

## Brandmark: Symbol

The infinite M represents the limitless possibilities Mtel creates for people. The continuous loop of communication through texting, calling, emailing and tweeting is mirrored in this design idea.

A stylised M involves and surrounds you, interacts with you and helps you get more out of life. Just like people that use Mtel, it's in constant motion, a never-ending story. Its reach and stability prove the strength of the market leader while its look is approachable and friendly.



## Brandmark: Symbol & logotype

The brandmark consists of the symbol and the logotype. This is the primary device that identifies the Mtel brand.



While the symbol may appear by itself, the logotype should never be used without the symbol.

# Exclusion zone

An area of clear space around the brandmark prevents other elements from encroaching it. We call this an exclusion zone. It ensures that the brand mark appears in a legible and consistent way.



The exclusion zone is calculated as the height of the 'tel' of the logotype of clear space around the brandmark.

# Alternative lock-ups

This set of alternative brandmark lock-ups should provide versatility and ensure legibility when you are faced with awkward formats and limiting printing specifications.

There are further variations of the brandmark, according to size. A full suite of artworks is available - please see the attached USB drive.

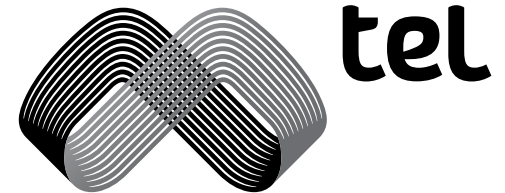
Primary lock-up  
Aim to use this standard lock up wherever possible.



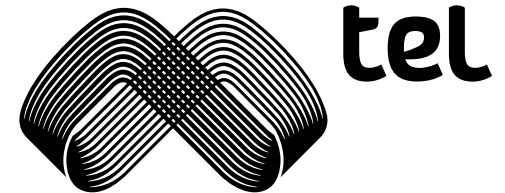
Secondary lock-up  
For use with vertically proportioned formats



Halftone lock-up  
For use when full colour printing is not available.



Mono lock-up  
For use when halftone screening is not available.



# Recommended sizes

There are different versions of our brandmark, depending on the size you are using. These have been created to maintain its consistency and legibility. Please always use the correct version according to the table on the right.

The solid brandmark should be used instead of the 5 line brandmark (tbc). A full suite of artworks is available.

10 line brandmark:  
45mm and above



7 line brandmark  
25mm to 44mm



5 line brandmark  
12mm to 24mm



Solid brandmark  
12mm to 24mm

