

Brand Book.



The anti-shoe.

3.0 Corporate design.

The MBT logo.



The anti-shoe.

The MBT logo consists of the following elements:

- The letters “MBT”.
- The Masai Sensor shape, including its outline.
- The “®” for “Registered Trademark”.
- The brand claim “The anti-shoe.”

The only exception to the brand claim rule is when the tagline appears as a headline. In this case, it is not necessary to repeat the tagline.

Each of these elements was developed specially for use in the MBT logo and must never be reworked or changed in any way other than indicated in chapter 3.0.

Logo clear-space.



The tagline must always be the same distance from the elliptical shape. The gap between the x-height of the tagline and the outline of the elliptical shape is exactly the height of the "t".

The minimum clear-space around the logo is x (the height of the tagline plus distance to the elliptical shape).

Logo in black & white.



The anti-shoe.



In some cases, the MBT logo cannot be printed in color. The black-and-white version of the MBT logo will be used on facsimiles, rubber stamps, etc.

In the negative version of the MBT logo, the outline changes to white.

Logo on colored backgrounds.



The anti-shoe.



The anti-shoe.

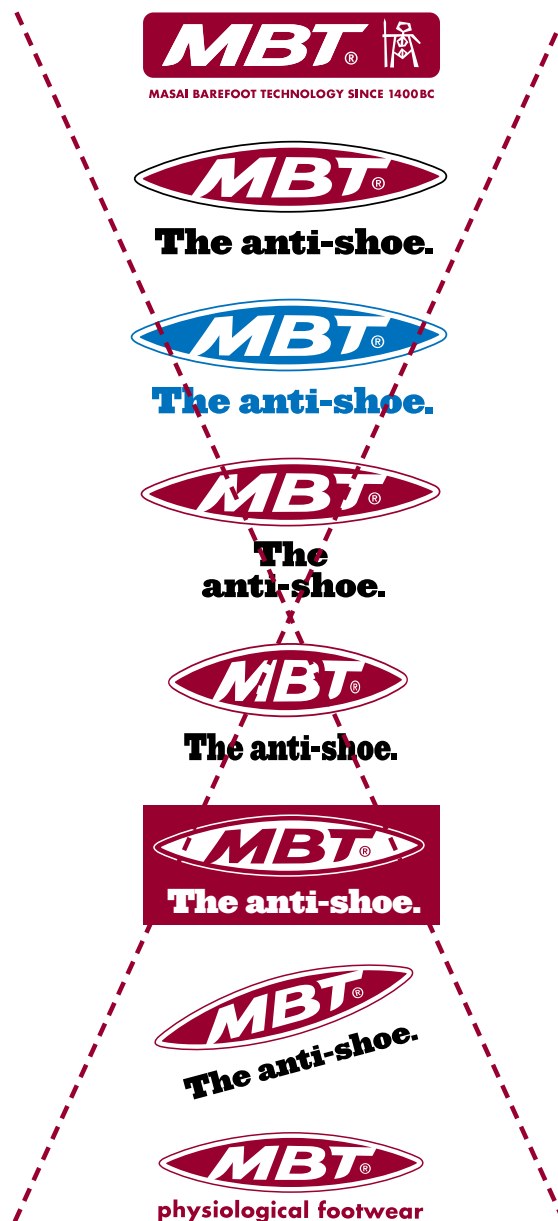


The anti-shoe.

Whenever possible, the logo and tagline should always be placed on a white background for communication purposes.

If it becomes necessary to place the logo on a non-white background, the regular (positive) logo can be used on a light-colored background. On a dark background, the negative logo (outline and tag reversed to white) should be used. Please note that the positive logo is always preferred over the negative logo.

Logo don'ts.



The MBT logo should always appear with its tagline, “The anti-shoe.” The only exception is when the tagline appears as a headline. In this case, it is not necessary to repeat the tagline.

Do not use the old logos anymore (Rectangular-shape logo, Masai warrior, or “Physiological footwear” tagline).

Do not modify the new logo and tagline in color, proportion, angle, size or content.


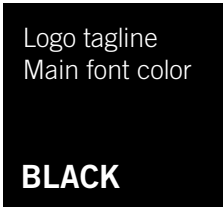

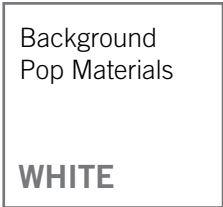
Logo variation.



There is one exception where our brand claim “The anti-shoe.” can be separated from the logo.

From time to time we are using “The anti-shoe.” as a headline to either increase branding or to establish the brand claim in a bold way. In these particular cases, it is not necessary to repeat “The anti-shoe.” under the MBT icon.

Colors.

	 <p>Logo RED</p>	 <p>Logo tagline Main font color BLACK</p>	 <p>Pop Materials Font color DARK GREY</p>	 <p>Background Pop Materials WHITE</p>
4-Color-Process	cyan 0 magenta 100 yellow 60 black 43	cyan 0 magenta 0 yellow 0 black 100	cyan 0 magenta 0 yellow 0 black 65	cyan 0 magenta 0 yellow 0 black 0
Pantone Coated	202 C	Black C	Cool Grey 9 C	–
Pantone Uncoated	201 U	Black U	Cool Grey 10 U	–
RGB	R 137 G 32 B 52	R 39 G 37 B 37	R 132 G 133 B 137	R 255 G 255 B 255
RAL	3004	9005	7037	9003
NCS	3560-R	0900-N	5500-N	0500-N
Foil 3M	100-723	100-12	100-038	100-10

Typography.

Ziggurat Black

**ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqrstuvw
xyz1234567890!?\$%&**

Trade Gothic Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!?
\$%&**

Trade Gothic Medium/Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!?
\$%&

Trade Gothic Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!?
\$%&

Our primary font is Ziggurat Black.

It visually underlines the bold and uncompromising brand personality and provides a strong impact for MBT.

In addition and as a secondary font, we use Trade Gothic bold, medium/regular and light for a variety of tools like PR media briefs, e-mail signature, contracts, name labels at trade shows, and as the daily business font.