

MultiBank[™]



BRAND GUIDELINES

LOGO

- 02 - 03 Logo Overview
- 04 Logo Alternate Colour
- 05 Logo Scale Guidelines
- 06 Logo Usages
- 07 Logo Improper Usages

TYPEFACES

- 08 Brand Typefaces

COLOURS

- 09 Brand Primary Colours
- 10 Call to Action Colours

PHOTOGRAPHY DIRECTION

- 11 - 13 Photography Styles



LOGO

LOGO IN BRAND COLOURS

MultiBank 

MultiBank 

MEX SPAIN & MEX EXCHANGE

MEX Spain 

MEX Spain 

MEX Exchange 

MEX Exchange 

LOGO IN WHITE

MultiBank 

MEX Spain 

MEX Exchange 

PROPORTIONS AND SPACING



Width: 272 px

MINIMUM SIZE

MultiBank^{|||}

Mobile: 50px Width

MultiBank^{|||}

Website: 100px Width

Print: 2.5cm Width



Dark Blue background - Gold Logo



White Logo over images: To be placed on the best spot that reads the logo clearly.



White Background - Dark Blue Logo



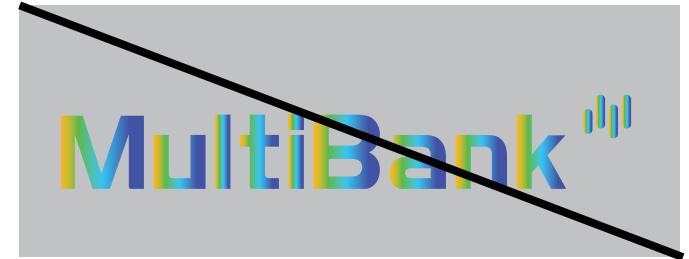
White Logo over a busy image: Use a 10% opacity of MultiBank Dark Blue as overlay before placing on the logo.



Don't distort, stretch, or alter the logo in any ways



Don't apply transparency effects to the logo



Don't use gradients within the logo



Don't add drop shadows, bevels or other effects



Don't rotate the logo



Don't change the colour of the logo



TYPEFACES

U.S 101

REGULAR (ONLY IN CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CALIBRI

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITALIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



COLOURS

#ce9e4c

CMYK: C15 M35 Y80 K5

RGB: R207 G159 B26

#e4c889

CMYK: C5 M15 Y50 K0

RGB: R229 G201 B137

#ffce71

CMYK: C0 M20 Y65 K0

RGB: R255 G206 B137

#202246

CMYK: C90 M85 Y35 K50

RGB: R32 G34 B70

#d50509

CMYK: C10 M100 Y100 K2

RGB: R213 G5 B9

#0090c9

CMYK: C79 M30 Y4 K0

RGB: R0 G144 B201

#00b841

CMYK: C78 M0 Y100 K0

RGB: R0 G184 B65

#b5b5b5

CMYK: C30 M23 Y24 K0

RGB: R181 G181 B181



PHOTOGRAPHY DIRECTION



Coporate Building and Finance, Trading Related Images



Finance, Trading Related Images



People Interaction Images

MultiBank^{III}

WWW.MULTIBANKFX.COM