INTRODUCTION

The MultiTech brand identity guidelines describe how to communicate our brand using the visual identity. This unique collection of characteristics defines the visual brand, and when consistently applied across all print and digital communications it reinforces and builds our brand impression.
Our legal name remains Multi-Tech Systems, Inc., which will continue to be used in official company documents as well as the sign-off in marketing materials (e.g., address block on business cards and brochures).

In marketing communications and in most practical applications going forward, we will be known as MultiTech. The hyphen and the word “Systems” have been dropped, and the initial capital letters M and T have been retained with no space between the words.

Our new identity, featured in this document, has been updated to reflect the change visually. New guidelines call for using MultiTech in copy, in most instances and with few exceptions (e.g., official company sign-off, or need to establish legal name in a legal document or first mention in a press release). Questions regarding the use of MultiTech and Multi-Tech Systems, Inc. may be directed to the MultiTech marketing department.

THE COMPANY NAME
Primary

CORPORATE BRAND

Approved
MultiTech
Multi-Tech Systems, Inc.

Not Approved
Multi-Tech
Multitech
Multi Tech
MultiTech Systems
IDENTITY
Primary

The MultiTech primary identity consists of the logo type, "MultiTech" in MultiTech Blue (Pantone® 285), and black; and the "bullet" icon in MultiTech Blue and black. The preferred identity is approved for use with and without the tagline, “Create. Connect. Communicate.”

The size and position of these elements have been carefully designed and should not be recreated or altered in any way.

Logo with tagline
Two colors make up the MultiTech identity: Pantone® 285 blue and black.
Consistent use of this color reinforces a unified identity and makes the brand more memorable and recognizable.

Logo without tagline
The MultiTech primary identity should be used whenever possible. However, it is acceptable to reproduce the identity in black when color is not an option. The identity may also be reversed out of a dark field of color.
To achieve maximum visibility and impact, a minimum amount of clear space should surround the MultiTech identity.

The space should never be less than the height of the letter “M” in MultiTech.
The following is a list of the MultiTech brand names that must appear with an accompanying “™” or “®” the first time they are used in headlines and text. Using the trademark properly is necessary in order to demonstrate that a mark is used in commerce.

### TRADEMARKS AND USAGE
MultiTech Product Names with Registration and Trademarks

#### Unified Communications
- FaxFinder®
- FaxFinder® IP
- MultiVOIP®
- MultiVOIP® FX

#### External Devices
- BA Rack
- CC1600-Series Rackmount Modems
- MultiConnect® AW
- MultiConnect® Cell
- MultiConnect® Conduit™
- MultiConnect® Dragonfly™
- MultiConnect® Gambit™
- MultiConnect® mDot™
- MultiConnect® OCG-D
- MultiConnect® rCell
- MultiMobile™ USB
- MultiModem®
- MultiModem® CDMA
- MultiModem® Cell
- MultiModem® iCell
- MultiModem® IND
- MultiModem® ISI
- MultiModem® iSMS
- MultiModem® rCell
- MultiModem® II
- MultiModem® ZBA
- MultiModem® ZDX
- MultiModem® ZPX
- QuickCarrier® USB-D
- ZDXModemRack™

#### Embedded Devices
- MultiConnect® OCG-E
- MultiConnect® PCIe
- QuickCarrier® USB-E
- RJModem™
- SocketEthernet IP®
- SocketModem®
- SocketModem® Cell
- SocketModem® iCell
- SocketModem® EDGE
- SocketModem® IP
- SocketModem® Shield
- SocketSLIC®
- SocketWireless® Bluetooth®

#### Application Platforms
- DeviceHQ™

#### Other
- CoreCDP®
- Create • Connect • Communicate™
- MultiTech®
- Universal IP®
COLOR PALETTE
Core Colors

Color is one of the strongest elements of any visual system and provides immediate cues about the brand. The MultiTech color palette has a series of strong, confident tones with bursts of brightness. The palette has been designed to help create focused communications that support the brand.

The MultiTech visual system relies on generous use of white space. Color is used with constraint, to provide visual interest and a sense of energy to marketing communications.

Always use the color palette provided in this document. Do not use colors outside this palette, as this dilutes the brand image.

- **MultiTech Blue**
  A primary color in our palette is our corporate blue, Pantone 285.

- **MultiTech core colors**
  Although these colors have flexible use, consider using them sparingly. Allowing white to be a primary color in communication pieces.

- **Support colors**
  Neutral colors are used for backgrounds, body text and to support the visual hierarchy within a piece.
**TYPOGRAPHY**

Primary Sans Serif Typeface

Typography is a cornerstone of the MultiTech identity system. The primary typefaces have been chosen to be both flexible and usable across a spectrum of applications. These faces are specifically used in communications that are professionally designed using InDesign (such as business cards and data sheets).

**Typeface weights**

A variety of approved weights and variations of Gotham are shown here with suggested usage in communications.

**Gotham Book**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Body copy and headlines*

**Gotham Book Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Specialty copy and subheads*

**Gotham Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Headlines*

**Gotham Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Specialty copy and subheads*
Typography is a cornerstone of the MultiTech identity system. The primary typefaces have been chosen to be both flexible and usable across a spectrum of applications. These faces are specifically used in communications that are professionally designed using InDesign (such as business cards and data sheets).

**Minion Pro Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Body copy and headlines*

**Minion Pro Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Specialty copy and subheads*

**Minion Pro Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Headlines*

**Minion Pro Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Specialty copy and subheads*
Alternate typefaces are specified to use in the instances where the primary faces are not practical or available, e.g., digital applications and PC-based programs such as Microsoft® Office Suite.

**Arial Regular**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
*Suggested uses: Body copy and headlines*

**Arial Italic**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
*Suggested uses: Specialty copy and subheads*

**Arial Bold**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
*Suggested uses: Headlines*

**Arial Bold Italic**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
*Suggested uses: Specialty copy and subheads*
Alternate typefaces are specified to use in the instances where the primary faces are not practical or available, eg., digital applications and PC-based programs such as Microsoft® Office Suite.

**Georgia Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Body copy and headlines*

**Georgia Regular Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Specialty copy and subheads*

**Georgia Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Headlines*

**Georgia Bold Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

*Suggested uses: Specialty copy and subheads*
Open Sans has been specifically designated for multitech.com. Please refer to the weights below for proper usage.

**Typeface weights**

A variety of approved weights and variations of Open Sans are shown here with suggested usage in communications.

**Open Sans Regular**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890`

*Suggested uses: Body copy and headlines*

**Open Sans Regular Italic**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890`

*Suggested uses: Specialty copy and subheads*

**Open Sans Bold**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890`

*Suggested uses: Headlines*

**Open Sans Bold Italic**

`abcdefghijklmnopqrstuvwxyz`  
`ABCDEFGHIJKLMNOPQRSTUVWXYZ`  
`1234567890`

*Suggested uses: Specialty copy and subheads*
Century Gothic has been specifically designated for PowerPoint presentations. Please refer to the weights below for proper usage.

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**Typeface weights**

A variety of approved weights and variations of Century Gothic are shown here with suggested usage in communications.

**Century Gothic Regular**

<table>
<thead>
<tr>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890</th>
</tr>
</thead>
</table>

*Suggested uses: Body copy and headlines*

**Century Gothic Italic**

<table>
<thead>
<tr>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890</th>
</tr>
</thead>
</table>

*Suggested uses: Specialty copy and subheads*

**Century Gothic Bold**

<table>
<thead>
<tr>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890</th>
</tr>
</thead>
</table>

*Suggested uses: Headlines*

**Century Gothic Bold Italic**

<table>
<thead>
<tr>
<th>abcdefghijklmnopqrstuvwxyz</th>
<th>ABCDEFGHIJKLMNOPQRSTUVWXYZ</th>
<th>1234567890</th>
</tr>
</thead>
</table>

*Suggested uses: Specialty copy and subheads*
Combined with imagery, typography and color — graphic elements help create a visual story and support the overall brand impression.

The MultiTech graphic elements include:

- **Tech Spheres**
- **Eco Spheres**
- **Tech Wireframes**
- **Icons**

Art files have been delivered for each of the graphic elements in a variety of file formats that will cover digital and print applications, including vector formats that can be resized as needed. The files are considered final art and are not to be altered in any way, aside from sizing appropriately for specific applications. Files are available through the MultiTech marketing department.

When preparing a document (e.g., PDF) that utilizes this art, employ the highest quality settings available in the program. When preparing documents for print, seek assistance from pre-press professionals to optimize files, and request/review print proofs whenever possible.
Tech spheres are round shapes with technical patterns. They represent the business and innovation of MultiTech and should be the second most prominent element, after the MultiTech identity.

**Patterns**

Tech spheres are to be used in the established palette color for each pattern, and are considered final art not to be altered in any way beyond sizing appropriately for specific applications.
Eco spheres are round shapes with technical patterns. There is an eco sphere for each color in the MultiTech palette. They add color and energy to communications and should be used sparingly to compliment the other visual elements being used.

**Patterns**
An eco sphere has been created for each of the primary colors in the MultiTech palette, and are considered final art not to be altered in any way beyond sizing appropriately for specific applications.

**Size Relationships**
When using this art, it’s important to create proper hierarchy. Separate individual spheres into no more than 4 sizes, determined in 25% increments.
Tech wireframes are a collection of dots and lines that create a subtle graphic pattern. They should be used sparingly to compliment visual brand elements.

**Pattern**
Composed of specially designed vector art, the tech wireframes are approved for use in the three examples shown, with MultiTech Blue, Pantone 285 Blue dots, and Pantone 414 grey line framework.

**Alternative colors**
Tech wireframes are also approved for use in these 1-color options: Pantone 285 blue and Pantone 414 grey.

All tech wireframe art is considered final and not to be altered in any way beyond sizing appropriately for specific applications.
MultiTech icons represent industries supported by our products, as well as capabilities and innovations of our products. Icons are intended to be used in digital and printed sales support materials where they can compliment a product story.

**Art**
Each icon is composed of a specially designed image that has been customized for MultiTech. They are approved for use in MultiTech Blue Pantone® 285. All icon art is considered final and not to be altered in any way beyond sizing appropriately for specific applications.

Additional icons will be available to represent other applications. Please contact the marketing department for those assets.
Using defined colors for different product categories gives our printed collateral a family feel, helping to visually tie products with commonality together. Below you will find some of our product categories and their defined colors.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Color</th>
<th>Pantone® Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unified Communications Products</td>
<td>Teal</td>
<td>7465</td>
</tr>
<tr>
<td>Boxed Products</td>
<td>Red</td>
<td>1795</td>
</tr>
<tr>
<td>Embedded Products</td>
<td>Gold</td>
<td>124</td>
</tr>
<tr>
<td>Software Products</td>
<td>Navy</td>
<td>294</td>
</tr>
</tbody>
</table>
Photography is used across communications to represent and promote our product innovations. Images are to be executed in a manner that eliminates reflections and other artificial qualities in favor of natural lighting and soft shadows. This style provides a clearer view of the product’s shape, color and detail.

*Dynamic Photography*
Images are to be shot at interesting angles to show off the beauty of the product, and special features that may not otherwise be visible.

*Product Photography*
Shooting with natural light on a white sweep will help the audience imagine MultiTech products in their business environments. Shadows should be soft and natural.
There are preferred ways to depict product imagery to properly weight its importance in communication materials. This consistent approach for product depiction strengthens brand continuity.

**Hero Depiction**
When selecting and using an image as a lead image; Example, on the cover of a brochure or as a featured item, there are proper ways for its appearance. Place the product adjacent to brand graphic elements to highlight importance.

**Sell Depiction**
It isn’t necessary to pair a product image with a graphic element when it isn’t being featured; Example, a product list.
Only approved MultiTech logos may be used in advertising, sales literature, electronic communications or other applications. MultiTech brand logos should never be re-created using different fonts or artwork.

If you have any questions regarding the use of trademarks, brand logos, or you need new artwork, please contact:

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