

mvion

Guidelines for
Corporate Branding and Wordmark

Corporate Mark

COLOUR

#9999FF
153R 153G 255B
49C 38M 0Y 0K

mvion

#999999
153R 153G 153B
42C 31M 30Y 9K

BLACK AND WHITE

#333333
102R 102G 102B
54C 43M 42Y 31K

mvion

#999999
153R 153G 153B
42C 31M 30Y 9K

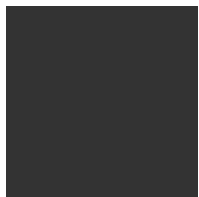
Corporate Colours



#000000
0R 0G 0B
63C 52M 51Y 100K



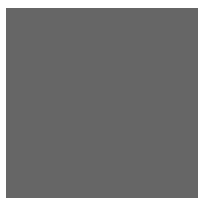
#999999
51R 51G 102B
92C 78M 22Y 23K



#333333
51R 51G 51B
52C 51M 9Y 64K



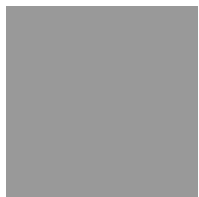
#999999
102R 102G 153B
69C 55M 9Y 9K



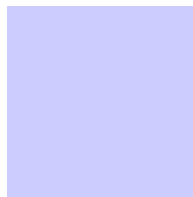
#666666
102R 102G 102B
54C 43M 42Y 31K



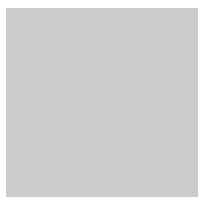
#999999
153R 153G 204B
48C 36M 0Y 0K



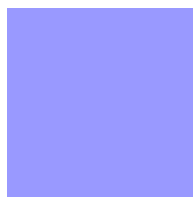
#999999
153R 153G 153B
42C 31M 30Y 9K



#999999
204R 204G 255B
25C 18M 0Y 0K



#CCCCCC
204R 204G 204B
24C 16M 16Y 1K



#9999FF
153R 153G 255B
49C 38M 0Y 0K

Wordmark Reproduction Colour

on white/light background
mvion mark: COLOURED
mvion type: COLOURED _____



on black/dark background
mvion mark: COLOURED
mvion type: COLOURED _____



Wordmark Reproduction One Colour/B&W

on white/light background
mvion mark: GREYSCALE
mvion type: GREYSCALE _____



on grey/midtone background
mvion mark: WHITE
mvion type: WHITE _____



on black/dark background
mvion mark: WHITE
mvion type: WHITE _____



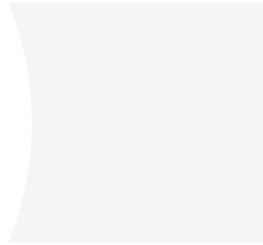
Wordmark Size and Positioning

wordmark size

PRINT: EPS
MINIMUM SIZE:
1.25 INCHES LONG
3.17 CM LONG

SCREEN: BITMAP
MINIMUM SIZE:
90 PIXELS LONG

mvion



wordmark positioning

mvion WORDMARKS MAY BE POSITIONED IN AREAS CONTAINING IMAGERY, PROVIDED THAT THERE IS SUFFICIENT CONTRAST BETWEEN THE MARK AND THE BACKGROUND

THE SIZE OF THIS AREA VARIES IN RELATION TO THE SIZE OF THE LOGO; IT SHOULD MEASURE AT LEAST THE HEIGHT OF THE LOGO ON ALL SIDES



Unapproved Formats

mvion

DO NOT: REARRANGE ANY OF THE WORDMARK'S ELEMENTS

mvion

DO NOT: CHANGE THE TYPEFACE

mvion

DO NOT: PRINT THE WORDMARK AS AN ENLARGED BITMAP IMAGE OR RESIZE IN HTML

mvion

DO NOT: PLACE A WORDMARK ON A BACKGROUND OF SIMILAR COLOR

mvion

DO NOT: USE ANY OTHER COLOUR COMBINATION OTHER THAN THOSE DESCRIBED IN THIS GUIDE

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DO NOT: ALTER THE PROPORTIONS OF THE WORDMARKS IN ANY WAY

mvion

DO NOT: ADD ANY ELEMENTS TO THE WORDMARK (SUCH AS THE CIRCLE ILLUSTRATED HERE)

Use of the Name mvion in Print and e-Media

Whether in printed form or other electronic media (such as the web, ect.) the mvion name is never to be capitalized. The only exception to this standard is the 1.877.91.MVION telephone number.

DO NOT: Capitalize the name mvion nor capitalize the first letter (e.g., MVION, Mvion) even at the beginning of a sentence.

DO NOT: Use a colour for the mvion name other than that used for the surrounding copy when used in a sentence. (e.g. **mvion** is a wireless infrastructure company.)

DO NOT: Use a different font for the mvion name from the surrounding copy when used in a sentence. (e.g. mvion is a wireless infrastructure company.)

DO NOT: Use a different font face for the mvion name from the surrounding copy when used in a sentence. (e.g. **mvion**, *mvion* is a wireless infrastructure company.)