



Brand Guidelines



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IMPORTANCE OF OUR BRAND

We're changing more than just our name and logo. We're changing our brand and our reputation. It's about how our members and customers will relate to our organization and the associations they will have of us.

These brand guidelines will give us a road map of who we are, how we look to others and how we speak and act. Over time, our brand will set us apart and provide a point of difference that no competitors can match.

This brand guide contains important information that you will need to know when using corporate or promotional applications for MSTA CANADA. The following sections contain positioning, value propositions, colors, font styles, and examples of proper and improper applications.

Looking forward to the new chapter!

A handwritten signature in black ink, appearing to read 'Ryan McEchern', is written over a large, light gray, semi-transparent watermark of the letters 'MSTA'.

Ryan McEchern
Managing Director

POSITIONING

Positioning helps establish the association's identity with the perspective of the members and prospects.

Brand Pillars:

Networking

- Connect to mining opportunities
- Member to member
- Connect B2B at home & internationally

Education

- Research
- Events & opportunities
- Market updates, news & information
- Association news

Advocacy

- Promoting members to mining companies
- Mining suppliers
- Funding/Lobbying
- Grow membership

VALUE PROPOSITION

Value Proposition is a promise of value to be delivered, communicated, and acknowledged.

Our mandate is to be the national voice for the mining supply and services sector.

We connect members to opportunities to grow their businesses, focused on networking, education and advocacy.

NEW BRAND

Tagline

A National Trade
Organization with a Global Reach.

What we're like

Knowledgeable. Involved. Connected.

Why it resonates

The national voice for mining suppliers.

What we stand for

Networking. Education & Information. Advocacy.

How we're different

The experienced source connecting mining suppliers to growth opportunities.

What we do

We connect members to opportunities, offer skills development, mining industry information and represent our members in lobbying government.

OUR NEW NAME: MSTA CANADA

Each word in our new name speaks to our members and the opportunities of this association.

| | |
|--------------------|----------------------------------------------------------------------------------|
| MINING | identifies our primary industry |
| SUPPLIERS | encompasses services and equipment |
| TRADE | implies an organization funded by businesses that operate in the mining industry |
| ASSOCIATION | that connects individuals to achieve a common goal |
| CANADA | clearly identifies that the association is Canadian |

THE ACRONYM: MSTA CANADA

Since the acronym does not create a “word” it is intended that it will be pronounced as the four individual letters. The initials in our name should be spoken as the letters indicate “MSTA” followed by “CANADA”. Our name should not be pronounced as a word and MSTA CANADA must be written in uppercase.

The acronym is iconic in design, eliminating the need to develop an icon to use in conjunction with the acronym.

LOGO DESIGN

A logo is a graphic design that is used as a continuing symbol for a company or organization. It is often a version or a symbol of the company name or used together with the name.

MSTA CANADA logo is clean, simple, strong and timeless. The font weight and style is easy to read and is easily recognizable even when incorporated into smaller collateral items.

The logo is flexible and is easily applied in both a horizontal and vertical format. It is recommended to apply the horizontal format on corporate branding and correspondence. The vertical format is recommended to apply on small-spaced marketing collateral and promotional items.

BRAND SPECIFICATIONS



CORPORATE LOGO COLOURS

The two primary colours for the MSTA CANADA wordmark are referred to as MSTA CANADA Black and MSTA CANADA Red. Whether the application of the logo requires it to be printed, on screen or using special inks, the make up of the colours can be referenced from the colour breakdowns above. **The colours include: Spot, CMYK, RGB and Hex colour versions.**

MSTACANADA™
MINING SUPPLIERS TRADE ASSOCIATION



MSTA CANADA Black

PANTONE: BLACK 3 C

C: 60 R: 0

M: 40 G: 0

Y: 40 B: 0

K: 100 #000000



MSTA CANADA Red

PANTONE: 187 C

C: 20 R: 190

M: 100 G: 30

Y: 90 B: 45

K: 07 #bE1E2D

CORPORATE TAGLINE

The purpose of the MSTA CANADA tagline is to position our association and tell people who we are. Our new positioning is powerful and implies both trade and export. It captures an industry with both domestic and international connections. It's relevant to our members and straightforward, yet it's flexible for future applications.

A tagline is often short and a memorable phrase which may be applied on visible corporate assets such as website and advertising campaigns. Its purpose is to emphasize a phrase that the association wants to be remembered by.

**A NATIONAL TRADE ORGANIZATION
WITH A GLOBAL REACH**

PROMO & SECONDARY COLOURS

In addition to the two primary MSTA CANADA colours, a couple accent (secondary) colours may be used: MSTA CANADA Blue and MSTA CANADA Grey. The two accent colours were selected based on offering interest and diversity to the brand, complimentary to MSTA CANADA Red, and strong colours against type/legible. These are recommended for marketing/promotional collateral packages such as stationary, advertising, or sales brochures. Other applications can be as a key line, bar on presentations or digital and printed material. Note the secondary colours exclude any corporate presence or correspondence.



MSTA CANADA Red

PANTONE: 187 C

C: 20 R: 190

M: 100 G: 30

Y: 90 B: 45

K: 07 #bE1E2D

MSTA CANADA Blue (Accent)

PANTONE: 653 C

C: 83 R: 65

M: 65 G: 92

Y: 22 B: 140

K: 05 #415D8C

MSTA CANADA Grey (Accent)

PANTONE: COOL GRAY 11 C

C: 44 R: 52

M: 34 G: 55

Y: 22 B: 65

K: 77 #333740

CORPORATE LOGO USAGE

The logo package supplied to MSTA CANADA includes the Logo files for every format and colour scheme needed for use with both print and digital applications. This reference chart includes some basic examples of how to use the logo properly and what to avoid when working with the new brand to ensure that quality and consistency are kept.

Correct



Original colour logo



Black logo for when printing grayscale



White logo for dark backgrounds

Incorrect



Do not put colour logo on background



Do not rotate



Do not edit or reformat elements



Do not recolour



Do not add effects

PROMO LOGO USAGE

The logo package supplied to MSTA CANADA includes the Promo Logo files for every format and colour scheme needed for use with both print and digital applications. This reference chart includes some basic examples of how to use the logo properly and what to avoid when working with the new brand to ensure that quality and consistency are kept.

Correct



Original colour Promo Logo



Original colour Promo Logo on light backgrounds



Black Promo Logo when printing grayscale

Incorrect



Do not put Promo Logo on low-contrast backgrounds



Do not recolour elements



Do not rotate Promo Logo



Do not add effects



Do not rearrange or scale elements



Do not mirror or flip Promo Logo

CORPORATE LOGO MARGINS

The default corporate logo is horizontal and recommended with tagline unless width is below 1.25". The default logo is to be applied on all branded items. The secondary corporate logo is vertical and recommended with tagline unless width is below 1". The secondary logo is recommended when the horizontal logo would be compromised within a restricted space.

Minimum width **with** tagline = 1.25"



Minimum width **without** tagline = 0.65"

Minimum width **with** tagline = 1"



Minimum width **without** tagline = 0.3"

PROMO LOGO MARGINS

To ensure that all uses of the Promo Logo are kept consistent and clean, this reference image shows the minimum spacing acceptable for other elements around the logo. Elements such as images, type and the page edge need to remain at least one “M” width away from the Promo Logo on all sides. Also, at all times the logo must not be smaller than 0.4” in width for clarity purposes.



PRIMARY TYPEFACES

The primary typeface for MSTA CANADA's branding is the typeface **Gotham HTF**. This font is available for purchase online and can be used for both print and digital applications. When it is not possible to use this typeface, another font option called **Open Sans** may be used as a free alternative through Google Fonts. In the case that there is no access to Gotham HTF or Open Sans for whatever reason, Arial may be used as a last resort as it comes installed on all computers.

Gotham HTF

Primary Typeface

| | | |
|--------|-----------------------------------|-------------------|
| Light | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Book | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Medium | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Bold | abcdefghijklmnopqrstuvwxyz | 0123456789 |

Open Sans

Primary Typeface **FREE** Alternative

| | | |
|-----------|-----------------------------------|-------------------|
| Light | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Regular | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Semibold | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Bold | abcdefghijklmnopqrstuvwxyz | 0123456789 |
| Extrabold | abcdefghijklmnopqrstuvwxyz | 0123456789 |

PROMO LOGO APPLICATIONS

Various promotional items and applications are shown above for reference on how the Promotional Logo may be applied. When the Promotional Logo is on a white background or material, the leaf points appear diecut. When the application calls for a darker background or material, the logo is required to have the top half of the rectangle completed with a solid white.

