



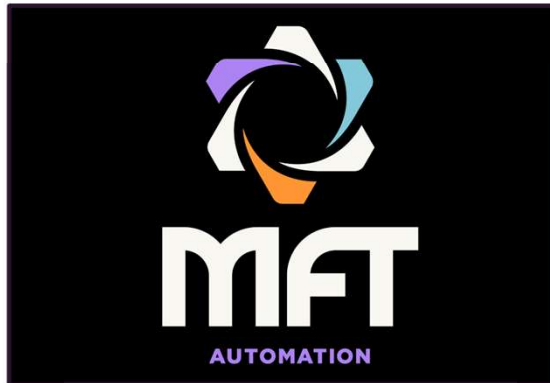
Brand and Logo Guidelines





Primary Logos

Dark Backgrounds



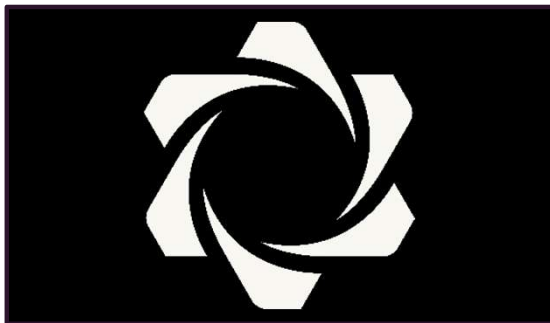
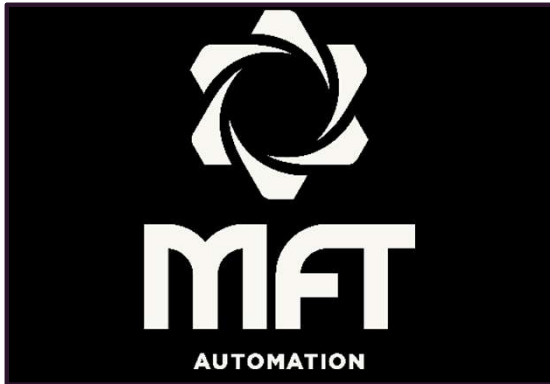
Light Backgrounds





Secondary Logos

White



Black



Purple





Logo Guidelines

- Logos should NOT be altered in the following ways:
 - Resizing without constraining proportions
 - Stretching vertically or horizontally
 - Changing colors
 - Cropping out individual elements of the logo
- Use the PRIMARY Color logos whenever possible
- White, Black or Purple logo usage is acceptable on appropriate backgrounds.
 - White should be used on black or darker backgrounds
 - Black and Purple should be used on white or lighter backgrounds





Color Information



HEX: 672591

RGB (Digital)

R: 103

G: 37

B: 145

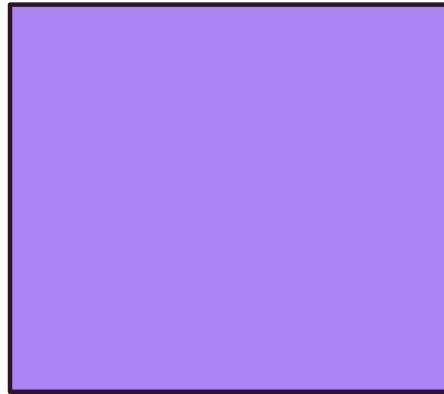
CMYK

C: 75

M: 100

Y: 0

K: 0



HEX: AD83F3

RGB (Digital)

R: 173

G: 131

B: 243

CMYK

C: 41

M: 51

Y: 0

K: 0



HEX: 38C9DB

RGB (Digital)

R: 56

G: 201

B: 219

CMYK

C: 46

M: 0

Y: 12

K: 0



HEX: FF9633

RGB (Digital)

R: 255

G: 150

B: 51

CMYK

C: 0

M: 46

Y: 100

K: 0



Font and Typography

Arial

Narrow, Narrow Italic,
Narrow Bold, Narrow
Bold Italic, Regular,
Italic, Black

Myriad Pro

Condensed,
Condensed Italic,
Bold Condensed,
Bold Condensed
Italic, Regular,
Italic, Semibold,
Semibold Italic,
Bold, Bold Italic

Gotham



Email Signature

Name
Title
O: 651-407-3100 ext: ###
E: name@mftautomation.com



High Performance Automation Solutions
Creating a better quality of life through innovation and automation

MFT Automation | 4821 White Bear Parkway | St. Paul, MN 55110
www.mftautomation.com



Option 1: Standard

Name
Title
O: 651-407-3100 ext: ###
M: 651-407-3100 ext: ###
E: name@mftautomation.com



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Option 2: Extended

This version includes a mobile number. If you use other social media or communication tools to correspond with customers, please contact Matt Marek to incorporate.



Brand Voice

Tone

- For non-technical mediums, we want our written communication to take on the following characteristics:
 - Conciseness
 - Clear, plain language when possible
 - Friendly
 - Straight-forward
 - Trustworthy
 - Convey expertise, and industry-leading jargon

Media & External Relations

- General tone should be:
 - Convey expertise
 - Authoritative
 - Matter-of-Fact
 - Simple; avoid too much technical jargon





Brand Voice

Messaging

- When applicable, our goals should center around:
 - New capabilities
 - Systems
 - Addressing customer challenges and providing solutions
 - Integrations
 - Solution-focused, as opposed to process; implementing solutions
 - Customization

Other

- Additional points to be aware of
 - Focusing on what makes us unique
 - Use 'St. Paul' as opposed to White Bear Lake when location is used any context
 - Family-owned phrasing
 - Minimize referencing this

Machines

- Feeders will retain Multifeeder naming conventions.
- All other standalone machines and systems will use MFT prefix when applicable.