

**MECHANICAL TECHNOLOGY SYSTEMS**

GRAPHIC STANDARDS MANUAL

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# GRAPHIC STANDARDS MANUAL

This manual has been designed to contain the basic guideline accordingly to the usage of the fundamental aspects when it comes to the brand design of MTS Group, which assures its appropriate understanding and reproduction.

These basic elements regarding MTS Group identity are based on shapes, colours and type of font and when combined they turn into the identity of the brand. Thus, more coherence and visual impact are given to it.

In order to assure a consistent presentation of MTS Group brand, it is advisable to follow the guidelines established in this document.



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# WHO WE ARE

MTS Group - MechanicalTechnologySystems - is a Pinto Brasil Group company, founded in 2001. You can find MTS in several countries, thus demonstrating its potential as a provider of industrial solutions for their main suppliers in the automotive business.

Its worldwide presence is justified by the guarantee that ensures a quality service and with a suitable capacity to meet its multinational customer's requirements.

## Our commitment

"People, Innovation, Partnership, Ambition, Responsibility and sustainability: these are the greatest values in which Pinto Brasil Group is based on and which are common to all of the group's companies".

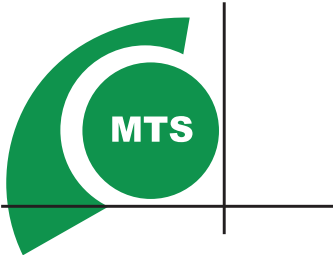


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# VISUAL IDENTITY

## Brand

MTS Brand brand is represented by typography and shap. The connections and proportions between the elements of the brand have been carefully designed and under no circumstances can it be modified.

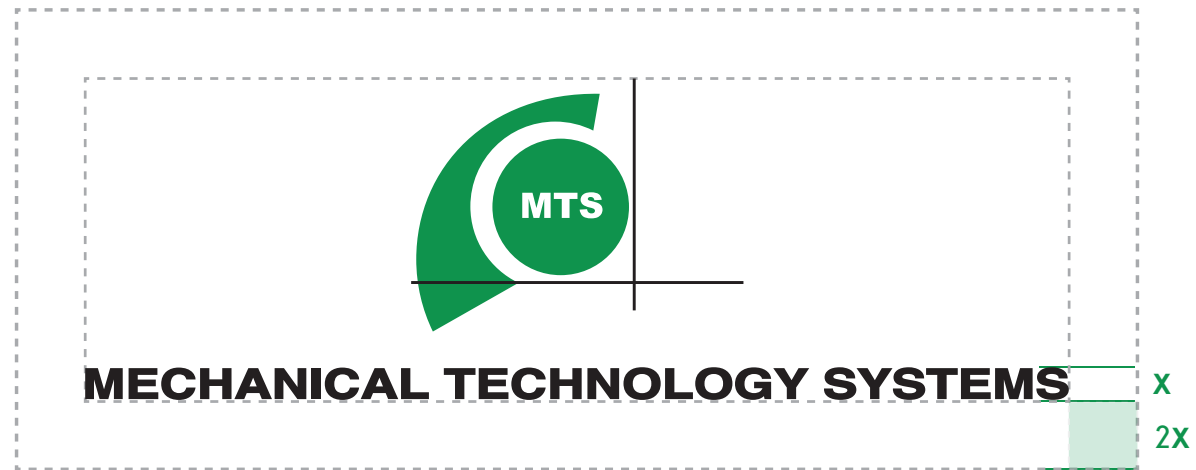


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# SAFETY MARGIN

To preserve the good reading of the brand, a safety area has been defined. This area has as a reference the "X" measure which corresponds twice to the size of the title.

All the versions of the brand have the minimum illustrated free space and it is intended to protect it from any other element that can compromise its reading and exposure.



## MINIMUM SIZE

To ensure the good reading of the brand in offset/fingerprint and screen, the minimum size for the different versions should be taken into account.

In the event of reproducing different scales, it is advisable not to reproduce smaller than 30 mm.



dimensão mínima  
30 mm



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# COLOUR

The colours of the brand are green and black. The brand must be presented preferably with colours. It is advisable to use the four-colour reproduction process.





# SHADES OF GREY

## POSITIVE / NEGATIVE

The brand of MTS Group has three official versions: with colour, black and white and high contrast. To enhance its exposure and importance, the colourful version must be applied.

In the event of not being able to reproduce the logo with colours, there are the black and white and high contrast versions.

The aforementioned versions must only be applied in case of having issues with the application of colour or when the reproduction technique is required, always regarding the best reading of the brand.



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70%  
shade of grey



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positive



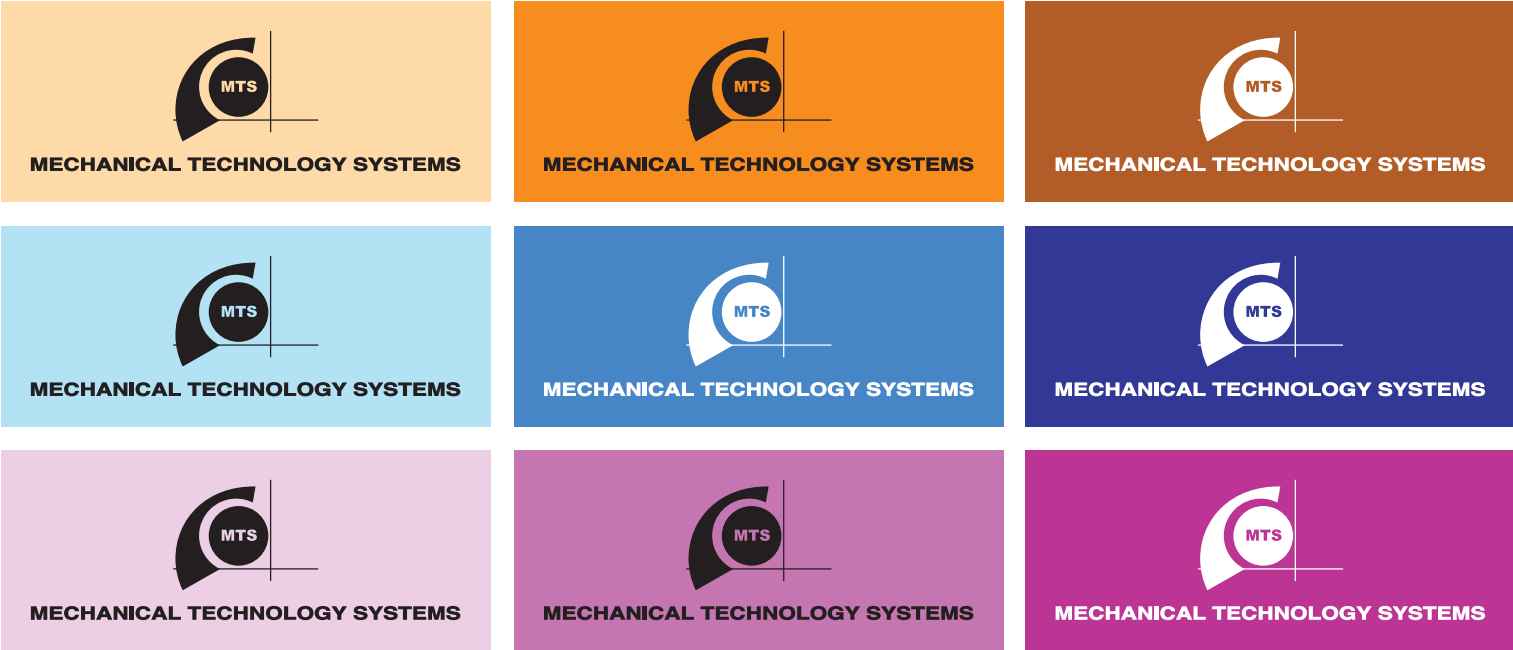
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negative

# BACKGROUND COLOUR LIGHT AND DARK

The basic principle is to keep its chromatic integrity with the maximum of contrast between the brand and the background colour.

These examples should be followed in order to preserve the brand's exposure.



## PHOTOGRAPHIC BACKGROUND

When it is necessary to place the brand over the photograph, you should be aware of the contrast between the brand and the image.

Thus, whenever the reproduction of the brand over the image is required, it should be placed in a good position so it is possible to have a good reading, just like the image.



# TYPOGRAPHY

Typography is a very important element in the construction of a brand because it only communicates this way.

The chosen font is "Pragmatica Bold Cyrillic".

## Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

# MISUSE

It is crucial that the brand “MTS Group” keeps its integrity in any support.

Therefore, some alerts are represented in this document regarding the most common inaccuracies.

This statement does not contain all the possibilities of misuse.



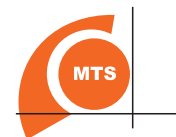
**MECHANICAL TECHNOLOGY SYSTEMS**

X



**MECHANICAL TECHNOLOGY SYSTEMS**

X



**MECHANICAL TECHNOLOGY SYSTEMS**

X

## FINAL NOTE

The consistency of MTS Group brand depends on the appropriate application of graphic standards.

Any further information about conducts must be clarified regarding the contacts below.

MTS Group

[www.mts-group.info](http://www.mts-group.info)



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