

MULTIPOLAR LOGO GUIDELINES

LOGO: Primary, Secondary, and Tertiary Colors

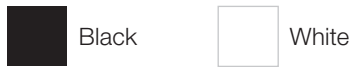
Primary



Secondary



Tertiary



LOGO LOCKUP: Full Color, Horizontal and Vertical

Use FULL COLOR HORIZONTAL version whenever possible. Use VERTICAL version only when space constraints restrict use of HORIZONTAL LOCKUP. DO NOT substitute other colors or color formulas for those specified below. PLEASE NOTE: In the HORIZONTAL and VERTICAL LOGO LOCKUPS, the size of the MultiPolar LOGOTYPE remains constant; the size of the MultiPolar LOGO is reduced.



LOGO LOCKUP: Single Color (May be used for VERTICAL LOGO LOCKUP, and stand-alone LOGO or LOGOTYPE as well)

Use ONLY when FULL COLOR use is not possible. Use ONLY Primary or Tertiary colors. For MULTIPOLAR PRIMARY COLORS ONLY: Use ONLY on WHITE GROUND. DO NOT use on other colored ground, BLACK, or any MULTIPOLAR PRIMARY or SECONDARY color.

MultiPolar Red



MultiPolar Dark Blue



MultiPolar Light Blue



Black



MultiPolar Citron



White
(Reverse ONLY from black or MultiPolar Primary and Secondary Colors)



MULTIPOLAR LOGO GUIDELINES (continued)

LOGO LOCKUP, LOGO, and LOGOTYPE

The following examples constitute the ONLY acceptable configurations, and using ONLY full color or MONOCHROMATIC PRIMARY or TERTIARY colors. When using MONOCHROMATIC PRIMARY or TERTIARY colors, keep all elements (LOGO and LOGOTYPE) a single color. DO NOT combine MONOCHROMATIC PRIMARY or TERTIARY colors (e.g. LOGO in MultiPolar Red and LOGOTYPE in MultiPolar Citron). Keep colors within the LOGOTYPE identical. DO NOT split MultiPolar LOGOTYPE into more than one color (e.g. "Multi" in MultiPolar Light Blue and "Polar" in MultiPolar Red).

Together



Alone

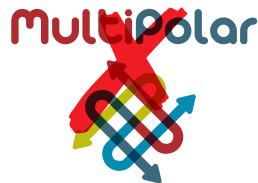


Alone



DO NOT DO ANY OF THE FOLLOWING:

Extend, compress, alter, change the relationship, position, or orientation of any part or element of the LOGO LOCKUP, LOGO, OR LOGOTYPE, in part or in whole. The examples below are examples of, but not limited to the entirety, of the restrictions.



MULTIPOLAR LOGO GUIDELINES (continued)

LOGO LOCKUP, LOGO, and LOGOTYPE: MINIMUM SIZE AND CLEAR SPACE

Please use the following guidelines for sizing and when placing the logo adjacent to other logos, artwork, or visual elements. These rules apply to all PRINT and ONSCREEN versions of the LOGO LOCKUP, in FULL COLOR or MONOCHROMATIC color modes.

Minimum Print Size Horizontal



Minimum Print Size Vertical



Minimum Screen Size Horizontal



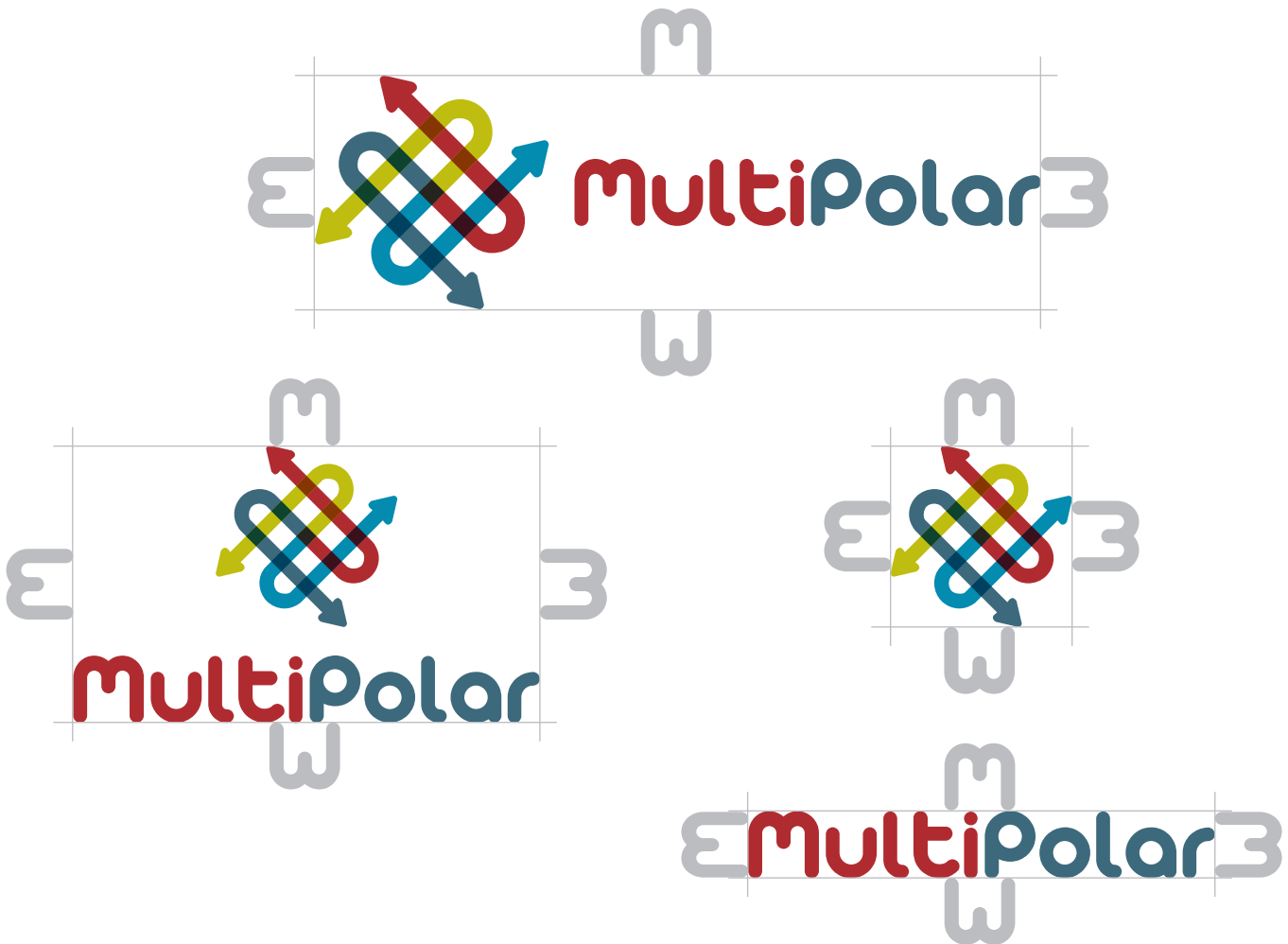
Minimum Screen Size Vertical



CLEARSPACE

Please use the following guidelines to maintain an empty space around the entire LOGO LOCKUP or separated elements. The CLEARSPACE is defined as the height of the capital M in MultiPolar, at 100% scale of the LOGO LOCKUP, LOGO, or LOGOTYPE.

Minimum Space



LOGOTYPE FONT and FONT USE

The main typeface used in the **MultiPolar** LOGOTYPE is ARISTA 2.0. This font may be used in supporting print and web materials to create brand cohesion. Whenever using the **MultiPolar** brand name in type, please adhere to the following:

- Keep the words **Multi** and **Polar** together as one word: **MultiPolar**
- DO NOT split the words or use a space between the two words
- ALWAYS capitalize both the “M” in **Multi** and the “P” in **Polar**: **MultiPolar**
- Whenever possible, use the ARISTA 2.0 standard typeface within text (even if it is not the main body or title font):

MultiPolar

The complementary font ARISTA 2.0 LIGHT may also be used in **MultiPolar** collateral, including, but not limited to, business cards, signage, static website elements, on-screen presentations, documents, brochures, or any other digital or physical creations (provided the technologies employed support the font use).