGO



MTG NO TEXT LOGO



MTG NO TEXT WHITE LOGO

# MTG KILIFI BRAND GUIDELINES 2014-2015

## IMAGERY STYLE

Photos play an important part in all MTG communication material. Photos can tell a story and may have a higher impact than words alone. They carry emotions and help us to express how we want to be seen by others. The content of an image is taken in at a glance and there is no room for subtlety, so please ensure you use these guidelines when selecting photos, supporting our strong visual identity.

It is important to always remember that photos showcasing athleticism, triumph, emotions, and diversity are preferred. Use photos that tell a story or communicate an important message.

