

# BRAND BOOK

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# OUR STORY

The success story of MTB Group started in 2007 with a one-person engineering office, where the dominantly occupational safety tasks of the construction investments were performed - initially with the employment and assignment of only a few specialists.

The engineering office was made popular by its customers with its youthful vigor, its commitment to the profession, its unique solutions to problems and the sometimes unusual suggestions. As a result, MTB Group provided occupational safety services on foreign and domestic power plant investments already in the early years.

Thanks to its value-creating, partner-oriented, professional operation, success has not lagged behind. The specialists of the organization, which has now grown into a group of companies, work for the satisfaction of domestic and international customers, with a radically expanded range of services.

The commitment to continuous improvement has raised their international competitiveness, making them stable suppliers to the largest companies, both at home and abroad.



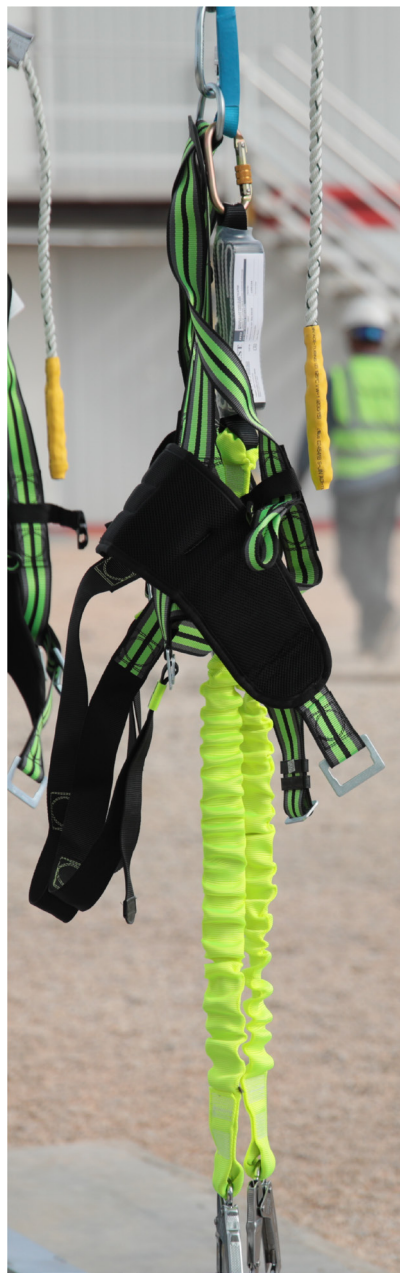
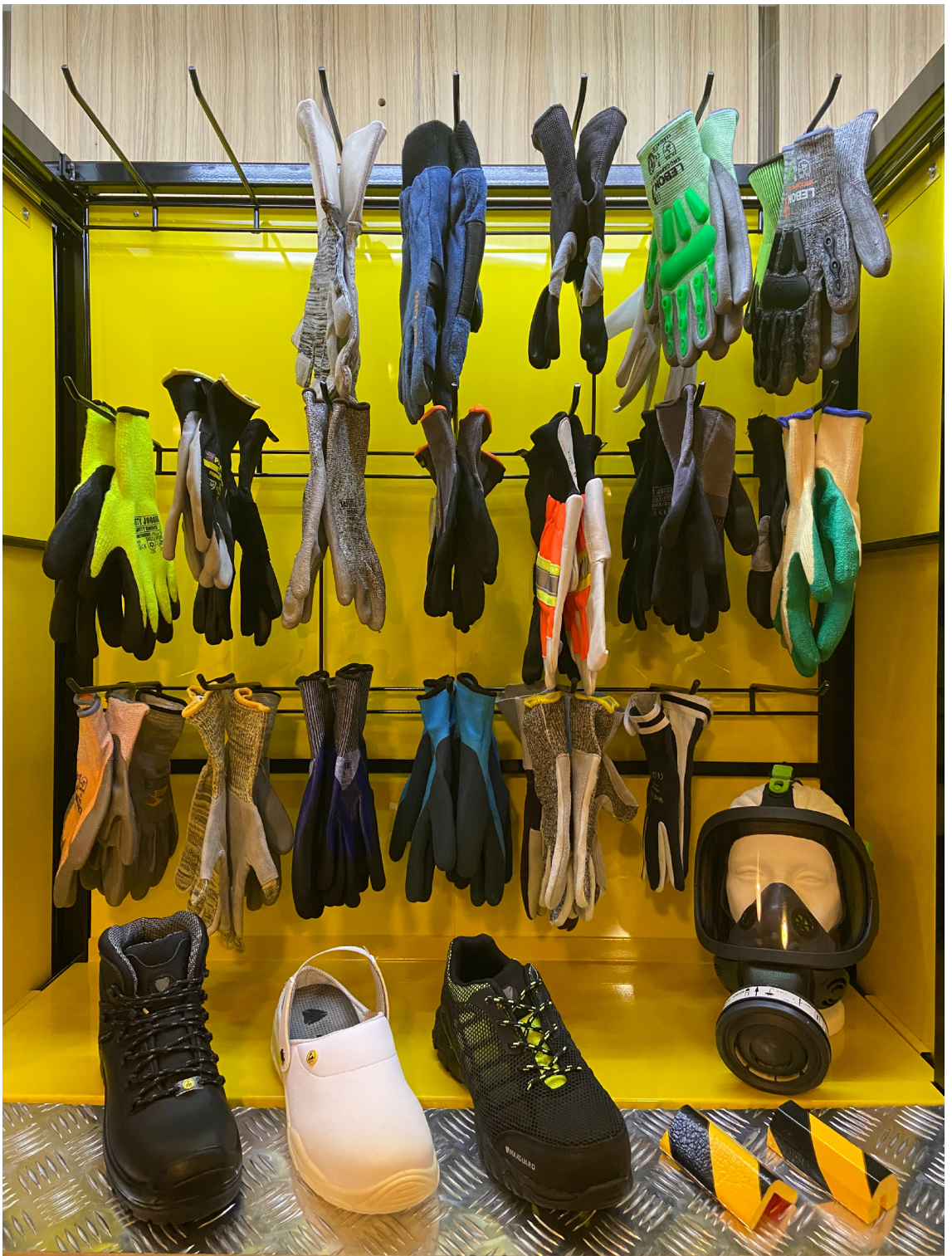
**OUR COMPANY, YOUR TEAM.**

# OUR BRAND

The establishment and the progress of the company group can be attributed to a determined young Hungarian man in his twenties, who did his best for the development of the company group, even in the face of Central and Eastern European business clichés. As a result, today MTB Group employs more than 120 people, mostly engineers and scaffolders, and its consolidated revenue in 2019 exceeded EUR 4 million net.









# HOW WE LOOK

Logo, colours, typeface



# OUR LOGO

## Wordmark and brandmark

The 3 stripes in our wordmark represent the safety and hazard tape, which is often used at construction sites to draw attention to danger. Since our number one mission is to avoid any hazardous situations, this is a must in our logo, while creating the letter M. MTB Group is our brand name.

The logomark resembles a general warning sign that is again something that we find at sites and our different workspaces. We are the ones who look out for dangerous situations and make sure everyone's safe at the site.

Grey on white



White on grey



Black & white



White on image



When using our logo over an image, make sure it's still clearly visible.

The wordmark and brandmark belong together - so we always keep them together.



# DEPARTMENT LOGOS

MTB Group is an umbrella for several companies which represent our services. These industries all have their own logo which is the wordmark with a variation of the logomark.

We use these when we're talking about a specific branch of business.



HEALTH & SAFETY  
SERVICES



SALES



SCAFFOLDING & CONSTRUCTION  
WORKS



SECURITY



HOSTING & CATERING



# LOGO USAGE



## Clearspace and positioning

When you use the logo, make sure you keep a clearspace around it, so it has room to breathe and also it can stand out.

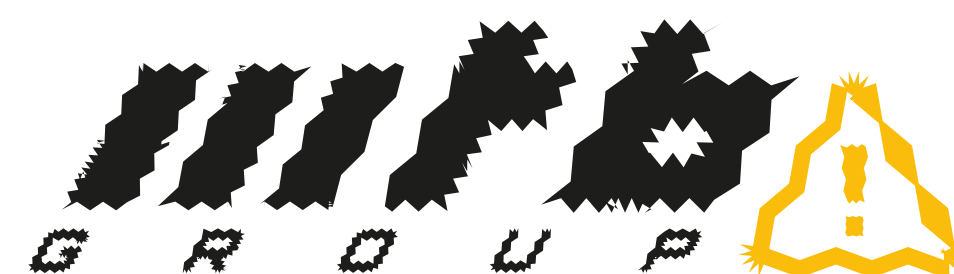
The following images show the logo in a misused or altered format. We kindly ask you to always use our logo accordingly.



When using the logo in colour, make sure you keep the wordmark black.



Distorting the logo isn't right, the proportions we have are to be kept.



Adding extra style or any effects to the logo will make it look less.



We need both the wordmark and the logomark to make our logo a whole.



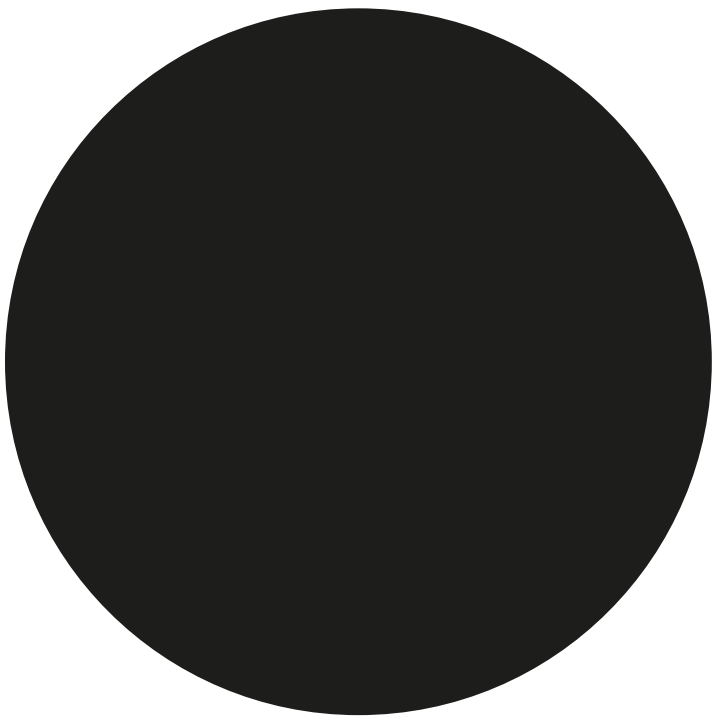




# OUR COLOURS

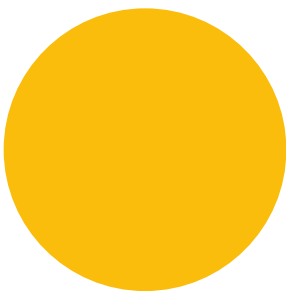
Our main colour is dark grey, contrasted by yellow which together resemble the safety tape - this broadly depicts what we're about.

## Primary colour

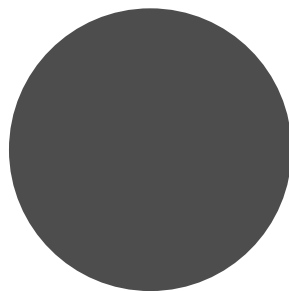


**Dark grey**  
Digital  
RGB 29/29/27  
HEX #1d1d1b  
  
Print  
CMYK 0/0/7/89  
Pantone® 419 C

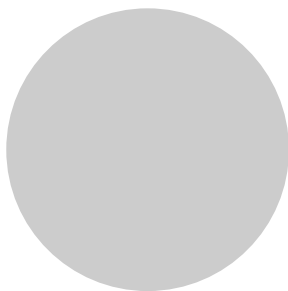
## Secondary colours



**Yellow**  
RGB 251/189/11  
HEX #fbbd0b  
CMYK 0/25/96/2  
Pantone® 7408 C

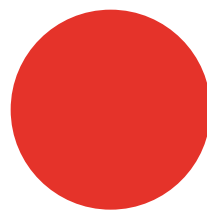


**Grey**  
RGB 77/77/77  
HEX #4d4d4d  
CMYK 0/0/0/70  
Pantone® 2336 C

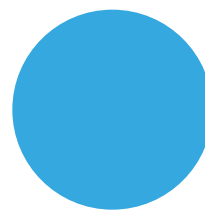


**Light grey**  
RGB 204/204/204  
HEX #cccccc  
CMYK 0/0/0/20  
Pantone® 2330 C

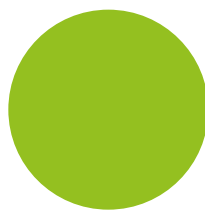
## Supportive colours



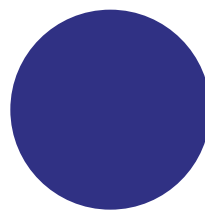
**Red**  
RGB 229/51/42  
HEX #e5332a  
CMYK 0/76/80/10  
Pantone® 179 C



**Blue**  
RGB 53/168/224  
HEX #35a8e0  
CMYK 76/25/0/12  
Pantone® 298 C

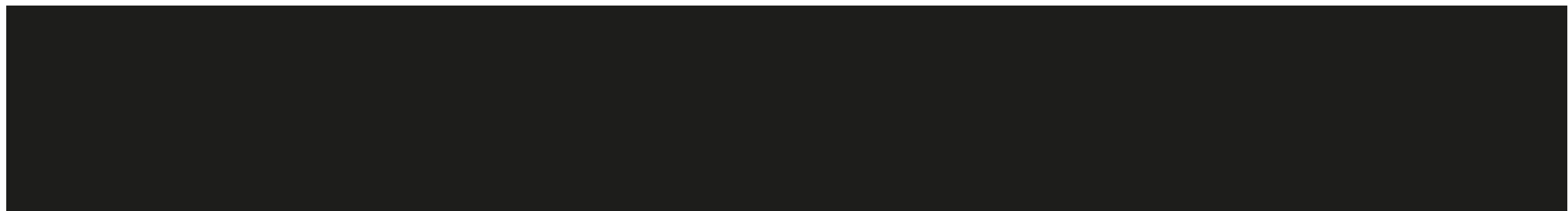


**Green**  
RGB 148/192/32  
HEX #94c020  
CMYK 23/0/83/25  
Pantone® 2292 C



**Purple**  
RGB 48/49/132  
HEX #303184  
CMYK 64/63/0/48  
Pantone® 2118 C

Use the brand colours in the following percentages.



50%

10%

10%

10%

10%

2,5%

2,5%

2,5%

2,5%

# OUR TYPEFACE

The font we use is called Oswald, which is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces, designed by Vernon Adams. It was launched in 2011 but Adams kept working on it until 2014. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens.

## HEADERS

### OSWALD SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Body copy

### Oswald Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

We also use the regular and medium weight Oswald, but semibold and light are the most commonly used ones.



**Thank you for learning more about our brand identity.  
If you ever need to use it, please consider our guidelines.**

Should you have any questions, please contact [info@mtb.group](mailto:info@mtb.group).



[www.mtb.group](http://www.mtb.group) 