

MASTER LOGO + VARIATION



The Mining Transformed logo, pictured top left, is our primary logo colourway, and it should be used as long as there is enough contrast between the background and the logo.

For any situations where the contrast is not great, a secondary logo is available for use.

Always ensure there is enough contrast between the background colour/texture/imagery

SECONDARY



COLOURS



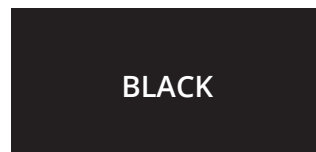
MT YELLOW

CMYK: 0, 25, 100, 0
RGB: 242, 169, 0



MT BLUE

CMYK: 100, 60, 0, 0
RGB: 0, 61, 166



BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



MT GRADIENT

CMYK: MT BLUE → 65, 0, 55, 0
RGB: MT BLUE → 0, 179, 152

EXCLUSION ZONE



The logo's exclusion zone is equal to the combined height of the words "Transformed" and the "Powered by" line within the logo (as shown in the above diagram). When placing the logo, ensure that any other content (i.e. images, text etc.) are placed outside the exclusion zone. When placing logo close to an edge, ensure to include the width of the exclusion zone to that edge.

MINIMUM SIZE REQUIREMENTS

Minimum size for screen



Minimum size for print



The logo's minimum size requirements are 55 mm for any digital screen or document and 44 mm for any print document (as shown in the diagram above). **Please note:** At the smallest acceptable sizes (55 mm for digital screens or documents and 44 mm for print documents) the "Powered by" line are removed for visual clarity. When the Mining Transformed logo is larger than 55 mm either on screen or in print the words the "Powered by" line will still be included.

UNACCEPTABLE USE

The Mining Transformed logo should never be altered. The logo standards apply to all cobranding and partnership content.



DO NOT ALTER COLOURS



DO NOT WARP OR DISTORT



DO NOT ADD EFFECTS



DO NOT ALTER POWERED BY LINE



DO NOT CHANGE FONTS



DO NOT MODIFY LAYOUT OF ELEMENTS

TYPOGRAPHY

Typography is a basic element in creating a recognizable and unified look on all Mining Transformed material. The consistent use of font is vital on such templates as social media posts and marketing materials.

Open Sans is the primary font for all Mining Transformed branded materials. This open source font can be downloaded [here](#).

Open Sans

Open Sans Regular

Open Sans Light

Open Sans Semibold

Open Sans Bold

Open Sans Extrabold

For additional Mining Transformed logo usage, please contact: btibble@norcat.org