



Brand Guidelines

01

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02

Defining Our Brand

In this section, we outline the building blocks of the Mastech InfoTrellis brand, including what we stand for, what sets us apart, why we choose the words we use, and how we've decided to show up in the world.



03

Who We Are

We help companies unlock decisioning by making data instrumental, not interesting.

Data resides at the center of all key business decisions and is a game-changing tool that helps business leaders drive plans forward. Mastech InfoTrellis was born with a mission to create stable and robust data systems, which produce insights that are instrumental to business success.

Our aim is to help organizations unlock decisioning by driving transformation across the entire value chain of data – Data-in-Motion, Data-as-an-Asset, and Data Activation.

Through our end-to-data solutions, we have serviced over 300+ customers since our inception in 1986 and continue to help deliver data to the people and machines where decisions are made.

04

Voice and Tone

One of the ways to write empowering content is by being aware of our voice and tone.

Though our voice wouldn't change often, our tone would change contextually.

Voice

At Mastech InfoTrellis, we walk in our customer's shoes and are aware that marketing technology is a minefield of confusing terminology. Hence as business partners, we speak with experience and compassion.

Our voice remains functional.

Functional means, helpful and clear. The copy is seamlessly integrated so that it calls attention to the products and offerings.

Tone

At Mastech InfoTrellis, our tone is always formal, as we believe that it's imperative to be clear than playful.

05

Writing Goals and Principles

In every piece of content that we write, we aim to:

Empower - Assist people to understand Mastech InfoTrellis by using language that is helpful and clear.

Enlighten - Educate the readers with factual and correct pieces of information. We aim to impart content that is industry relevant.

Guide - Each content piece should lead the readers to a goldmine of valuable information. Whether we lead them through our blogs, whitepapers, social media posts, emailers, or podcasts, our task is to communicate in a friendly and helpful way.

To achieve these goals, we ensure our content is:

Clear – Understand before you write. Stick to simple words and sentences.

Useful – Make every piece read-worthy. Stick to the topic and give in-depth information.

Easy – Make the reader's life easy and write copy that is informative and simple to understand.

Adapt – You have the flexibility to adapt your tone based on what you're writing about and who you're writing for.

06

Design Elements

In this section, we outline the best practices for the use of Mastech InfoTrellis design elements.



Logo

Primary Logo

The primary logo uses two focus colors and a secondary color. It is designed to function on clear, white or high brightness backgrounds. The inverse, monochrome logo is used to pair with dark backgrounds.

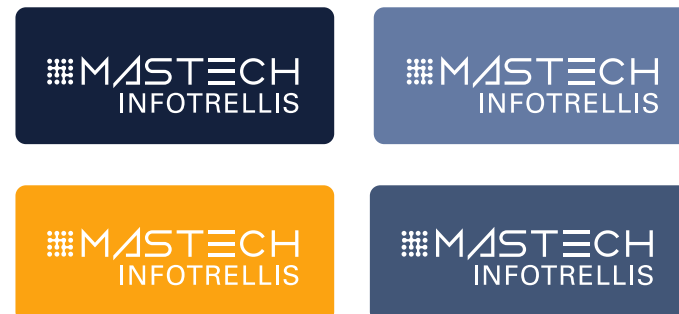
Primary Logo over Light Background



Inverse Logo over Dark Backgrounds



Inverse Logo over Color Backgrounds



Clear Space

Half the height of the logo defines the clear space on all sides. The clear space is designed to maintain the hierarchy and integrity of all Mastech InfoTrellis communications.

Clear Space Dimensions



		0.5x

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Logo Misuse



Do not crop the logo



Do not change the transparency of the logo



Do not use different colors



Do not distort the logo



Do not re-create using any other typeface



Do not rotate any part of the logo



Do not shuffle around the colors of the logo



Do not use drop shadows or any other effects



Do not change the size or position of the octothorpe and logotype



Do not outline logotype

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Typography

Montserrat

Our first primary typeface is Montserrat. We use Montserrat for headlines, titles and hero content.

Content on the web or quality-controlled assets, such as files saved in the PDF format must use the primary typeface.

Primary Typeface In Use

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 0123456789

Light

Lorem ipsum dolor sit amet

Regular

Lorem ipsum dolor sit amet

Medium

Lorem ipsum dolor sit amet

Medium Italic

Lorem ipsum dolor sit amet

Semibold

Lorem ipsum dolor sit amet

Bold

Lorem ipsum dolor sit amet

Bold Italic

Lorem ipsum dolor sit amet

Black

Lorem ipsum dolor sit amet

Raleway

Our next primary typeface is Raleway, typically used for body copy, paragraphs and longer sentences.

Content on the web or quality-controlled assets, such as files saved in the PDF format, must use the primary typeface.

Primary Typeface In Use

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 0123456789

Thin

Thin Italic

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Black

Black Italic

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

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Calibri Light

To retain quality in assets with dependencies on the client, the secondary typeface should be used.

Clean and light font weights must be used for the Calibri typeface, preferably Calibri Light. Avoid any other weight variant in this typeface, especially for headers.

Secondary Typeface In Use

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 0123456789

Light

Lorem ipsum dolor sit amet

Light Italic

Lorem ipsum dolor sit amet

Regular

Lorem ipsum dolor sit amet

Italic

Lorem ipsum dolor sit amet

Bold

Lorem ipsum dolor sit amet

Bold Italic

Lorem ipsum dolor sit amet

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Colors

Primary Color - Midnight Blue

Midnight blue is a deep, rich shade of blue that conveys a sense of sophistication, stability, and trustworthiness. We use this color to represent our knowledge, authority, and reliability.

CMYK
94 84 46 53

HEX
#14213d

RGB
20 33 61

Secondary and Neutral Palette

The combination of lighter blue and midnight blue creates a strong and compelling contrast. When paired with refreshing orange, which symbolizes joy, intellect, and energy, this classic color scheme is both attention-grabbing and provocative. By keeping the design minimalistic, the colors are able to stand out and make a powerful statement.

Grey represents neutrality and balance. It shows our ability to think and work with our clients while solving their challenges.

Secondary

CMYK	HEX	RGB
67 49 18 1	#647aa3	100 122 163

CMYK	HEX	RGB
0 42 100 0	#FCA311	252 163 17

#647AA3

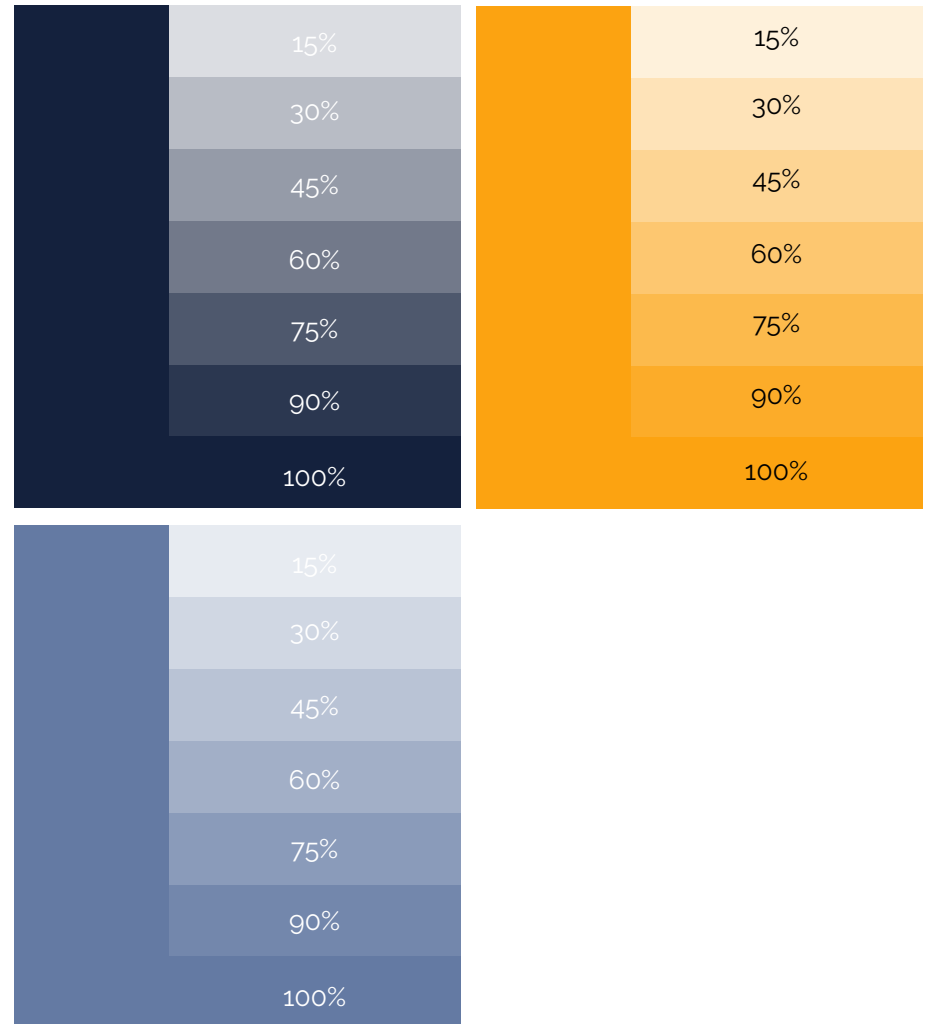
#FCA311

Neutral

CMYK	HEX	RGB
3 1 0 0	#F4F6FA	244 246 250

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Color Tint



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Icons

Line Icons





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