

**ymita**

**BRAND BOOK**



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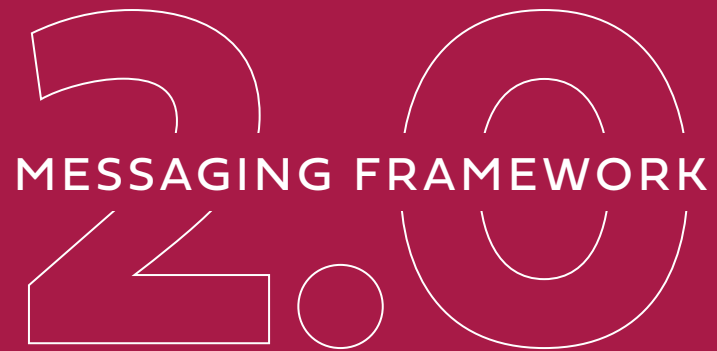
# 1.0

OVERVIEW

## **The Brand**

MITA has been the IT backbone for the past 30 years. Through its experience and innovation in technological services, it has continuously helped many government entities all over our islands to progress in the best means possible.

As an entity itself, MITA wants to continue being itself as the digital leaders of our islands. Continuing to secure its position as being the driving force of technological solutions in Malta. Over the years it continues to grow and further develop along with times, but always making sure that it keeps the same core values close to heart.



MESSAGING FRAMEWORK

## **The Messaging Framework**

MITA continues being the IT backbone of our islands. Through experience and innovation in technological services, MITA has continuously helped many government entities all over our islands to advance in the best means possible. It continues to secure their position as being the driving force of technological solutions in Malta.

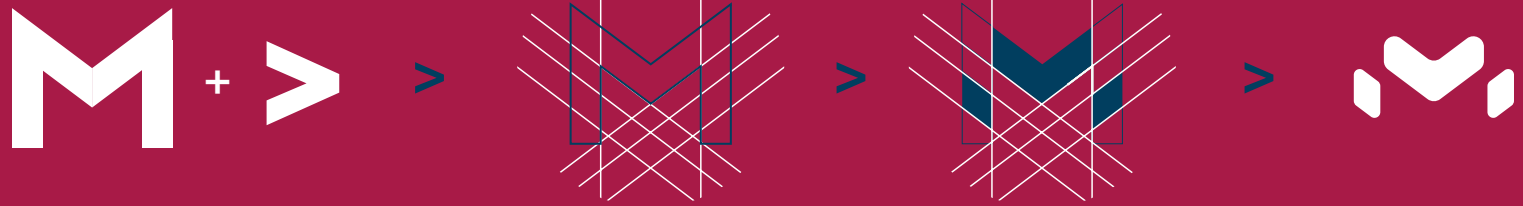
If one were to give attributes to MITA, one would list the following; reliable, efficient, forward-looking, innovative, helpful, and trustworthy.

MITA's purpose is to provide government entities and users who use government websites to be able to have a seamless user experience. Instead of queuing at government outlets and go through a painstaking process, MITA's development of government portals aims to remove all of that and for everything to be processed online and more efficiently.

**Make sure to ask for the full messaging framework guidelines if needed.**

# Our Digital Future.

3.0  
OUR LOGO



## Logo Concept

The MITA logo holds an arrow which acts as an identifier that symbolises two things; the back-end development through coding and a forward looking direction, meaning a vision to propel MITA into the future. This is intended in order to push the agency in the forefront, making it one of the best digital innovators in Malta for the upcoming years.

A flexible design, bringing the power of technology into the identity of the agency.



# A Way Forward for MITA

This logo acts as an homage to the very start of programming language. In the beginning, the use of such languages in our world were something that caused a major shift. It completely transformed our way of life and opened doors to endless possibilities. MITA is doing just that, by entering in this new chapter. This fresh start, with a thirst for growth onto uncharted waters and their known experience, enables them to truly be industry leaders in the world of information technology.

The arrow point-like symbol, symbolises MITA's ongoing journey. The dash at the top shows the starting point, an acknowledgement of the past, while the one at the bottom illustrates the unknown yet bright future that lays ahead. MITA's journey towards the future is one with experience and knowledge - making them all the more reliable.



## The Logo

The logo is to always appear on all of MITA's communication material, products and services.



## Logo Variations



Primary recommended use of logo on a light background



Secondary recommended use of logo on a dark background



Alternative recommended use of logo in grayscale



Alternative recommended use of logo in grayscale on a dark background

## Clear Space

Our logo is important, it should be given space, allowed to be noticed. The best way to do this is to use the following guide to ensure that nothing is too close to the logo. The system is scalable and totally easy to use, whether you are placing the logo at the footer of a print advert or on a billboard, you can ensure that it has the place it deserves.

The logo icon's arrow height marked with a letter 'x', shows you the exact breathing space needed.



## Minimum Sizes

Clear visibility of our brand is of utmost importance. It is advised to follow these size guides for print materials and on-screen respectively. The logo CANNOT be used smaller than stated on this page.

The minimum logo width in print is 35mm when the full logo is used.

The minimum logo width on screen is 100px when the full logo is to be used.

***\*when used at small sizes on print, the Malta Information Technology Agency should be removed to avoid unreadability.***

Minimum in Print



Minimum on Screen



## Prohibited Logo Use

The logo cannot be rotated, squashed or altered in any way other than how it is presented in these guidelines.

DO NOT stretch or squash the logo



DO NOT change the position between the icon and type



DO NOT flip the logo



DO NOT change the colour of the logo



DO NOT rotate the logo



DO NOT alter the relationship between the icon and type



# THE MITA SYMBOL

## The MITA greater than symbol

The MITA symbol gives the design a completed look and should be used carefully not to overpower the MITA logo. It is important to follow these guides for consistency.

The symbol is created from the Fieldwork font itself, the greater than icon should be bolder than the text before or after it so it stands out slightly more.

The symbol is encouraged to be used in advertising, website and some stationery material. An in depth usage guide on the symbol can be found in the **layout guidelines** section.



The MITA symbol

# 40 SECONDARY LOGOS

## Secondary Logos

Beyond its ICT Mandate, MITA strives to be a corporate example in CSR initiatives towards the Maltese community and especially MITA employees. MITA Cares Committee is entrusted to drive MITA's Corporate Social Responsibility. Apart from the agency's commitment, funding also depends on employee personal contribution both voluntary and financial. Some initiatives also attract sponsorships by public and commercial entities to maximise the benefit of the voluntary work of our employees towards the specific cause.

The adjacent logos are to be used on all collateral material related to MITA Cares. Do not alter or adjust any design elements.



# 5.0

COLOUR PALETTE

## Primary Colours

Colour is a crucial aspect of the brand. The primary colours reflect trust, loyalty and emit positive energy, whilst also being associated with growth, freshness and intelligence.

The red and blue colours are never to be used as tints or shades when part of the logo. We encourage you to use tints for branding material wherever needed.



c 0 m 100 y 48 k 26  
r 166 g 10 b 61  
#A60A3D

**Pantone 1945C**



**Tints**

>100%  
>80%  
>60%  
>40%  
>20%



c 100 m 32 y 0 k 68  
r 0 g 59 b 92  
#003B5C

**Pantone 302C**



**Tints**

>100%  
>80%  
>60%  
>40%  
>20%



c 38 m 29 y 24 k 5  
r 151 g 153 b 155  
#97999B

**Pantone Cool Gray 7C**

## SECONDARY COLOUR PALETTE

## Secondary Colours

Secondary Colours can be used for secondary design like editorials, banners and other material which do not require full focus on MITA or you would like an extra pop of colour.



c 0 m 56 y 48 k 0  
r 255 g 134 b 116  
#FF8674

**Pantone 170C**



c 0 m 74 y 85 k 0  
r 255 g 92 b 57  
#FF5C39

**Pantone 171C**



c 49 m 0 y 7 k 0  
r 103 g 210 b 223  
#67D2DF

**Pantone 3105C**



c 89 m 0 y 19 k 0  
r 0 g 174 b 199  
#00AEC7

**Pantone 3125C**



c 0 m 16 y 80 k 0  
r 255 g 200 b 69  
#FFC845

**Pantone 1225C**



c 0 m 0 y 0 k 80  
r 88 g 89 b 91  
#003B5C

**Pantone Cool Gray 11C**



TYPOGRAPHY & ICONOGRAPHY

a A b B c C d E e  
F f G g H h I i J j K  
k L I M m N n O o  
P p Q q R r S s T t  
V v W w X x Y y Z z

## Type

The typeface used for our brand is Fieldwork Geo which can be downloaded from <https://fonts.adobe.com/fonts/fieldwork>. This typeface includes the Maltese keyboard input style.

An alternative font for web usage is Source Sans 3 which can be downloaded from <https://fonts.google.com/specimen/Source+Sans+3>

\*Fieldwork typeface can be bought from <https://www.myfonts.com/pack/647243>

Fieldwork is a modern, clean and linear sans-serif font. We use five weights including light, regular, demibold, **bold** and **black**.

aAbBcCc dEe  
FfGgHhIiJjK  
kLlMmNnOo  
PpQqRrSsTt  
VvWwXxYyZz

### **Alternative System Font Type**

The alternative system typeface used for our brand is **Arial**, a font which can be used in case the Fieldwork font is not available or downloaded on the user's system.

\*Arial is used as a default font for the MITA powerpoint presentation.

**Arial is easy to  
read at large  
and small sizes  
and in a variety of  
applications, Arial  
has been a staple  
font for decades.**

## VALUES ICONS



client focus

people

professionalism

empowerment

continuous  
improvement

## Values

Our value icons are to be used wherever necessary to promote the values we believe in. These can be used in print and web material as well as in house signage.





## Imagery

In some cases we use photography to communicate and elevate our brand. Both inhouse and purchased stock imagery must comply with the following:

- ensure proper ownership of artwork copyright
- photos must be of high quality both technically and aesthetically
- **imagery types:** lifestyle, mood, technological
- **employees:** happy, fun, excited, active
- people using technology and interacting
- **space:** ideally the MITA offices are used in order to familiarize people with the branches





 **mita**

[mita.gov.mt](http://mita.gov.mt)