

# MTS BRAND GUIDELINES

## LOGO USAGE

### PRIMARY LOGO



Opportunity runs deep™

### SECONDARY LOGOS



## HEADLINES


# AA

### BARLOW CONDENSED

AA BB CC DD EE FF GG HH II JJ

KK LL MM NN OO PP QQ RR SS

TT UU VV WW XX YY ZZ

1234567890,?! 

## FONT APPLICATION

### THE MAIN HEADER

#### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. Pellentesque venenatis nec magna nec finibus.


## BODY TEXT

# Aa

### Barlow Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890,?! 

### SECONDARY FONT (TAHOMA)

#### Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. Pellentesque venenatis nec magna nec finibus.

## COLOR PALLETTE

### DEEP-SEA BLUE

PMS: 289  
HEX: #001D4C  
CMYK: 100-62-0-70  
RGB: 0-29-76

### NAUTICAL BLUE

PMS: 2768  
HEX: #002D6A  
CMYK: 100-78-0-44  
RGB: 0-45-106

### COASTAL BLUE

PMS: 285  
HEX: #007DC3  
CMYK: 89-43-0-0  
RGB: 0-125-195

### GARDIGALDI ORANGE

PMS: 144  
HEX: #F8971D  
CMYK: 0-48-100-0  
RGB: 248-151-29

### HAWAIIAN GOLD CORAL

PMS: 143  
HEX: #F2A728  
CMYK: 0-31-83-5  
RGB: 242-167-40

### SEA LEMON

PMS: 123  
HEX: #FDBB30  
CMYK: 0-29-91-0  
RGB: 253-187-48