MULTITERIA

Brand Style Guide

Version 1.0

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INTRODUCTION

This document contains a set of guidelines designed to provide a consistent corporate identity across all communications. Whether online, in print, in broadcast media, or at trade events, the same benefits and key visuals should reappear. A coordinated identity provides greater brand awareness and clarity in all corporate and marketing communications, and helps clearly identify and differentiate Multiteria in the marketplace.

IMPORTANT The use of Multiteria logos, taglines, and service marks in all communications must be in accordance with the guidelines set forth in this document. The guidelines must also be followed uniformly throughout the organization as well as by partners and vendors. Proposed use of any logo applications other than those expressly permitted in this document must be approved in advance by the marketing department.

The Multiteria visual identity system, presented within this style guide, includes the corporate logo, colors, and typographic standards. The components of the Multiteria visual identity system have been carefully chosen to work together in positioning the company consistently across all media. Standards defined within this manual are to be strictly adhered to, without exception. Substitution, modification or creative interpretation of any of the visual identity standards or components is strictly forbidden.

Questions concerning these guidelines, their application, or an application not covered herein, should be directed to:

Jocelyn Rasor
Director of Marketing
o: 414-902-6409
c: 847-532-3478
e: jrasor@elakeside.com

COPYRIGHTS

COMPANY NAME

It is imperative that Multiteria protect the intellectual property of all documents and publications. Please make sure that the following phrase is included in every written or published communication:

© Multiteria, LLC. 2024. All Rights Reserved.

(Exceptions to this policy may exist for client-owned documentation).

INTERNAL DOCUMENTS

All internal documents not intended for external publication or general distribution should include the following statement:

Multiteria Proprietary and Confidential

GENERAL COMPANY INFORMATION

COMPANY NAME

Multiteria is used by the company in all day-to-day communications, correspondence, presentations and marketing materials. In legal uses, such as in proposals, contracts and official correspondence, the legal incorporated name of the company must be used:
Multiteria, LLC

COMPANY TAGLINE

Lead by design

COMPANY BOILERPLATE

From concept to installation, we help create serving lines that engage students, customers or visitors, and increase participation. From modular to fully custom, we offer solutions for every budget.

Our serving lines are ideal for many different sectors - from K-12 to college and universities, casinos and resorts, hospitals and long term care facilities, and beyond.

Multiteria offers on time delivery, unbeatable lead times, and endless solutions customized to your needs.

MESSAGING GUIDE

OUR VISION FOR MULTITERIA

Our vision is to create an agile organization that has a "can do" behavior that is easy and enjoyable to do business with.

GUIDING PRINCIPLES

- **Customer Focused** - Our shared goals and actions are defined through understanding, meeting, and exceeding our customers' current and future needs.

- **Continuous Improvement** - Our effort in creative continuous improvement allows us to be flexible and responsive.

- **Information Driven** - Our collection and analysis of easy-to-use information allows everyone to make well-informed decisions.

- **Cooperative Atmosphere** - We encourage, develop, and combine our individual talents to allow everyone to be part of rewarding team efforts.

CORPORATE LOGOMARK

PRINCIPAL GUIDELINES

The Multiteria logo is a specially designed symbol and is the primary graphic component of the corporate identity system. The logo is the only acceptable symbol to be used to represent Multiteria. It must appear in its entirety and may never be cropped, distorted or used on an angle.

Variants of this logomark developed by partners or vendors are not acceptable. When used in color, the logo should conform to the specific CMYK and RGB colors listed here. When used in black and white form, use only as directed in this Style Guide. In cases where color is not an option then the logo can be represented in 100% black or white.

The logo should be placed as shown below, in color, on a white background or in white on an approved color. The logo can be placed directly on a photo if the area of the photo beneath the logo isn't distracting and doesn't compromise the readability of the logo. Avoid placing the logo on any backgrounds that prevent the logo from standing out and being clearly read.

GOOD EXAMPLES OF LOGO USE AND PLACEMENT

FULL COLOR LOGO

FULL COLOR LOGO WITH TAGLINE

Lead by design.

FULL COLOR LOGO TEXT ONLY

FULL COLOR SWOOSHES ONLY

BAD EXAMPLES OF LOGO USE AND PLACEMENT

LOGOMARK SIZING, SCALING AND EXCLUSION ZONE

LOGO SIZING

The size of Multiteria logo to be used in a communication depends on the audience, the desired emphasis, the other visual elements and the layout. The following guidelines should be followed when sizing the Multiteria logo:

- The logo should never appear smaller than 1.0" wide or 72 pixels wide (72 ppi).

- The logo should never appear smaller than another company's logo in any document, collateral or electronic copy. Exceptions to this policy may exist in co-branding situations and in client proposals.

Minimum width
1.0" or 72 pixels

LOGO SCALING

The Multiteria logo should always be scaled proportionally and is never to be stretched, skewed, or distorted.

EXCLUSION ZONE

To protect the visual integrity of the Multiteria logomark, it should always be surrounded by an exclusion zone. By this we mean no text or other graphic elements may be placed inside this predetermined area. The minimum zone is the height of the M in Multiteria (as indicated to the below). This zone is also the minimum distance to the edge of the paper for printed applications, and to the edge of the screen in web applications. Wherever possible, there should be even more space around the logo. This exclusion rule is to establish a minimum distance allowed.

The exclusion zone should be rigorously adhered to in all applications, for print, digital, and web.
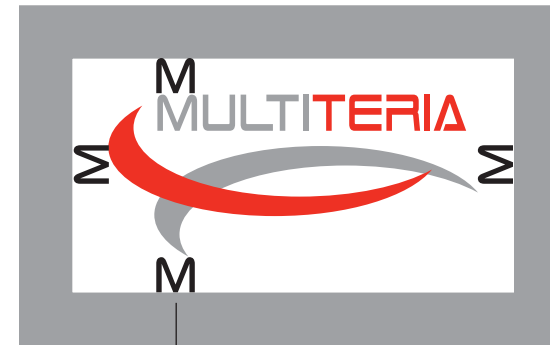
Height of the "M" equals
the exclusion zone's
height and width.

TYPOGRAPHY

Multiteria materials should be prepared using the **Roboto font family** whenever possible. In the cases when **Roboto** can't be used, **Arial** may be used as a substitute.

Text should have a minimum amount of hyphenation. Italics should only be used for quotes, citing references, or occasionally to highlight a word or short phrase.

ROBOTO THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'"?&+/()TM©@

ROBOTO THIN ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'"?&+/()TM©@

ROBOTO LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'"?&+/()TM©@

ROBOTO ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO MEDIUM ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

ROBOTO BLACK ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !'""?&+/()TM©@

COLOR PALETTE

COLORS

Our lead colors should be the most frequently and extensively used colors throughout all Multiteria marketing materials. They are shown with PMS, RGB, CMYK, and Hexadecimal values, so the colors are reproduced consistently across all platforms.

PRIMARY COLORS

The Primary Colors to the right are the main colors that are to be used throughout all Multiteria promotional and marketing materials.

SECONDARY COLORS

The Secondary Colors should be used sporadically as needed to enhance the visual design, and support the usage of the Primary Color Palette.

PRIMARY

MULTITERIA RED
PMS: 485 C
RGB: 225/37/29
CMYK: 0/84/87/12
HEX: E1251D

MULTITERIA GREY
PMS: 423 C
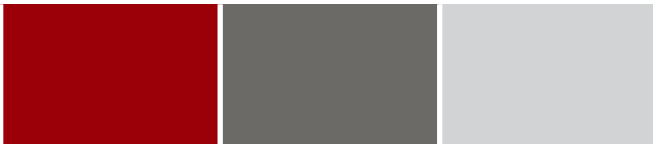RGB: 138/141/142
CMYK: 3/1/0/44
HEX: 8A8D8E

BLACK
RGB: 0/0/0
CMYK: 0/0/0/100
HEX: 000000

WHITE
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: FFFFFF

SECONDARY

DARK RED
RGB: 155/0/8
CMYK: 24/100/100/24
HEX: 9B0008

DARK GREY
RGB: 107/106/102
CMYK: 57/50/53/19
HEX: 6B6A66

LIGHT GREY
RGB: 196/196/196
CMYK: 0/0/0/20
HEX: 6B6A66

GRADIENT

BLACK TO DARK RED

MULTITERIA

Lead by design.