

Brand Quick Reference

One page. The rules you need before you open a file.

VERSION 2.0

September 2026

mvtech.solutions

LOGO — WHICH FILE, WHAT SIZE

MV is never stated twice. The monogram already reads “MV.” (its teal dot is the full stop), so every lockup adds one word: **tech**. The **wordmark** spells the name in full and is used only where the mark is *not* present — never beside it.



Primary — hero placements.
Min 320 px / 55 mm.



Horizontal — headers, signatures, slides.
Min 160 px / 35 mm.



Vertical — square and portrait.



Monogram — icons, avatars.
Min 24 px / 8 mm.



light on white — **dark** on Ink.
mono only when colour is impossible.

CLEAR SPACE



X = the diameter of the teal dot (19.8% of the monogram height). Keep X free on every side — no text, rule, image, border or page edge. Below the minimum size, step down: primary > horizontal > monogram. Never stretch, rotate, recolour, outline or shadow the mark, never retype “MV.tech” in a font, and never place the wordmark beside the monogram.

TYPE

Digital	Inter — fallback ui-sans-serif, system-ui, Arial
Office & e-mail	Arial — Word, PowerPoint, Outlook, Gmail
Headlines	Bold, tracking –0.02 em
Body	Regular 10–11 pt print / 10.5 pt Word, no tracking
Labels	Bold UPPERCASE, 0.10–0.20 em
Descriptor	Inter Bold, 0.28 em, teal pipes
Slogan	Inter Medium, 0.30 em

The wordmark, descriptor and slogan inside a lockup are artwork, not text.

COLOUR

Ink #05060B	Navy #071118	Signal Teal #10F5D0	System Cyan #00BFCB	Deep Teal #087D9B	Teal Ink #007E7B	Silver #F4F6F8	Slate #8DA0B5	Graphite #405466	Mist #718394	White #FFFFFF

On white: body text Navy, secondary Graphite, tertiary Mist (large only). The **only** teal for text or links is **Teal Ink #007E7B**. Signal Teal and System Cyan are decorative. Slate is not a text colour on white.

On Ink: White and Silver for text, Slate for secondary, **Signal Teal** for accents and links. Teal Ink and Deep Teal fail as text on Ink. On a teal field, type is Navy — never white.

DO

- Place the SVG or PDF master from 02_Logos/00_Master_Vector.
- Scale proportionally; keep one dot diameter of clear space.
- Use **dark** on Ink, **light** on white, and the **-on-ink** / **-on-white** safe files when you cannot control the background.
- Import colour from mvtech-palette.json or the CSS / Tailwind tokens.
- Replace every [bracketed] field and delete Note paragraphs before sending a document.
- Check contrast at the final export size.

DON'T

- Stretch, rotate, outline, shadow, re-gradient or recolour the mark — or separate the dot from it.
- Retype “MV.tech”, the descriptor or the slogan as live text in a logo position.
- State MV twice** — never set the wordmark beside the monogram.
- Screenshot a logo, upscale a PNG, or re-trace the artwork.
- Set Signal Teal or System Cyan as text on white, or Slate as text on white.
- Put the dark (silver) logo on a teal or pale field.
- Use a third-party logo without written permission from its owner.

THE FIVE FILES YOU WILL REACH FOR

LOGO MASTERS

02_Logos/00_Master_Vector
30 SVG + PDF masters.
Everything else is exported from these.

COLOUR TOKENS

10_Color_and_Design_Tokens
palette.json, CSS, SCSS,
Tailwind, W3C tokens,
Office theme.

DOCUMENTS

03_Word_Templates
Ten .docx and .dotx. Decks
in 04_Presentation.

SIZED EXPORTS

07_Web_and_Social
Every platform size.
Avatars in 02_Logos/08;
icons in 11_Icons.

PRINT

12_Print_Collateral
Vector PDFs. 3 mm bleed +
6 mm marks; impose to the
marks.