TRADEMALTA
BRAND GUIDELINES 2015

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INTRODUCTION

Trade Malta, a public private partnership between Malta Enterprise and the Malta Chamber of Commerce, Enterprise and Industry, has been launched and will be solely responsible for the promotion of trade and internationalisation of Maltese businesses.

Trade Malta will therefore enhance the way local businesses expand internationally in a manner that will build on the strengths of both the public and private sectors whilst offering a coherent and truly focused service to any local business that needs to internationalise.

LOGO

PRIMARY LOGO
The Primary logo should be used wherever possible. When using the Trade Malta logo always ensure it is clearly visible.

PRIMARY LOGO
The iconography adjacent to the main wordmark of the logo is inpired by the letter “T” and the letter “M” and also symbolises the forward looking intentions of the company to take the Maltese businesses forward - overseas.

CLEAR SPACE
The Trade Malta logo must always be surrounded by a minimum area of clear space to ensure it stands out and that it’s not crowded by other elements.

LOGO VARIATIONS

Logo variations have been created to allow for the full spectrum of graphic reproduction and screen based media.

Full colour logo

Full colour logo reversed

Mono colour logo

Mono colour logo reversed

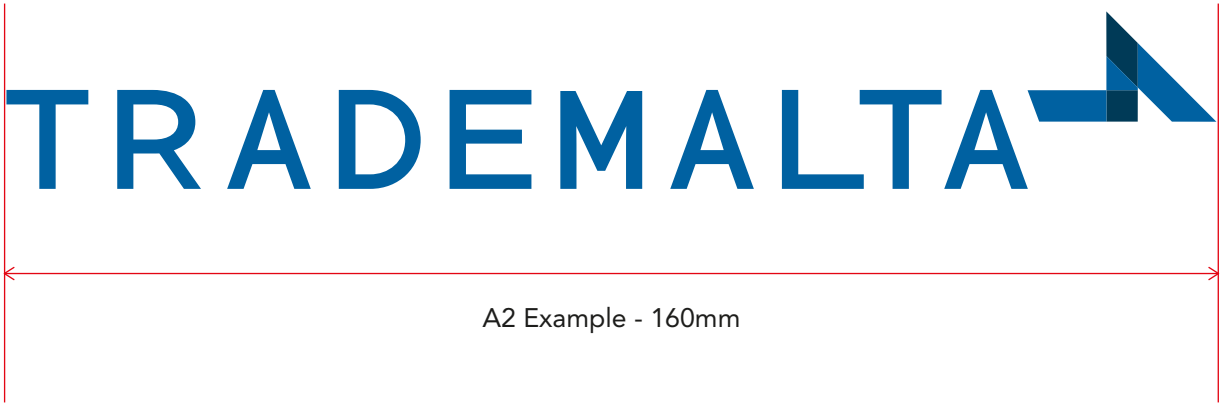
Single colour logo

Single colour logo reversed

LOGO SIZES

The table below gives an idication of the preferred sizes of the Trade Malta logo in print applications. It is advised that the width of the logo must never be smaller from dimensions given.

PAPER SIZE	LOGO WIDTH
A5	55mm
A4	65mm
A3	110mm
A2	160mm
A1	230mm
A0	330mm



A2 Example - 160mm

ICONOGRAPHY USAGE

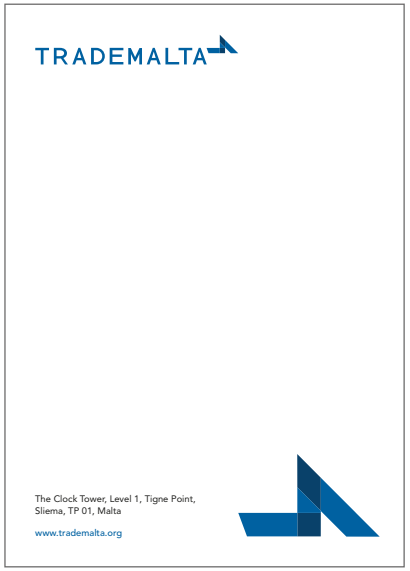
The Trade Malta iconography can be used in full or in part as long as the following guidelines are followed:

When used in part the icon needs to be covering the vertical extreminities of the document as seen in the A4 folder and business card examples.

For any other use such as notepads the iconography is used in isolation, therefore the icon needs to be shown in full as seen in the example.

A4 Folder

Business Card



Note pad

LOGO BEST PRACTICE

The correct use of the logo ensures that the Trademalta identity is clearly and consistently portrayed. The logo should not be distorted or stretched and should always be displayed in the correct proportions.

The iconography has been specially designed as one with the wordmark and must not be recreated or changed in element proportion, colour or element position.

Do not stretch logo

Do not alter any colours

Do not change the orientation of the symbol and wordmark

Do not alter the proportions of elements within the logo

Do not outline the logo

Do not use drop shadows

BRAND COLOUR PALLETTE

Trade Malta corporate brand colours are Pantone® 301 and Pantone® 303. These should be used as the dominant colours on all applications.

The blue corporate colour represents the combination of strenght, freshness in doing modern business and the accessibility of the Maltese business community.

COLOUR VARIATIONS

PANTONE®	301
CMYK	100c 45m 0y 18k
RGB	0r 91g 161b
HEX	#0061A1

COLOUR VARIATIONS

PANTONE®	303
CMYK	100c 11m 0y 74k
RGB	0r 58g 87b
HEX	#003A57

CORPORATE TYPEFACE

As a corporate typeface Trade Malta uses the Avenir LT Std font family. This typeface feels contemporary and is legible in any size.

It should be used for all our communications. We have also specified an alternative font for use online. (Next pg)

Aa

AVENIR LT STD - 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£€$%^&-+

Aa

AVENIR LT STD - 95 BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£€$%^&-+

ONLINE TYPEFACE

Lato typeface was chosen as an alternative typeface for online purposes.

Aa

LATO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£€$%^&-+

Aa

LATO - BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£€$%^&-+

TYPEFACE

In order to keep a consistent look & feel throughout the communicative collateral for the brand it is suggested that the typography styles here are used.

A mix of upper and lower case copy text ensures a strong presence even when applying traditional typography in various uses.

HEADLINES
AVENIR BLACK
UPPERCASE
TRACKING: 20

TRADE MALTA, A PUBLIC PRIVATE PARTNERSHIP BETWEEN MALTA ENTERPRISE AND THE MALTA CHAMBER OF COMMERCE, ENTERPRISE AND INDUSTRY, HAS BEEN LAUNCHED AND WILL BE SOLELY RESPONSIBLE FOR THE PROMOTION OF TRADE AND INTERNATIONALISATION OF MALTESE BUSINESSES.

SUBTITLE
AVENIR BLACK
UPPERCASE
TRACKING: 20

TRADE MALTA WILL THEREFORE ENHANCE THE WAY LOCAL BUSINESSES EXPAND INTERNATIONALLY IN A MANNER THAT WILL BUILD ON THE STRENGTHS OF BOTH THE PUBLIC AND PRIVATE SECTORS WHILST OFFERING A COHERENT AND TRULY FOCUSED SERVICE TO ANY LOCAL BUSINESS THAT NEEDS TO INTERNATIONALISE.

Body Text
Avenir Roman
Lowercase

No other group of islands can offer as much natural beauty, art and architecture, entertainment and activity as Malta can. Everything in Malta is close and easily accessible. Lifestyle is typically Mediterranean with warm summers and mild winters. Thus, one can enjoy the outdoor life 365 days a year.

Living in Malta is a unique experience, especially for those used to hectic city environments and long commutes between work and home. The island's small size and wealth of entertainment options means that in Malta, it is possible to have it all: work hard, play hard and relax by the sea - all in one day!

PRESENTATIONS

For Power Point presentations a template was created to ensure ease of use and that the brand keeps its consistency.

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