



DATA | AI | DIGITAL SOLUTIONS
SOLUTIONS THAT SCALE

Brand Guidelines

Identity and application standards

VERSION 2.0 · SEPTEMBER 2026

Remote-first data engineering, software development and AI consultancy
Ahmedabad, India · working in any client timezone

mvtech.solutions

Contents

Twenty-one sections covering the identity, the colour and type systems, and every application the kit ships.

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How to use this document. Everything here is a rule, not a suggestion. Artwork comes from 02_Logos/00_Master_Vector — never from a screenshot, a re-drawn file or an upscaled PNG. Colour values come from 10_Color_and_Design_Tokens/mvtech-palette.json. If a case is not covered here, choose the option that keeps the mark legible and the contrast compliant, and tell contact@mvtech.solutions so the rule can be added.

Brand foundation

A clear identity for a remote engineering consultancy serving clients worldwide.

POSITIONING

MV.tech is a remote-first data engineering, software development and AI consultancy based in Ahmedabad, India. The brand should feel technically precise, calm and capable. It should communicate senior engineering without copying the visual language of a large corporate consultancy.

Brand name	MV.tech (legal / alternate: MV Tech, MVTech)
Service line	DATA AI DIGITAL SOLUTIONS
Brand slogan	SOLUTIONS THAT SCALE
Primary audience	Companies that need senior capability across data systems, AI automation, custom software and digital delivery
Founder	Meet Vaghasia — Founder & Lead Engineer

SIX SERVICES

-  Data engineering consulting
-  Custom software development
-  AI automation, RAG & MCP
-  Workflow automation
-  IT staff augmentation
-  Technology recruitment

CREDENTIALS

Google Cloud certified · IBM certified · Toptal-vetted (Top 3%)

WORKED WITH

Google · Volvo · BCW · RootstockLabs · Chainlabs · Toptal

State these as written. Do not add client logos, case-study claims or metrics that have not been verified and cleared.

SERVICE INTERPRETATION — WHAT THE THREE WORDS IN THE SERVICE LINE COVER

Data

Engineering, analytics, reporting, warehouses and dependable pipelines.

AI

Automation, RAG, MCP, agents and practical AI systems.

Digital Solutions

Broad enough for custom software, web applications, APIs and integrations.

The mark

Use the approved angular monogram and the supplied lockups without redrawing the mark.



mvtech-monogram-dark.svg — shown on Ink. The **light** variant replaces regions 1 and 2 with flat Navy #071118 and leaves the teal arm and the dot untouched; the **monochrome** variants fill all four regions, dot included, with a single colour.

CONSTRUCTION

Lines and arcs only — no bitmap, no live text. Every straight edge is exactly straight; the bottom of the V is a true 106.14-unit arc. Gradients are userSpace0nUse, so they run across the whole mark rather than per path.

PROPORTIONS

The artwork box is 1200 × 694.36 units (1.73 : 1), measured to the bottom of the V's arc. The N's baseline sits 15.6 units higher at 678.72, so a box drawn to the baseline reads 1.77 : 1 — always place the mark on the full 694.36 box. The dot is 137.5 units across — 19.8% of the mark height — and its centre sits at (969.5, 599.4).

Four regions, never more

The monogram is approved artwork: an angular **M/V** built from straight edges and one true arc. It has exactly four coloured regions and they are never recoloured, re-ordered or used on their own.

- 1. Silver body** — the N (left leg, diagonal, right leg) and the left arm of the V, which share the rounded bottom of the V. Silver ramp.
- 2. Dark facet** — the lower part of the N's left leg folds into a dark facet, which is what gives the mark its depth.
- 3. Teal arm** — the right arm of the V, a parallelogram carrying the teal ramp: Deep Teal at the bottom left, bright teal at the top right.
- 4. Signal Teal dot** — a solid circle to the lower right of the V. It is the accent of the whole identity, the unit that defines clear space, and — in a lockup — the full stop in “MV.tech”.

The mark is the “MV.” It reads as M, V and a full stop on its own, so it needs no wordmark beside it: in every lockup the type adds only **tech**. See page 5.

Do not redraw the mark. Place the SVG or PDF master. The geometry is fitted to the approved artwork (straight edges exactly straight, the V bottom a true arc) and any re-trace will drift.

Monogram, wordmark, lockup

Three pieces and one rule. The mark supplies “MV.”, the wordmark spells the name in full, and a lockup adds only “tech”.

THE RULE

MV never appears twice. The monogram already says “MV.” — the dot in the mark *is* the full stop. So when the mark and type sit together, the type adds one word and one word only: **tech**.

1 · THE MONOGRAM — THE SHORT SYMBOL



Favicons, app icons, profile pictures, watermarks and any square or very small space. **“MV.” on its own is correct here** — nothing is missing. Minimum 24 px / 8 mm.

2 · THE WORDMARK — THE NAME IN FULL

MV.tech

MV.tech is artwork traced from the approved logo reference: “MV” bold, a Signal Teal dot, “tech” regular. It spells the name out where the name has to be explicit **and the mark is not present** — a document footer, a partner page, a directory listing. It is **never retyped in a font** and it is **never set beside the monogram**: that would state MV twice.

3 · THE LOCKUPS — MARK PLUS “TECH”



Primary

Mark + “tech” + descriptor + slogan. Minimum 320 px / 55 mm.



Horizontal

Mark + “tech”. Minimum 160 px / 35 mm.



Vertical

Stacked and centred, with descriptor and slogan. For square and portrait spaces.

Which one? Primary where the logo is the hero — covers, title pages, banners, brochures. Horizontal where space is tight and the brand is already established — website header, email signature, document header, slide footer, co-branding. Vertical for square and portrait formats. Monogram for icons and avatars. As the space shrinks, step down the ladder rather than shrinking the primary lockup past its minimum.

Logo variants

Four colour variants and two safe versions. Every lockup and the monogram exist in all of them.



DARK

Silver gradient body, dark facet, teal arm, Signal Teal dot. Transparent. For ink and dark surfaces.



LIGHT

Flat Navy #071118 body, teal arm and dot unchanged. Transparent. For white and pale surfaces.



MONO-BLACK

Every region including the dot in #000000. Engraving, embossing, one-colour print.



MONO-WHITE

Every region including the dot in #FFFFFF. Dark one-colour production and watermarks.

Safe versions, for backgrounds you do not control

Pasting a transparent logo into someone else's slide, a marketplace listing or a partner page is where the identity usually breaks. The -dark-on-ink and -light-on-white masters carry their own background **and** their own clear space, so they cannot land on a colour that kills the contrast.



mvtech-lockup-horizontal-dark-on-ink



mvtech-lockup-horizontal-light-on-white

CHOOSING A VARIANT

Ink, Navy, dark imagery	dark
White, Silver, pale	light
Background unknown	-dark-on-ink or -light-on-white
One-colour production	mono-black / mono-white

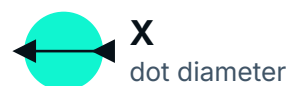
The **dark** and **mono-white** files are transparent and therefore invisible in a white file browser — that is correct, not a broken file.

Clear space and minimum size

One rule for space, three numbers for size, and a ladder to step down when the space runs out.

X = the diameter of the teal dot

Keep a clear area equal to one dot diameter on every side of the logo. Nothing enters it: no text, no photograph, no rule, no border, no partner mark, no page edge.



In monogram units $X = 137.5$, which is **19.8% of the monogram height** (694.36 units). For the wordmark used alone, the equivalent margin is $0.2 \times$ its height. More space is always allowed; less is never.

Minimum sizes

ASSET	SCREEN	PRINT
Primary lockup	320 px	55 mm
Horizontal lockup	160 px	35 mm
Monogram	24 px	8 mm

Measured on the controlling dimension: width for the primary and horizontal lockups, height for the monogram. The vertical lockup and the wordmark alone have no brand minimum — the folder READMEs give derived guidance (about 165 px tall and 95 px wide) which is guidance, not a rule.

STEP DOWN, DO NOT SHRINK



Below 320 px / 55 mm drop the descriptor and slogan and use the **horizontal** lockup. Below 160 px / 35 mm use the **monogram**. Never keep the primary lockup and set the descriptor type below the point where it can be read.

The 16 px favicon is the one deliberate exception to the 24 px monogram minimum: it is a purpose-built composition in 02_Logos/07_Favicons_and_App_Icons, not a down-scaled logo.

PRINTED MINIMUMS AT ACTUAL SIZE

Printed at 100%: the smallest sizes this artwork may appear at. Hold the page against a proof to check a job.



Primary — 55 mm



Horizontal — 35 mm



Monogram — 8 mm



YES The neighbour starts outside the X box.



NO Anything crossing into X — including a page edge.

Logo misuse

Seven ways the logo gets broken. All seven are rendered here from the real master so you can see exactly what is wrong.



STRETCHED

Never change the aspect ratio. Scale proportionally, always.



ROTATED

The logo is always horizontal (or the vertical lockup). Never tilt it.



RECOLOURED

Never re-hue the teal, re-gradient the body or recolour the dot.



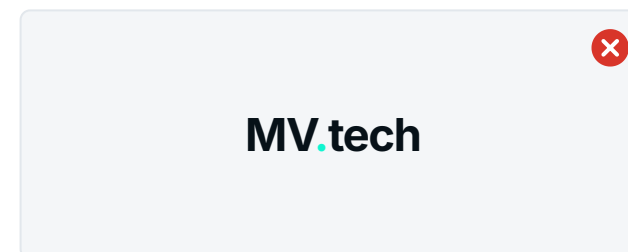
SHADOWED

No drop shadows, glows, bevels, strokes or 3-D effects.



LOW CONTRAST

The dark (silver) logo on Signal Teal is unreadable. On a teal field use the **light** logo, or put the logo on Ink.



RETPED

Never set "MV.tech" as live text in a logo position. It is artwork.



MV STATED TWICE

The withdrawn v1 construction: the monogram **plus the full wordmark**. The mark already says "MV.", so this states it twice. Never set the wordmark beside the mark — in a lockup the type adds only "tech".



CORRECT

The master, placed, scaled proportionally, on a background it was made for. Nothing else.

Also never: outline the mark, add a keyline or container that is not in the master, place the logo inside a shape that crops the clear space, separate the dot from the mark, tile or pattern the logo, animate the regions independently, or screenshot a logo out of a slide or a website instead of using the master file.

If in doubt: open the master from 02_Logos/00_Master_Vector, place it, scale it proportionally, and change nothing else.

Colour palette

Eleven tokens. A near-black foundation, a controlled teal signal and a disciplined set of greys.

	NAME	HEX	RGB	CMYK ~	ROLE
	Ink	#05060B	5 6 11	55 45 0 96	Primary dark background
	Navy	#071118	7 17 24	71 29 0 91	Text; the mark on light backgrounds
	Signal Teal	#10F5D0	16 245 208	93 0 15 4	Primary accent, dot, highlights on dark
	System Cyan	#00BFCB	0 191 203	100 6 0 20	Gradient support; accent separators on light
	Deep Teal	#087D9B	8 125 155	95 19 0 39	Gradient start (dark end of teal ramp)
	Teal Ink	#007E7B	0 126 123	100 0 2 51	ONLY teal allowed for text/links on white (4.9:1 AA)
	Silver	#F4F6F8	244 246 248	2 1 0 3	Light mark, light surfaces
	Slate	#8DA0B5	141 160 181	22 12 0 29	Secondary text on dark (7.6:1) - NOT for text on white (2.7:1)
	Graphite	#405466	64 84 102	37 18 0 60	Secondary text on light (7.8:1)
	Mist	#718394	113 131 148	24 11 0 42	Tertiary/caption text on light (3.9:1, large only)
	White	#FFFFFF	255 255 255	0 0 0 0	Paper

CMYK values are conversions, not measured inks — the printer must confirm them on a proof. **Signal Teal is outside the CMYK gamut** and prints duller; specify a Pantone or fifth colour where the teal has to sing, or accept the shift. All kit files are RGB; conversion happens at the RIP.

RECOMMENDED BALANCE



Use **Ink or white as the dominant field**. Use Signal Teal for focus, links and small highlights. Keep Cyan secondary and never cover large areas with both accents at the same intensity. The teal earns its power by being rare.

ON INK

White — headlines and body

Silver — body and sublines

Slate — secondary and captions

Signal Teal — links, accents, the dot

ON WHITE

Navy — headlines and body

Graphite — secondary text

Mist — captions at large sizes only

Teal Ink — the only teal for text and links

Colour usage and accessibility

Contrast is part of the identity. These are the pairings that pass and the ones that are banned.

	COLOUR	ON WHITE	ON INK	WHERE IT MAY BE USED
	Ink	AAA 20.24:1	Fail 1.00:1	Default dark canvas for the brand. Pair with White, Silver, Signal Teal, System Cyan or Slate text.
	Navy	AAA 19.05:1	Fail 1.06:1	Primary body-text colour on white. Flat fill for the monogram body on light backgrounds.
	Signal Teal	Fail 1.40:1	AAA 14.45:1	The teal dot and highlights on dark. Decorative only on white (fails AA for text).
	System Cyan	Fail 2.25:1	AAA 8.98:1	Mid stop of the teal ramp; separator pipes and rules on light. Decorative only on white.
	Deep Teal	AA 4.75:1	Fail 4.26:1	Start of the teal ramp and followed-link colour in Office. Not a text colour on white.
	Teal Ink	AA 4.92:1	Fail 4.12:1	Links and teal text on white or silver. Use instead of Signal Teal whenever the teal must be read.
	Silver	Fail 1.08:1	AAA 18.69:1	Monogram body on dark backgrounds; light surfaces, cards and table stripes on white.
	Slate	Fail 2.68:1	AAA 7.55:1	Secondary and caption text on Ink or Navy. Never use for text on white or silver.
	Graphite	AAA 7.84:1	Fail 2.58:1	Secondary text, captions and UI labels on white or silver.
	Mist	Fail 3.91:1	AA 5.18:1	Tertiary text on white at 18px+ (or 14px bold) only; placeholders, dividers, disabled states.
	White	Fail 1.00:1	AAA 20.24:1	Paper and the default light canvas. Primary text colour on Ink.

WCAG 2.1 ratios for **normal text**: AA needs 4.5:1, AAA needs 7:1. Large text (18 px regular or 14 px bold and larger) needs 3:1 for AA. Non-text UI and graphics need 3:1. Ratios are computed from the hex values in `mvtech-palette.json`.

THE FOUR RULES THAT MATTER

- On white, body text is **Navy**; secondary text is **Graphite**.
- On white, the only teal allowed for text, links or icons beside text is **Teal Ink #007E7B** (4.92:1).
- **Signal Teal and System Cyan on white are decorative only** — rules, bars, pipes, dots. Never type.
- **Slate is not a text colour on white** (2.68:1) and **Mist only works at large sizes** (3.91:1). On Ink both are fine.

White on Signal Teal

1.4:1 — fails at every size. Put Navy on teal, never white.

Navy on Signal Teal

13.6:1 — the correct pairing for the teal ramp surfaces.

Teal Ink and Deep Teal **fail as normal text on Ink** (4.1:1 and 4.3:1). On dark surfaces the teal for text is always **Signal Teal**.

Gradients

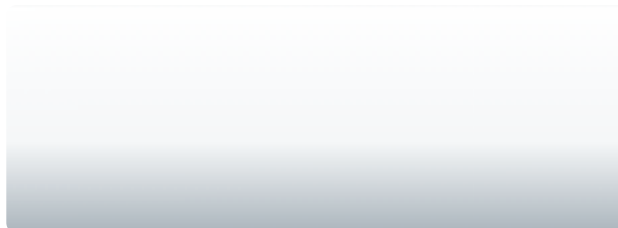
Two gradients from the mark, one facet, and a short list of places they are allowed to appear.



Teal ramp

The right arm of the V. 45° in CSS, bottom-left to top-right in the mark.

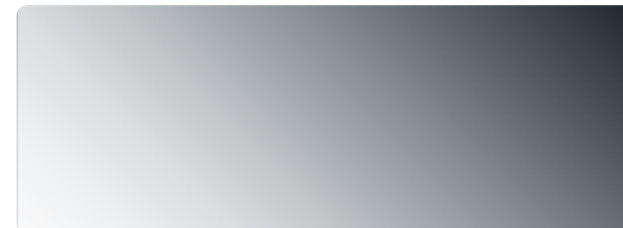
#087D9B 0%
#00C9C8 55%
#18F2CF 100%



Silver ramp

The monogram body on dark. 180°, white to #AAB4BC.

#FFFFFF 0%
#F9FAFB 35%
#F5F7F8 60%
#AAB4BC 100%



Dark facet

The folded lower leg of the N. 225° lit face, 199° fold.

#1D252A 0%
#3E464B 12.5%
#82898E 37.5%
#FAFAFB 100% (7 stops)

Three gradients, all of them part of the mark

The gradients are not decoration you may re-invent: two of them are the monogram's own fills and the third is the facet that gives it depth. They exist in the masters with `userSpaceOnUse` coordinates so they run across the whole mark, not per path.

- **Teal ramp** — the right arm of the V, and the only gradient allowed on large surfaces (backgrounds, banners). Put **Navy** type on it, never white.
- **Silver ramp** — the monogram body on dark backgrounds. Do not use it as a page background.
- **Dark facet** — the fold at the bottom of the N's left leg. Mark only.

RULES

- Never change a stop, an angle or a direction inside the logo.
- Never apply a gradient to type, to an icon stroke or to the dot.
- Never stack the teal ramp behind the dark logo — contrast collapses.
- On a large teal-ramp field keep text to short lines and use Navy.
- In print, gradients in the teal family band and shift; prefer flat Ink with a teal accent for large printed areas.

Ready-made gradient surfaces at 3840×2160 live in `08_Backgrounds_and_Wallpapers`. The teal ramp's bright stop may be written as `#18F2CF` (inside the mark) or `#10F5D0` (Signal Teal); both are correct.



mvtech-gradient-teal-ramp-3840x2160.png



mvtech-mesh-3840x2160.png — Ink with two soft radial glows; the default 4K brand surface.

Typography

Two faces, one scale. Inter where we control rendering, Arial where we do not.

Inter for digital, Arial for Office

Inter is the brand face for websites, apps, digital marketing and anything rendered by a browser. The variable font, static weights, WOFF2 files and the SIL Open Font License ship in 09_Fonts. CSS fallback stack: 'Inter', ui-sans-serif, system-ui, Arial, sans-serif.

Arial is the Office face. Every Word, PowerPoint and e-mail template in this kit is set in Arial so it renders identically in Word, PowerPoint, Outlook, Gmail and Google Docs with no font install. Do not substitute Inter into an Office template and do not ship a document that depends on a font the recipient may not have.

Solutions that scale

Inter Regular — running text for digital layouts, 1.4 to 1.5 line height.

LABEL — INTER BOLD, 0.2EM TRACKING

Regular 400 · Medium 500 · SemiBold 600 · Bold 700 · ExtraBold 800

TRACKING RULES

Display and headlines	−0.02 em — tighten large type
Body	0 — never track running text
Uppercase labels and eyebrows	0.10 to 0.20 em
Descriptor DATA AI DIGITAL SOLUTIONS	0.28 em, Inter Bold, pipes in teal (dark) or cyan (light)
Slogan SOLUTIONS THAT SCALE	0.30 em, Inter Medium
URL mvtech.solutions	0.08 em, Inter SemiBold

OFFICE SCALE — AS SHIPPED IN THE TEMPLATES

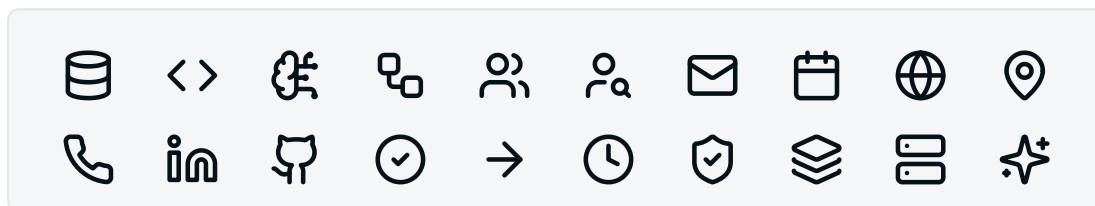
ROLE	ARIAL	COLOUR
Document title	Bold 30 pt, −0.6 pt tracking	Navy
Subtitle	Regular 13 pt	Graphite
Heading 1	Bold 20 pt + 1 pt bottom rule	Navy / rule Teal Ink
Heading 2	Bold 14 pt	Teal Ink
Heading 3	Bold 11 pt	Graphite
Body	Regular 10.5 pt, 1.1 line, 6 pt after	Navy
Label / eyebrow	Bold 8 pt caps, 0.15 em	Teal Ink
Table heading	Bold 9 pt caps, 0.06 em	White on Ink
Table text	Regular 9.5 pt	Navy
Metric figure	Bold 26 pt (Word) / 54 pt (slides)	Teal Ink
Caption	Regular 8.5 pt	Graphite
Footer	Regular 8 pt	Mist

Slide scale: title Bold 32 pt Navy at −0.02 em, body 16 pt Navy, level 2 14 pt Graphite, eyebrow Bold 9 pt caps at 0.15 em. Full specification in 04_Presentation/README.md.

Never set the wordmark, the descriptor or the slogan as live text in a logo position — they are artwork inside the lockups. Typing them is only correct in running copy, for example “our service line is DATA | AI | DIGITAL SOLUTIONS”.

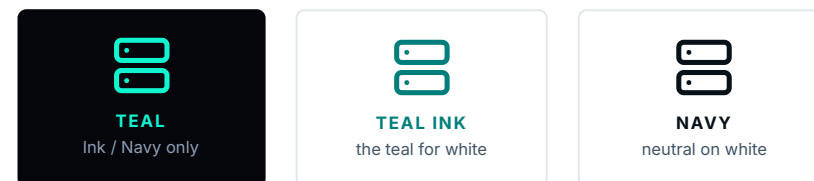
Iconography

One icon family, three colourways and a hard rule about which teal goes on which background.



Twenty icons: six named by service, fourteen by glyph. Sources are **Lucide v0.468.0** (ISC licence) on a 24×24 grid, fill:none, stroke-width 2, round caps and joins. The ISC notice must travel with the files when they are redistributed — see 11_Icons/README.md.

Three colourways

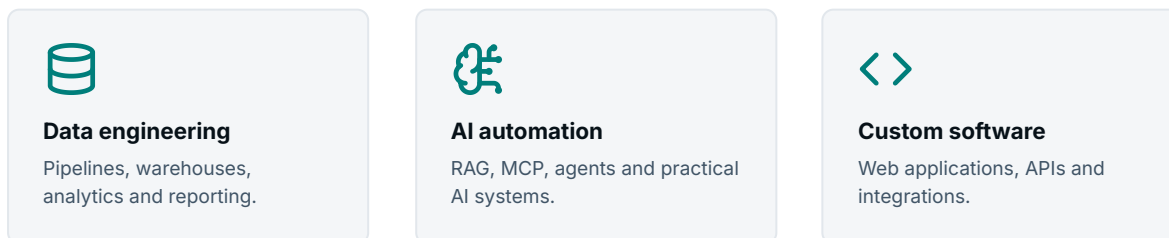


- Sizes: **64 px** for UI and e-mail, **128 px** for slides, **256 px** for print previews and social. SVG is the master — never upscale a PNG.
- **Minimum display size 16 px.** Leave at least one icon-width of space between neighbouring icons.
- Never fill an icon, add a shadow, a gradient or an outline, or rotate it. The only permitted mirror is arrow-right flipped for “back”.
- Do not mix in glyphs from another icon library.
- Add `aria-hidden="true"` when a text label sits next to the icon; otherwise keep the `role="img"` and `aria-label` that ship in the file.

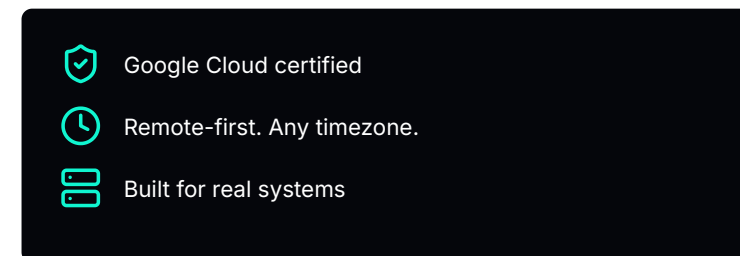


Tiles. A 512 px Ink rounded square (radius 96 px = 18.75% of the side) with a Signal Teal glyph, for service cards and feature grids on white, Silver or photography. Never place a tile on Ink — use the plain teal icon there.

IN USE — SERVICE CARDS ON WHITE



IN USE — ON INK



On Ink the icon is plain **Signal Teal** with white or Silver text. Never a tile, never Teal Ink.

Imagery and backgrounds

Show real systems, precise movement and engineered depth — and keep the type on the quiet part of the picture.



The approved abstract source, `mvtech-abstract-data-background.png`, vignetted to Ink on the left so type sits on a flat field (`mvtech-abstract-left-dark-1920x1080.png`).

VISUAL DIRECTION

- Deep dark fields, clean negative space, controlled teal light.
- Imagery that suggests **data movement, systems and engineering craft** — not generic cloud symbols, not stock “AI brains”.
- People and workplace photography stays natural, specific and free of staged technology gestures.
- The kit ships **one** approved abstract image and a family of crops and surfaces derived from it. Adding new imagery is a brand decision, not a layout decision.

Text on imagery

Place headlines over the quiet, darker area of an image. Keep the logo away from bright detail and check the contrast at the final export size, not in the design tool. Every composition in this kit puts type on a near-Ink field created by a left-to-right or bottom-up Ink gradient over the artwork — copy that pattern rather than dropping type onto busy pixels.



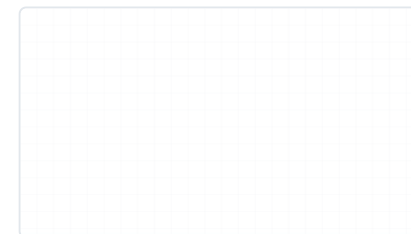
Blurred 1920×1080 for card and panel backgrounds.



80 px grid, 1 px Slate at 6% on Ink — structure without noise.



Wallpapers: mesh surface, monogram bottom-right.



Light slide background with the 12 px Signal Teal bottom bar.

Hard limit: never scale the abstract files above 1920 px wide — the approved source is 1672×941 and anything larger is an upscale. For 4K use the generated surfaces (solid Ink, Ink-to-Deep-Teal, teal ramp, mesh, grid) in `08_Backgrounds_and_Wallpapers`. Seamless grid and dot tiles are supplied as transparent PNG and SVG to lay over Ink or Navy.

Layout system

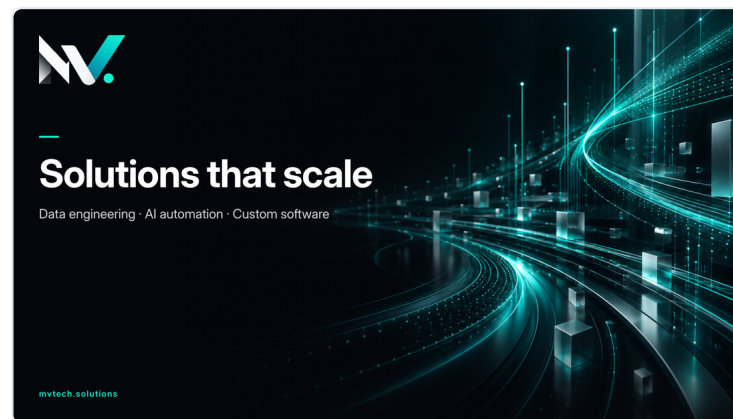
A teal bar, an Ink band, an Ink gradient over imagery and an eyebrow. Everything in the kit is built from these four.

Four devices, used everywhere

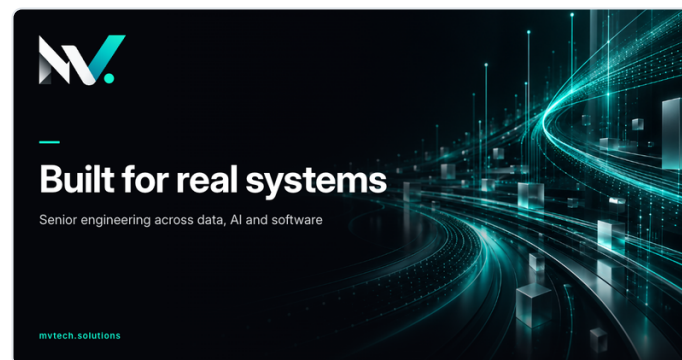
-  **The teal accent bar.** A short Signal Teal rule above a headline, or a 1.4 mm rule under a letterhead header. It is the smallest unit of brand in the system.
-  **Ink header and footer bands.** Full-bleed Ink blocks carrying the dark lockup and the contact details — the one-pager, the proposal cover, the card back.
-  **Ink gradient over imagery.** Artwork on one side, a left-to-right Ink ramp so all type lands on a near-Ink field. Every social and web composition uses it.
-  **The eyebrow.** A 7 to 9 pt uppercase label, tracked 0.15 em, Teal Ink on white or Signal Teal on Ink, sitting above the headline. Optionally preceded by a 7×1.2 mm teal tick.

MARGINS AND GRIDS AS BUILT

Word A4 / US Letter	25 mm top and bottom, 20 mm left and right, giving a 170 mm text column
Print stationery	20 mm side margins; body starts 46 mm down; stops 6 mm above the footer rule
Slides 13.333×7.5 in	0.75 in side margins; logo 0.75/0.40 in; title 1.30 in; content band 2.30–6.55 in; three columns of 3.611 in
Print bleed standard	3 mm bleed + 6 mm mark margin (page = trim + 18 mm); crop marks 0.1 mm black, 4 mm long, 1 mm outside the bleed



Dark slide: eyebrow, teal rule, headline, subtitle, URL bottom-left — the standard composition.

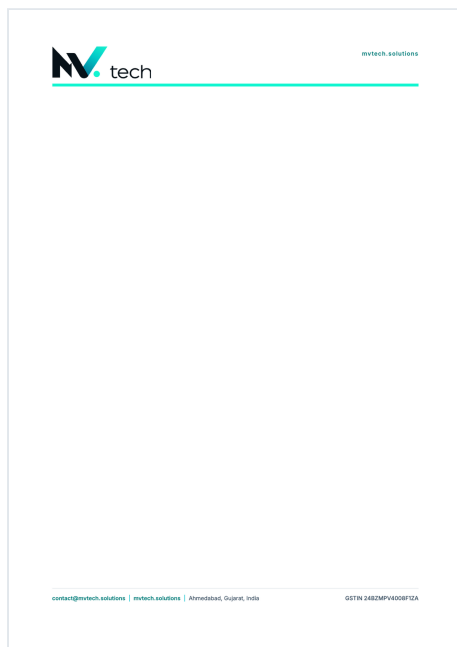


Social post 1200×630: the monogram top-left, then eyebrow rule, headline, subtitle and URL.

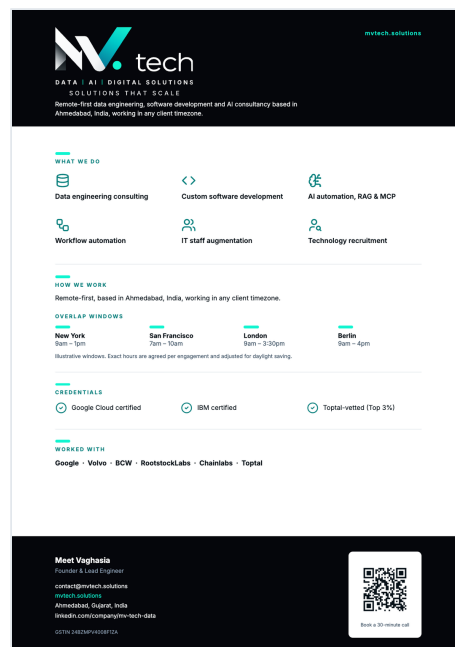
Hierarchy, in order: eyebrow, teal rule, headline (Bold, −0.02 em), subtitle (Regular, Silver at 88% on dark), URL. Do not add a fifth level; if the message needs one, it needs a second slide.

Applications — stationery

Letterhead, one-pager, cards, compliment slip and envelope — all vector, all on the same 3 mm bleed standard.

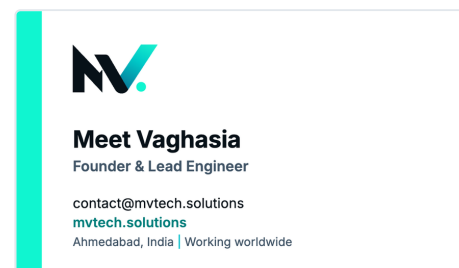


Letterhead A4 and US Letter, print-ready with 3 mm bleed and crop marks.



Company one-pager A4, Ink bands top and bottom, six services, QR to the booking link.

Business cards



Front — white, 5 mm teal edge bar



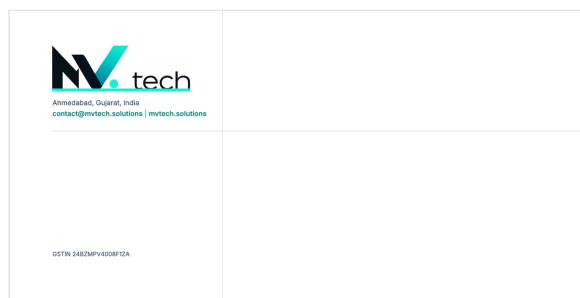
Back — Ink, vertical lockup

Sizes	89×51 mm (3.5×2 in, US/India) and 85×55 mm (EU)
Stock	350 gsm matte; optional spot UV on teal elements only
Bleed / safe	3 mm bleed, 3 mm safe margin, content at least 5 mm inside trim
QR variants	front Calendly, Navy on white; back website, Signal Teal on Ink

Print standard for every MV.tech piece: 3 mm bleed plus a 6 mm mark margin, so the page is trim + 18 mm each way. Crop marks 0.1 mm black, 4 mm long, 1 mm outside the bleed. **Impose to the crop marks, not the page edge.** Files are RGB; convert at the RIP. Never print the Calendly QR smaller than 20 mm square, and scan a printed proof first.



Compliment slip DL 210×99 mm — handwriting area 45–80 mm.



DL envelope 220×110 mm — nothing right of 80 mm or below 45 mm; bottom 15 mm free for franking.

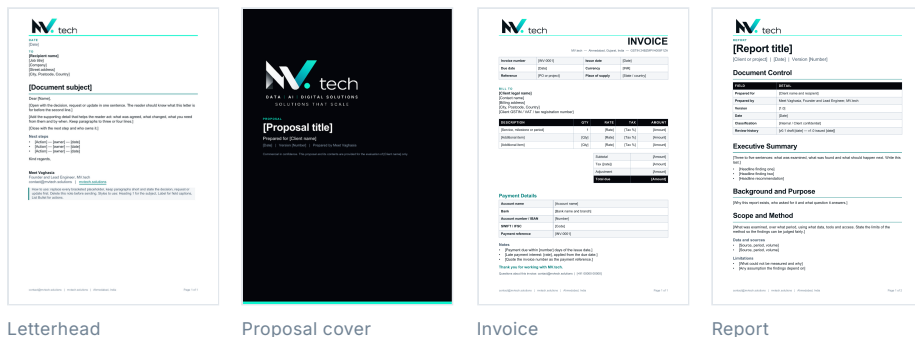
TYPING AREA — LETTERHEAD

Start body text no higher than **46 mm** from the top, stay inside the **20 mm** side margins and stop **6 mm above the footer rule** (262 mm on A4, 244 mm on US Letter). Body 10–11 pt Navy at 1.45 line height. There is no continuation sheet.

Applications — documents and slides

Ten Word templates and a sixteen-layout deck, all carrying the MV.tech Office theme.

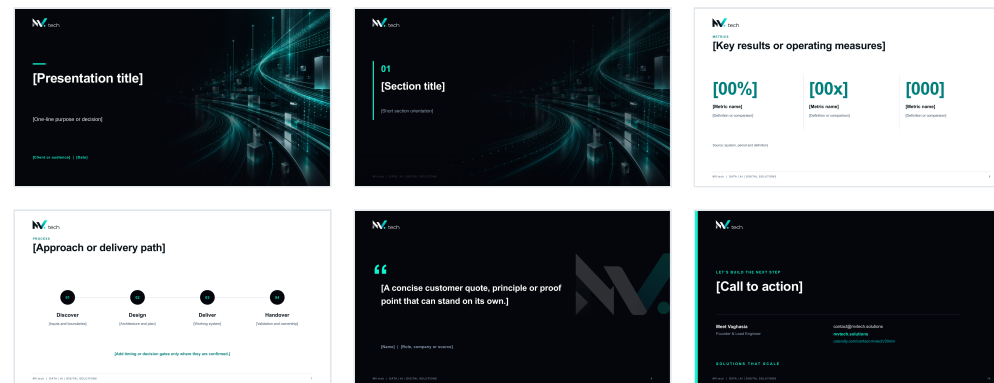
Word templates



Ten templates, each as .docx and .dotx: letterhead, proposal, invoice, statement of work, meeting minutes, report, case study, memo, quotation and NDA. A4 by default; letterhead and proposal also in US Letter.

- Every page carries the **light horizontal lockup at 45 mm** over a 1.5 pt Signal Teal rule. Never swap in the dark lockup on white paper.
- Footer: contact line in Mist 8 pt plus a live Page X of Y.
- Tables: Ink header row, white bold uppercase, Silver banding, 0.5 pt Slate borders, header repeats on every page.
- The Word theme is named **MV.tech** — the colour picker, charts and SmartArt are already brand colours. No Calibri anywhere.
- **Replace every [bracketed] field** and delete every paragraph in the Note style before the document leaves the building.

Presentation



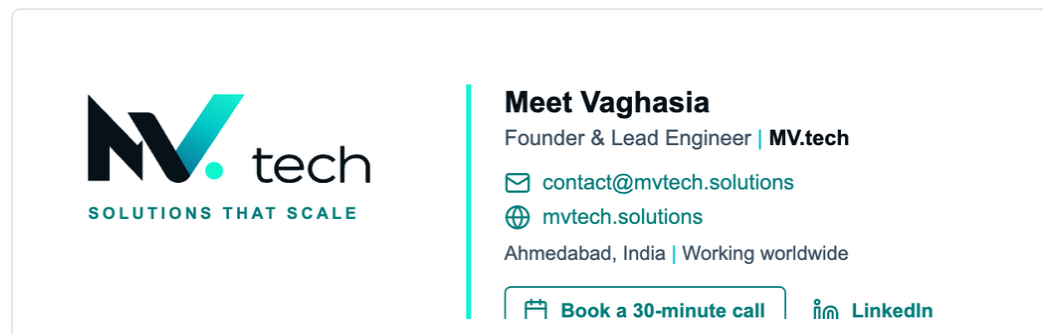
Sixteen layouts, 13.333×7.5 in. Title and section dividers, title and content, two content, comparison, metrics, process, case study, quote, image and caption, team, agenda, timeline, closing CTA and two blanks.

- Horizontal lockup top-left at **1.60 in**; light lockup on light layouts, dark on dark.
- Footer and slide number are **slide-master graphics**, not footer placeholders — edit them in Slide Master view, not on a slide.
- On white, metric figures and eyebrows are **Teal Ink**, never Signal Teal.
- Type into placeholders; do not draw new text boxes. Shorten the headline rather than shrinking the type.
- Three social decks (square, portrait, landscape) ship alongside; PowerPoint exports PNG at 96 ppi, so use the routes in 04_Presentation/EXPORT.md for exact pixels.

The NDA is a drafting shell, not legal advice, and the SOW and proposal commercial terms are templates — **qualified counsel must review them before use**. GSTIN 24BZMPV4008F1ZA appears on the invoice, quotation, SOW and proposal.

Applications — email signature

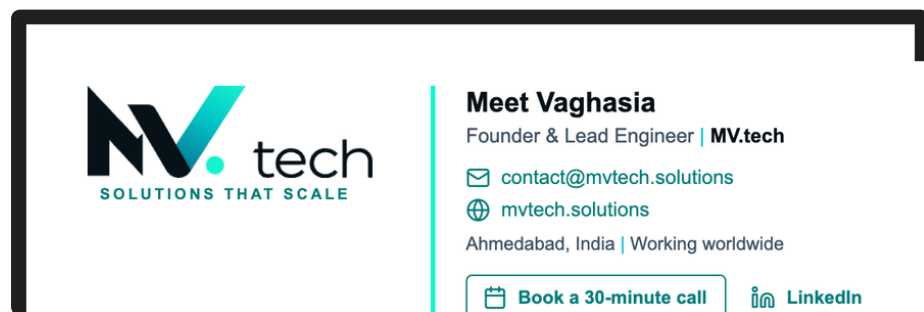
Four signature variants, two delivery modes, and a hard rule that they are built as tables with inline styles.



01 full — 560 px. Light horizontal lockup at 170 px, slogan beneath, a 3 px Signal Teal rule, details right, then the booking button and LinkedIn link.



04 reply-minimal — one line plus a 26×15 px monogram, for replies.



03 dark-mode-safe — a white card cell keeps the logo on white when a client inverts the message.

Two delivery modes

MODE	IMAGES	USE IN
-hosted	linked from the site	Gmail — the only mode it accepts
-inline	base64 data URIs	Apple Mail, Outlook desktop

Gmail strips data URIs and caps a signature at 10,000 characters. The hosted images must be published at `mvtech.solutions/brand/email/` before the hosted variants will show anything but alt text.

BUILD RULES

- Tables and inline styles only. No flexbox, no grid, no external CSS.
- Arial, Helvetica, sans-serif — not Inter. Name 18 px bold Navy; title and location 12–13 px Graphite; links and icons **Teal Ink**, no underline.
- Every image carries width, height, alt and `display:block`; @2x assets are displayed at 1x dimensions.
- Signal Teal appears only as the 3 px rule; decorative pipes are System Cyan.
- The horizontal lockup is used at 170 px (minimum 160) and the monogram at 64 or 26 px.
- No phone number is published. The team template carries a `{{PHONE}}` placeholder.

Which one: 01 for new mail, 04 for replies, 03 when recipients read in dark mode, and the plain-text version for iOS Mail. `make_signature.py` fills the team template for a new colleague and writes the matching plain-text file.

Icons are Lucide (ISC). Keep the licence notice when the files are redistributed.

Applications — social and web

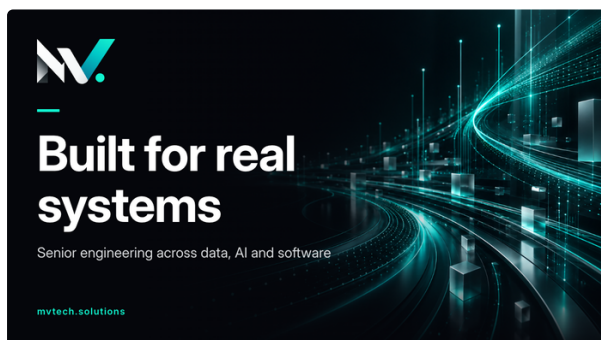
Thirty-plus sized exports, three avatar variants and the safe zones every platform silently enforces.



LinkedIn company cover 1128×191



X / Twitter header 1500×500 — lockup centred, at least 130 px margins



YouTube thumbnail 1280×720



Instagram post 1080×1080



Display ad 300×250

Never retype “MV.tech” in a social template — every composition places the wordmark or lockup SVG. Imagery may be cropped, shaded and (on the personal banner) mirrored; **logos are never mirrored, stretched or recoloured**. Approved headlines: “Built for real systems”, “Solutions that scale”, “Remote-first. Any timezone.”

Profile avatars



dark — default



light



teal ring

Square, opaque, one variant per account. The monogram is fitted so its bounding-box corners stay at least **8% of the avatar width clear of the circle crop** (the mark is 72.5% of the side wide). Never upload a transparent monogram, never crop tighter, never add text or a wordmark.

Safe zones

LinkedIn personal banner	left 30% and bottom 20% must stay free
YouTube banner	essentials inside the 1546×423 centre (x 507–2053, y 508–931)
Facebook cover	type starts at x = 230 to survive the mobile centre crop
Story / status	nothing in the top 250–300 px or the bottom 300–340 px
Google Business cover	key content inside the centre 80%

FAVICONs AND APP ICONS



Always the **dark monogram on Ink**, never the light monogram or the wordmark. App-icon corner radius 18% of the side. The 16 and 32 px favicons use a deliberately enlarged mark (92% and 86%); 48 px and up use 78%.

Voice and messaging

Technical credibility in plain language. Say what was built, for whom, and what was handed over.

Voice

MV.tech copy should sound direct, specific and informed by delivery experience. Explain the system, the problem and the expected handover. Avoid inflated innovation language and unsupported claims.

WRITING RULES

- Lead with what the client needs to build, repair or understand.
- Name technologies only when they help a reader assess fit.
- Use measurable outcomes only when they are verified. Label estimates and assumptions as estimates and assumptions.
- Short sentences. Plain words. No exclamation marks, no hype adjectives, no “revolutionary”, “cutting-edge” or “world-class”.
- British or American spelling — pick one per document and keep it.
- Write the brand as **MV.tech**. Never MVTECH, never mv.tech, never M.V. Tech. “MV Tech” and “MVTech” exist only as legal or alternate names where a system forbids the dot.
- The website is written **mvtech.solutions** in copy; the link target is <https://mvtech.solutions>.
- No phone number is published. Where a form demands one, use a clearly bracketed placeholder.

Approved lines

Service line	DATA AI DIGITAL SOLUTIONS
Slogan	SOLUTIONS THAT SCALE
Company description	Remote-first data engineering, software development and AI consultancy based in Ahmedabad, India
Positioning	... working in any client timezone
Campaign lines	Built for real systems · Solutions that scale · Senior engineering across data, AI and software · Remote-first. Any timezone.
Call to action	Book a 30-minute call — calendly.com/contact-mvtech/30min

WRITE THIS

“We rebuild the ingestion layer so the warehouse loads on schedule, and hand over the pipelines, the tests and the runbook.”

NOT THIS

“We leverage cutting-edge AI to revolutionise your data journey and unlock exponential value.”

Service names are written as in the kit: **Data engineering consulting, Custom software development, AI automation, RAG & MCP, Workflow automation, IT staff augmentation, Technology recruitment.** Credentials are written “Google Cloud certified · IBM certified · TopTal-vetted (Top 3%)”. Do not embellish either list.

SAYING WHERE WE ARE

The location line used across the kit is **“Ahmedabad, India | Working worldwide”** (the pipe in System Cyan on light). Full form: Ahmedabad, Gujarat, India. Never imply an office in a client’s country; the offer is remote-first delivery in the client’s timezone.

OVERLAP WINDOWS PUBLISHED IN THE KIT

NEW YORK
9am–1pm

SAN FRANCISCO
7am–10am

LONDON
9am–3:30pm

BERLIN
9am–4pm

As printed on the company one-pager. Quote these windows rather than inventing new ones.

Co-branding and partner logos

How MV.tech sits beside another mark — and the permission rule that comes before any of it.

Equal weight, one divider



Optical balance, not equal width: match the two marks by visual weight, then set the divider midway. MV.tech sits on the left when we are the host, on the right when the partner is.

- **Clear space is absolute.** The divider and the partner mark both sit outside MV.tech's one-dot-diameter clear space. The clear space is measured first; everything else is arranged around it.
- **The divider** is a thin vertical rule in Slate on dark or Slate at 35% on light, the height of the larger mark's cap area. Never a slash, a plus sign, an ampersand or a lock-up of the two marks into one.
- **Never combine the marks.** No shared container, no merged wordmark, no "MV.tech × Partner" set in type next to the logo.
- **Use the horizontal lockup** for co-branding, or the monogram where the partner supplies only a symbol. Do not use the primary lockup — the descriptor and slogan unbalance the pair.
- Both marks use the variant that suits the background: on Ink, MV.tech dark plus the partner's reversed/white version.

PERMISSION COMES FIRST

No third-party logo may be used without written permission from its owner, and it must be used exactly as that owner's own guidelines require — their file, their clear space, their minimum size, their colour variants. This applies to clients, platforms, certifications and marketplaces alike. If the permission cannot be produced on request, the logo does not go on the page.



NO One mark dominating the other.



NO Marks inside each other's clear space, joined by a symbol.



Same arrangement on white: the **light** lockup and the partner's positive version, divider in Slate at 35% opacity.

Credentials in text. "Google Cloud certified", "IBM certified" and "Toptal-vetted (Top 3%)" are written as words in this kit. Badge artwork for those programmes is governed by the issuing organisation and is not part of the MV.tech brand kit.

Digital tokens and code

The palette as code. Import the tokens; never hard-code a hex value in a component.

CSS CUSTOM PROPERTIES

```
:root{
  --mv-ink:#05060B;   --mv-navy:#071118;   --mv-teal:#10F5D0;
  --mv-cyan:#00BFCB;  --mv-deep-teal:#087D9B; --mv-teal-ink:#007E7B;
  --mv-silver:#F4F6F8;--mv-slate:#8DA0B5;  --mv-graphite:#405466;
  --mv-mist:#718394;  --mv-white:#FFFFFF;
  --gradient-teal-ramp:linear-gradient(45deg,#087D9B 0%,#00C9C8 50%,#18F2CF 100%);
  /* semantic, light */
  --color-bg:var(--mv-white);  --color-text:var(--mv-navy);
  --color-text-muted:var(--mv-graphite); --color-link:var(--mv-teal-ink);
}
[data-theme="dark"]{
  --color-bg:var(--mv-ink);    --color-surface:var(--mv-navy);
  --color-text:var(--mv-white); --color-text-muted:var(--mv-slate);
  --color-link:var(--mv-teal);  --color-accent:var(--mv-teal);
}
```

mvtech-colors.css ships the full set including --mv-* rgb triples for rgb(... / alpha), the three gradients, semantic aliases and a [data-theme="dark"] block. A .scss version and a W3C tokens.w3c.json are alongside it.

TAILWIND

```
// tailwind.config.js
const mvtech = require('./tailwind.colors.cjs');
module.exports = {
  theme: { extend: {
    colors: { mvtech: mvtech.colors },
    backgroundImage: mvtech.backgroundImage,
    fontFamily: { sans: ['Inter', 'ui-sans-serif', 'system-ui', 'Arial', 'sans-serif'] },
  } },
};
// bg-mvtech-ink text-mvtech-navy text-mvtech-teal-ink bg-mvtech-teal-ramp
```

Switch themes by swapping the **semantic aliases**, never the raw --mv-* tokens. The focus ring is --color-focus-ring (Teal Ink on light, Signal Teal on dark) — never remove a focus outline without replacing it.

WHAT SHIPS IN 10_COLOR_AND_DESIGN_TOKENS

mvtech-palette.json	the source of truth: hex, RGB, HSL, CMYK, luminance, contrast and usage per token
tokens.w3c.json	W3C Design Tokens format for Style Dictionary and friends
mvtech-colors.css / .scss	custom properties and SCSS variables
tailwind.colors.cjs	Tailwind colour and background-image maps
mvtech-office-theme-colors.xml	Office theme colours — identical to the theme inside the Word and PowerPoint templates
mvtech.ase / mvtech.gpl	Adobe and GIMP/Inkscape swatches

OFFICE THEME MAPPING

dk1 / tx1	Navy #071118	accent3	Deep Teal #087D9B
lt1 / bg1	White	accent4	Teal Ink #007E7B
dk2 / tx2	Ink #05060B	accent5	Slate #8DA0B5
lt2 / bg2	Silver #F4F6F8	accent6	Graphite #405466
accent1	Signal Teal #10F5D0	hlink	Teal Ink
accent2	System Cyan #00BFCB	folHlink	Deep Teal

Web font loading. Serve the WOFF2 from 09_Fonts/Inter_Web_WOFF2 with font-display:swap and the fallback stack 'Inter', ui-sans-serif, system-ui, Arial, sans-serif. Inter is licensed under the SIL OFL — ship LICENSE-Inter-OFL.txt with it.

Favicon markup ready to paste sits in 02_Logos/07_Favicons_and_App_Icons/head-snippet.html, with site.webmanifest and browserconfig.xml (theme colour #05060B).

Asset directory and naming

Where every file lives and what its name means.

FOLDER	CONTENTS
00_Start_Here	README, changelog, kit overview image and the quick-start PDF
01_Brand_Guidelines	this document — designed landscape PDF and editable portrait DOCX — the one-page quick reference, and a README explaining the two editions
02_Logos/00_Master_Vector	the 30 true-vector SVG masters and their vector PDFs — the source of every other logo file
02_Logos/01–06	PNG and WebP exports: primary, horizontal, vertical, monogram, wordmark, monochrome
02_Logos/07, 08, 09	favicons and app icons; social profile avatars; the original approved rasters
03_Word_Templates	ten .docx + .dotx templates, previews and build sources
04_Presentation	the 16-layout deck (.pptx/.potx), three social decks, export notes
05_Email_Signature	four signature variants, hosted and inline, plus the team template
06_Business_Cards	two sizes, print and screen PDFs, editable SVGs, QR codes, vCard
07_Web_and_Social	sized exports for every platform plus the HTML templates that built them
08_Backgrounds_and_Wallpapers	the approved abstract image, its crops, 4K surfaces, tiles and wallpapers
09_Fonts	Inter desktop TTF, web WOFF2, the type specimen and the OFL licence
10_Color_and_Design_Tokens	palette JSON, CSS, SCSS, Tailwind, W3C tokens, Office theme, ASE and GPL
11_Icons	20 icons × 3 colourways × 3 sizes, tiles, manifest and licence
12_Print_Collateral	letterhead, compliment slip, envelope, one-pager and the logo sheet, all vector PDF

MANIFEST.json and PROVENANCE.txt at the kit root record what every file is and where it came from.

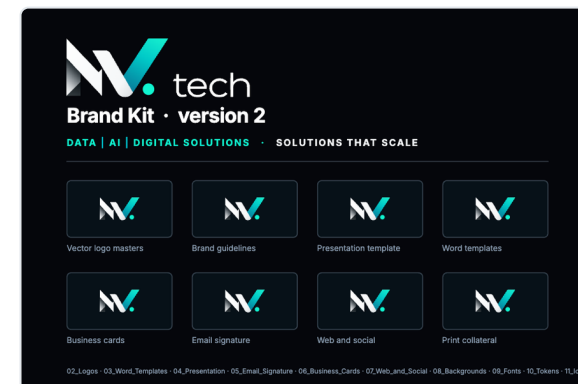
Naming

Assets	lower-kebab-case-with-size.png
Documents	MVtech_Title_Case.ext
Logo rasters	mvtech-<family>-<variant>-<size>.png
Icons	mvtech-icon-<name>-<colourway>-<size>.png
Sized exports	<name>-<W>x<H>.png

Logo families are primary, horizontal, vertical, monogram, wordmark. **Variants** are dark, light, dark-on-ink, light-on-white, mono-black, mono-white. The size in the filename is the **controlling dimension**: width for primary, horizontal and wordmark; height for vertical and monogram. So mvtech-primary-dark-1024.png is 1024×256 and mvtech-monogram-dark-512.png is 905×512.

Need a size that is not in the kit? Re-export it from 02_Logos/00_Master_Vector. Never upscale a PNG, never trace a raster back to vector, and never edit a master in place — if a master has to change, it changes for the whole kit and the version number moves.

KIT OVERVIEW



Keeping the kit true

THIS EDITION

Version	2.0
Issued	September 2026
Supersedes	v1, September 2026
Owner	Meet Vaghasia, Founder & Lead Engineer

CHANGING THIS DOCUMENT

The masters, the palette JSON and this guide move together. If a rule here contradicts a file in the kit, the file is wrong and gets rebuilt — not the rule rewritten. Raise it with the owner, and the change lands in `00_Start_Here/CHANGELOG_v2.md` with a new version number.

TWO EDITIONS

This designed `.pdf` is the presentation master: A4 landscape, 24 pages. `.docx` is an A4 portrait, editable rendition of the same rules — same content, different layout and page numbers, so never quote a page number across the two. Neither is generated from the other: editing the Word file will not reproduce this PDF. They are maintained together and reissued together.

CONTACT

Meet Vaghasia

Founder & Lead Engineer, MV.tech

✉ contact@mvtech.solutions

🌐 mvtech.solutions

📅 calendly.com/contact-mvtech/30min

🌐 linkedin.com/company/mv-tech-data

🔗 github.com/meet2712

📍 Ahmedabad, Gujarat, India

GSTIN 24BZMPV4008F1ZA · no telephone number is published



DATA | AI | DIGITAL SOLUTIONS
SOLUTIONS THAT SCALE

SOLUTIONS THAT SCALE