



# Social Media Style Sheet

## MTI TRADEMARK

There must be an equal amount of negative space on all sides of the logo starting from the top of the 'T' in MTi, to the ascender of the 'g' in the tag line and from the side of the 'M' in MTi to the right side of the 's' in Traders. The formula for the space is: B = The Height of the letter "T" in the symbol "MTi". The tag line should only be used in cases where it can easily be read.

B = Height of "T" in MTi



**DO NOT CHANGE** the Relationship of the trademark

**DO NOT STRETCH** the trademark

**DO NOT CHANGE** the color of trademark

**DO NOT POSITION** the trademark at an angle

**DO NOT ADD BORDERS** around the trademark



	CMYK: 100, 81, 29, 15 RGB: 23, 65, 114 WEB: #174172
	CMYK: 47, 38, 40, 3 RGB: 141, 142, 141 WEB: #8D8E8D

## COLORS

Our brand includes a variety of color palettes that promote design flexibility.

Our brand includes color themes that can be used to differentiate marketing pieces and target different audiences.

## SECONDARY COLORS

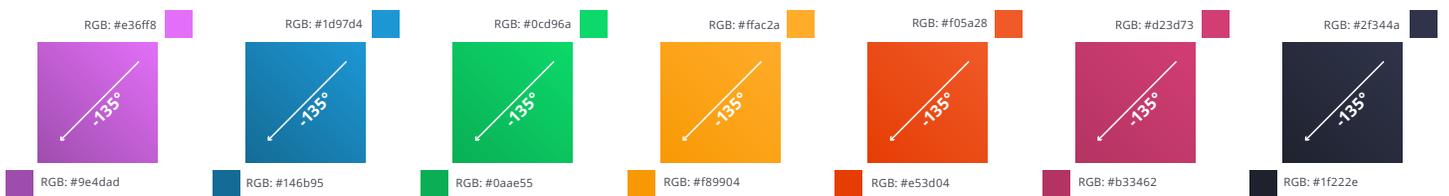
	RGB: #f89904		RGB: #ffac2a		RGB: #ffc56a
	RGB: #9e4dad		RGB: #e36ff8		RGB: #eb9afa
	RGB: #e53d04		RGB: #f05a28		RGB: #f58c99
	RGB: #b33462		RGB: #d23d73		RGB: #e0789d
	RGB: #0aae55		RGB: #0cd96a		RGB: #55e497

## MAIN MTI COLORS

	CMYK: 81, 73, 55, 65 RGB: 31, 34, 46 WEB: #1F222E		CMYK: 76, 27, 0, 0 RGB: 29, 151, 212 WEB: #1D97D4		CMYK: 16, 27, 59, 0 RGB: 215, 182, 123 WEB: #d7b67b
	CMYK: 83, 75, 46, 43 RGB: 47, 52, 74 WEB: #2F344A		CMYK: 59, 40, 37, 5 RGB: 115, 133, 142 WEB: #73858E		CMYK: 3, 1, 1, 0 RGB: 244, 247, 250 WEB: #F4F7FA
	CMYK: 90, 54, 23, 4 RGB: 19, 106, 149 WEB: #136A95		CMYK: 45, 28, 27, 0 RGB: 148, 165, 173 WEB: #94A5AD		WHITE

## GRADIENT USAGE

Gradients can be used to highlight important pages in any printed or digital document. It is permitted to be used in all ways depending on the content. It is NOT permitted to use opacity percentages of the gradient.



## ICONS

Icons are used to depict an aspect of our products and education. They can be used anywhere to enhance the users experience with our product. For design flexibility varying color combinations can be used as long as brand colors are used.



Primary icon used for Forex



## PHOTOGRAPHY

Photography creates an emotional connection with our audience. Our brand allows four main types of photography: students using technology, students at our live events, students using our charting software and student lifestyle. Stock photography depicting subjects engaged in drinking or smoking should not be used. Also subjects with any visible tattoos are not permitted for use unless the tattoos can be cropped or removed using photo editing software.

# TYPEFACES

Our toolbox of typefaces were developed to maintain brand integrity while also allowing for the flexibility needed to ensure our content is modular and digestible to the consumer. Each typeface has a specific recommended use for advertising campaigns to tie back to the brand.

## Open Sans Condensed (Light, **Bold**)

Should only be used where condensed copy is needed, such as in legal disclaimers and info graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Oswald (Regular, **Bold**)

Typeface for headlines. Should not be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

## Open Sans ( Regular, **Bold**, **Extra Bold**)

Primary typeface for body copy. Can be used for headlines, subheadings, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Headline - Open Sans 46 pt  
54 pt leading title case

# This Is A Headline

Sub-Headline - Open Sans 24 pt  
28 pt leading

## This is a subheadline

Body Copy - Open Sans 11 pt  
16 pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Bullets - Open Sans 11 pt  
16 pt leading

- jdndeidj eihedh uwduh hwe
- kdndfedeioe eidioedi ioefdhie
- ndedehdohefohf idhoe oeihd ied

Headline - Oswald 46 pt  
54 pt leading title case

# This Is A Headline

Sub-Headline - Open Sans 24 pt  
28 pt leading

## This is a Subheadline

Body Copy - Open Sans 11 pt  
16 pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Bullets - Open Sans 11 pt  
16 pt leading

- jdndeidj eihedh uwduh hwe
- kdndfedeioe eidioedi ioefdhie
- ndedehdohefohf idhoe oeihd ied