



# MULTIVA

brand identity guidelines

# LOGOTYPE | Rules for the logo

THE MAIN WAY TO USE MULTIVA LOGO | NEGA | WHITE

MULTIVA



PANTONE  
Black 6 C 2X

CMYK 30/30/30/100  
RGB 0/0/0  
#000000

TEKNOS  
RAL K7 Classic  
9017



WHITE  
100%

CMYK 0/0/0/0  
RGB 255/255/255  
#ffffff

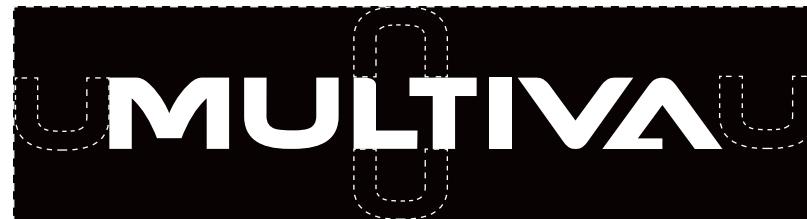
TEKNOS  
RAL K7 Classic  
9003

SECONDARY WAY

MULTIVA

# LOGOTYPE | Rules for the logo

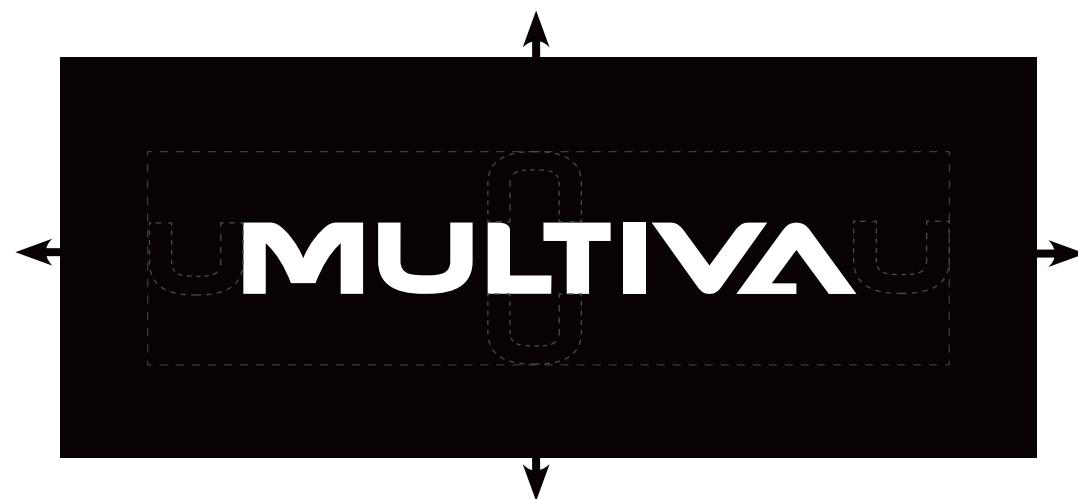
## LOGOTYPE | PROTECTED AREA



## MINIMUM SIZE

MULTIVA

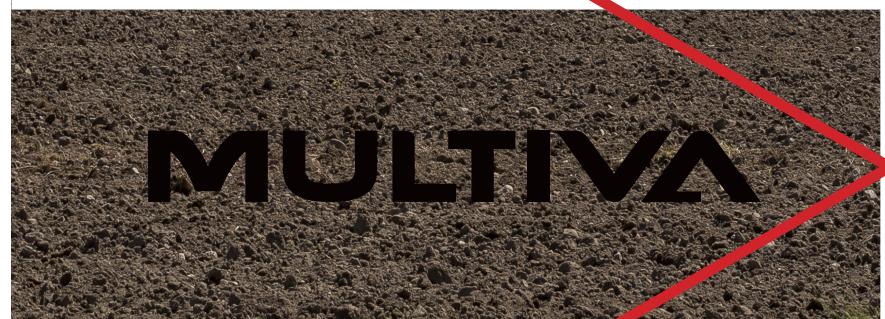
— 25 mm —



# LOGOTYPE | How to use the logo



## LOGOTYPE | Do not use the logo



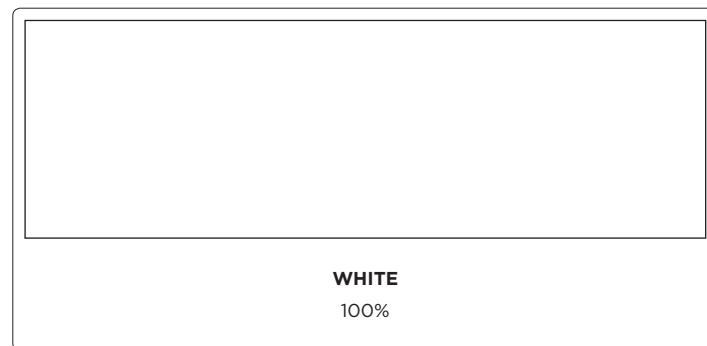
# COLORS | Corporate colour specifications

## PRIMARY COLOURS



PANTONE  
Black 6 C 2X

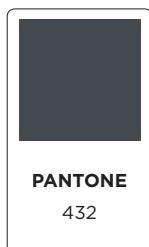
**CMYK** 30/30/30/100  
**RGB** 0/0/0  
#000000  
  
**TEKNOS**  
**RAL K7 Classic**  
9005



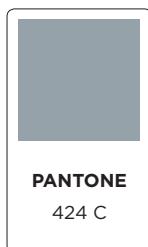
WHITE  
100%

**CMYK** 0/0/0/0  
**RGB** 255/255/255  
#ffffff  
  
**TEKNOS**  
**RAL K7 Classic**  
9003

## SECONDARY COLORS



**CMYK** 68/55/50/40  
**RGB** 72/78/80  
#484E50  
  
**TEKNOS**  
**RAL K7 Classic**  
7024



**CMYK** 43/30/27/0  
**RGB** 162/169/173  
#a2a9ad  
  
**TEKNOS**  
**RAL K7 Classic**  
7046



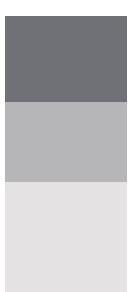
**CMYK** 60/0/100/0  
**RGB** 122/181/29  
#7ab51d  
  
**TEKNOS**  
**RAL K7 Classic**  
XXXX



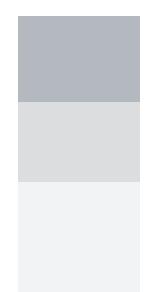
**CMYK** 0/10/100/0  
**RGB** 255/221/0  
#FFDD00  
  
**TEKNOS**  
**RAL K7 Classic**  
1003



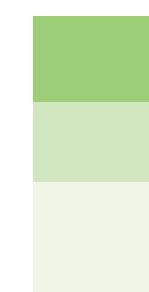
**TEKNOS**  
**RAL K7 Classic**  
9022  
  
**PANTONE**  
877 U



**CMYK** 70 %  
  
**CMYK** 30 %  
  
**CMYK** 10 %



**CMYK** 70 %  
  
**CMYK** 30 %  
  
**CMYK** 10 %



**CMYK** 70 %  
  
**CMYK** 30 %  
  
**CMYK** 10 %



**CMYK** 70 %  
  
**CMYK** 30 %  
  
**CMYK** 10 %

## SPECIAL EFFECT

# FONTS | The “GOTHAM” Typeface

The **GOTHAM** typeface is the primary font and it should be used on all business material

## **GOTHAM Light and light italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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## **GOTHAM Book and Book Italick**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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## **GOTHAM Medium and Medium Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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## **GOTHAM Bold and Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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## **GOTHAM Black and Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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## **GOTHAM ULTRA and Ultra Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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# FONTS | “LATO” and “ARIAL” typefaces

The **LATO** typeface is used on all multimedia and web applications

LATO Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

LATO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

LATIO Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

LATO Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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The **ARIAL** typeface is used only on exceptional circumstances

ARIAL Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

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A photograph of a agricultural field featuring young, vibrant green crops growing in distinct, parallel rows. The perspective is from a low angle, looking across the field towards a dense line of trees in the background. The lighting suggests a bright, sunny day.

CULTIVATING THE FUTURE

MULTIVA