

Version 1.0

MOTRA

**Identity Guidelines
Edition**



Contents

Introduction	3
Logo	4
Typography	14
Colour Palette	22

Introduction

This document will introduce you to the basic elements of our identity system and explain how we use them to build our brand.

Understanding and adhering to these guidelines will be essential in maintaining a clear and meaningful messaging throughout the brand.

Version 1.0

MOTRA

Logo





The MOTRA - Logo consists of a wordmark and is a major representation of MOTRA. It is a highly valuable asset that must be used consistently in all channels in proper, approved forms.

Our Logo is a rendition of the name. Brought together by a geometric shape underlining the composed meaning of our name.



The complete Logo is known as the MOTRA-Logo.

Only use provided digital artwork.
Please do not attempt to redraw, add, delete or
alter the Logo.



The Logo is drawn to be readable at larger sizes. At sizes smaller than 80px in height, we use the altered form of the Logo in order to preserve legibility.

Please use the appropriate lookup table based on the output size and never scale a larger logo down.

As a rule, never display the logo under 10px in height.

Large
H:100px

Regular
H:80px

Small
H: 60px

X Small
H: 40px

The clear space is the minimum negative area around the logo, and it's defined by the x-height of the logo.

Make sure to leave an area equal to x or more around any side of the logo every time.



Logo
Positive



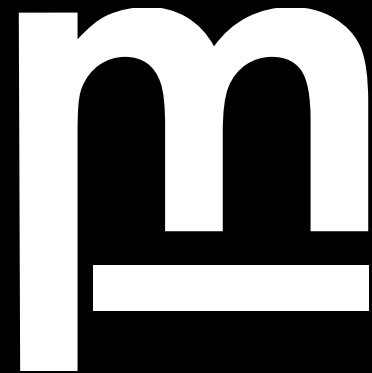
Logo
Negative



Altered logo
Positive



Altered logo
Negative



A. Don't place our logo on a busy background.

B. Don't place our logo on a background with a similar shade of red.

C. Don't use different colors of our logo.

D. Don't stretch our logo.

E. Don't alter our logo's weight or add a stroke

F. Don't alter our logos ratio

G. Don't add shadows or effects to our logo.

H. Don't alter logo element positions.

A



E



B



F



C



G



D



H



Logo

There are no strict rules when it comes to positioning our word-mark-place it in any corner or center at the top or bottom of the page.

Wherever you place it, make sure the minimum amount of clear space is between our logo and the edge of the communication.

Version 1.0

MOTRA

Typography



We use Century Gothic as our primary typeface.

A clean, modern sans serif.

It's designed to be used in headlines.

Used across the entirety of communications.

Century Gothic

Aa

Bb

Cc

Dd

Ff

Gg

321

Mm

Oo

&

€

.

!

With compact amount of weights and styles, Century Gothic is intended for headlines, titles, copy and primary messaging.

Regular
Bold

Aa

Century Gothic
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@€&%^*()

Aa

Century Gothic
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@€&%^*()

Typography should be used in a dynamic, high contrast way to create interest and set a strong identity. Use the X Large display for large, bold headlines.

Large display (section title, variation) should be used as a secondary, less prominent headline. It should not be used on hero images.

x Large Display
Century Gothic Bold
Size 67 pt
Leading 64 pt
Tracking -20 pt

Large Display
Century Gothic Bold
Size 43 pt
Leading 48 pt
Tracking -10 pt

Medium Display
Century Gothic Regular
Size 34 pt
Leading 40 pt
Tracking -20 pt

Small Display
Century Gothic Regular
Size 27 pt
Leading 32 pt
Tracking -5 pt

This is for statement titling.

A sub heading that's not quite so loud.

Medium is used for layouts that require typographic hierarchy

A sub heading that's not quite so loud.

We use ITC Cheltenham Std as our supporting typeface. A clean, modern and yet classic serif. It's modern and readable in long paragraphs yet it doesn't undermine the importance of the topics.

Used across the entirety of communications.

ITC Cheltenham Std

Aa

Bb

Cc

Dd

Ff

Gg

321

Mm

Oo

&

€

.

!

Available in a wide variety of weights and styles, ITC Cheltenham Std is intended for body and supporting messaging.

Thin
Book
Bold

Aa

ITC Cheltenham Std
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@€&%^*()

Aa

ITC Cheltenham Std
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@€&%^*()

Line heights are multiples of the 8pt baseline.

The minimum type size allowed is 11pt. The type sets can be combined together on the page in order to establish a clear content hierarchy.

When setting type, always adhere to the line heights and always align to the baseline in order to achieve typography that is harmonious and easy to read.

Header
Display Cheltenham Std
Bold

Size 22 pt
Leading 32 pt
Tracking -5 pt

Sub Head
Display Cheltenham Std-
Book

Size 18 pt
Leading 24 pt
Tracking -5 pt

Paragraph
Display Cheltenham Std
Book

Size 14 pt
Leading 24 pt
Tracking 0 pt

Paragraph
Display Cheltenham Std
Light

Size 14 pt
Leading 24 pt
Tracking 0 pt

Data
Display Cheltenham Std
Light

Size 11 pt
Leading 16 pt
Tracking 0 pt

**This is the smallest headline
we use in Cheltenham Std.**

A subheader is used when you need
to add additional information right
after a headline.

Paragraph strong is an additional paragraph
style which can be used when you want to high-
light something important.

The paragraph is at the heart of the typographic
scale. When type setting, always start with the body
copy and work your way upwards.

This is the smallest type set allowed. Never use this type set to
display information that is important. Example of use - footer /
information

Typography should be used in a dynamic, high contrast way to create interest and set a strong identity.

Paragraph Cheltenham Std
Display Book

Size 14 pt
Leading 24 pt
Tracking 0 pt

x Large Century Gothic
Display Bold

Size 67 pt
Leading 64 pt
Tracking -20 pt

Paragraph Cheltenham Std
Display Light

Size 14 pt
Leading 24 pt
Tracking 0 pt

Data Cheltenham Std
Display Light

Size 11 pt
Leading 16 pt
Tracking 0 pt

News - International

This is a
Headline.

This is the paragraph.
Lorem ipsum dolor Sus audi od exceptur, et do
eventot aturerc Ut.

Addition Information. Meta data

Version 1.0

MOTRA

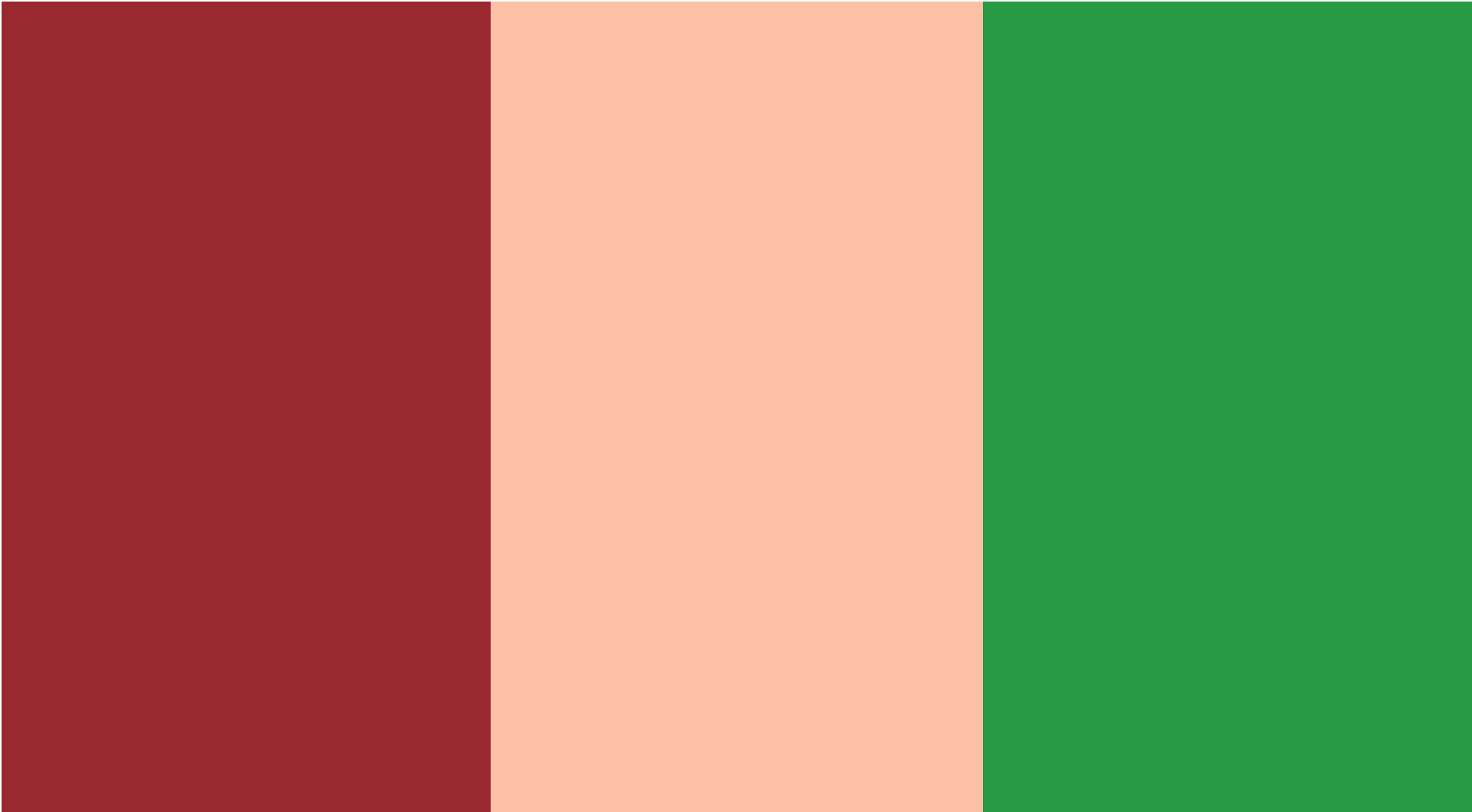
Colour Palette



Colour Palette

It's important that our colours are as distinctive as our brand.

We have 7 colours that complete the palette.



MOTRA-Rot

MOTRA-Oat

MOTRA-Green



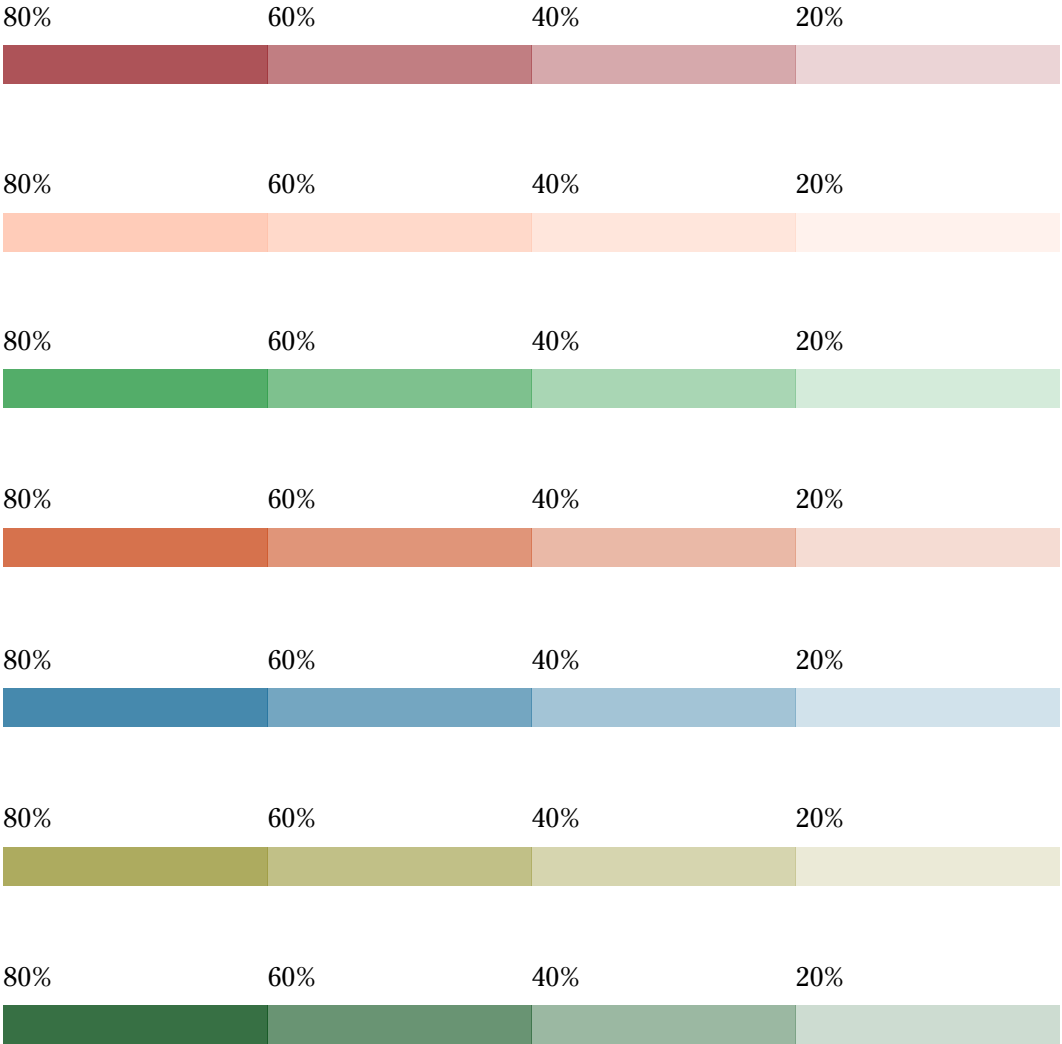
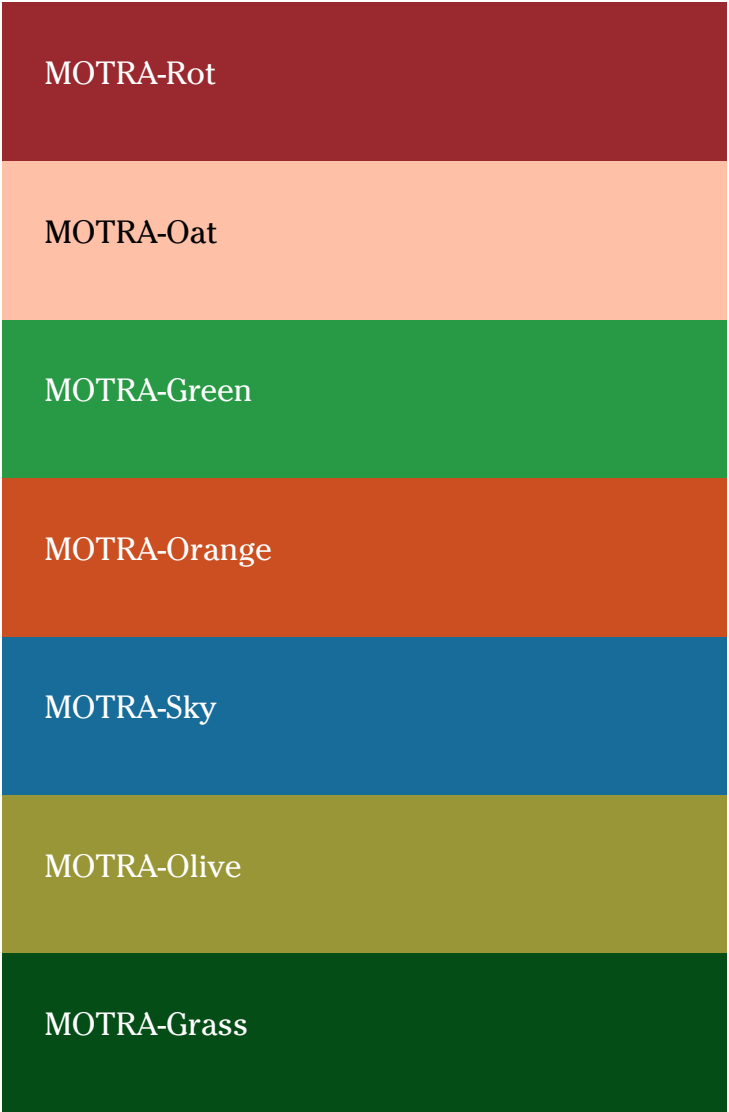
MOTRA-Orange

MOTRA-Sky

MOTRA-Olive

MOTRA-Grass

MOTRA-Rot	R 153 G 40 B 47	H 356 S 75 B 60	99282f
MOTRA-Oat	R 255 G 192 B 168	H 17 S 34 B 100	ffc0a8
MOTRA-Green	R 40 G 153 B 68	H 135 S 74 B 60	289944
MOTRA-Orange	R 204 G 79 B 33	H 16 S 84 B 80	cc4f21
MOTRA-Sky	R 24 G 108 B 153	H 201 S 84 B 60	186c99
MOTRA-Olive	R 153 G 150 B 55	H 58 S 64 B 60	999637
MOTRA-Grass	R 5 G 77 B 22	H 143 S 94 B 30	054d16



Colour proportions are essential to give the screen or page the right amount of visual interest, without being too distracting.

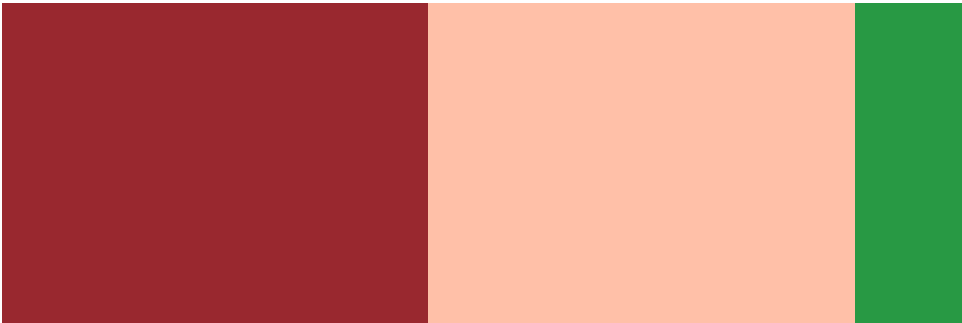
Hero only



Hero +
one Brand



Hero +
Two Brand



Version 1.0

MOTRA

Thank you.

If you are having trouble with anything in this guide, missing brand elements or you are unsure if your communication best represents the Brand, please contact the MOTRA Design Team.

