

Brand kit quick start

Version 2 · September 2026 · everything you need to represent MV.tech correctly

FIVE RULES

- 1 Use the vector masters.** The originals live in [02_Logos/00_Master_Vector](#). Send those to printers and designers; use the PNGs for everyday work.
- 2 Match the logo to the background.** Dark surfaces take the silver **dark** logo, white and pale surfaces the navy **light** logo.
- 3 When unsure, use a safe file.** Anything ending **-on-ink** or **-on-white** carries its own background and clear space.
- 4 Keep one dot of clear space.** Nothing may enter the area around the logo equal to the teal dot's diameter.
- 5 Never retype the wordmark.** "MV.tech" is artwork, not text. Do not stretch, rotate, recolour or add effects.

WHERE THINGS LIVE

00_Start_Here	This quick start, the README and the v2 changelog
01_Brand_Guidelines	Full guidelines (PDF + Word) and a one-page quick reference
02_Logos	30 vector masters, PNG/WebP/JPG exports, favicons, app icons, social avatars
03_Word_Templates	Letterhead, proposal, invoice, SOW, minutes, report, case study, memo, quote, NDA
04_Presentation	PowerPoint template with branded layouts, plus social-post decks
05_Email_Signature	Four layouts, images, team template, installation steps
06_Business_Cards	Print PDFs with bleed and crop marks, previews, QR variants, vCard
07_Web_and_Social	Hero, Open Graph, LinkedIn, X, Facebook, Instagram, YouTube, ads, call backgrounds
08_Backgrounds_and_Wallpapers	Approved abstract, gradients, grids, slide backgrounds, wallpapers
09_Fonts	Inter for desktop and web, a type specimen and the font guide
10_Color_and_Design_Tokens	Palette as JSON, CSS, SCSS, Tailwind, W3C tokens, swatches, Office theme
11_Icons	Brand icon set in three colourways, with tiles
12_Print_Collateral	Letterhead, compliment slip, one-pager, logo sheet, envelope

COLOUR

Ink #05060B	Navy #071118	Signal Teal #10F5D0	System Cyan #00BFCB	Teal Ink #007E7B	Graphite #405466	Silver #F4F6F8
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On white, body text is Navy and links are Teal Ink. Signal Teal and System Cyan are decorative on white — they fail contrast for text. On Ink, white, silver, teal, cyan and slate all pass. The full eleven-token palette is in [10_Color_and_Design_Tokens](#).

TYPE

Inter on screen and in design work — install it from [09_Fonts](#). Arial in Word, PowerPoint and email so files render identically on every machine. Labels are uppercase with wide letter-spacing; the descriptor and slogan inside the logo are part of the artwork.

DO AND DON'T

DO

- ✓ Give the logo room and a clean background
- ✓ Use Ink or white as the dominant field
- ✓ Keep teal for focus, links and small highlights
- ✓ Replace every bracketed placeholder before sending

DON'T

- ✗ Place the logo on a busy or low-contrast area
- ✗ Recolour the mark or separate the dot
- ✗ Set body text in Signal Teal on white
- ✗ Rebuild the wordmark in a font