

# MTS AI Brand Style Guide

Cyrillic



Roman



### Corporate logo

Used in official documents, sign boards, step and repeat banners, partner models under sponsorship and co-branding scenarios, as well as in interior design of the offices and in company devices.

The logo includes the brand symbol and MTS letters. The brand symbol is not used on its own.



**Red on white**

Red and white are the main colors of MTS brand. Try to use these colors consistently.



**White on red**

A white logo is best used on the red brand color.



Silver on white



White on black

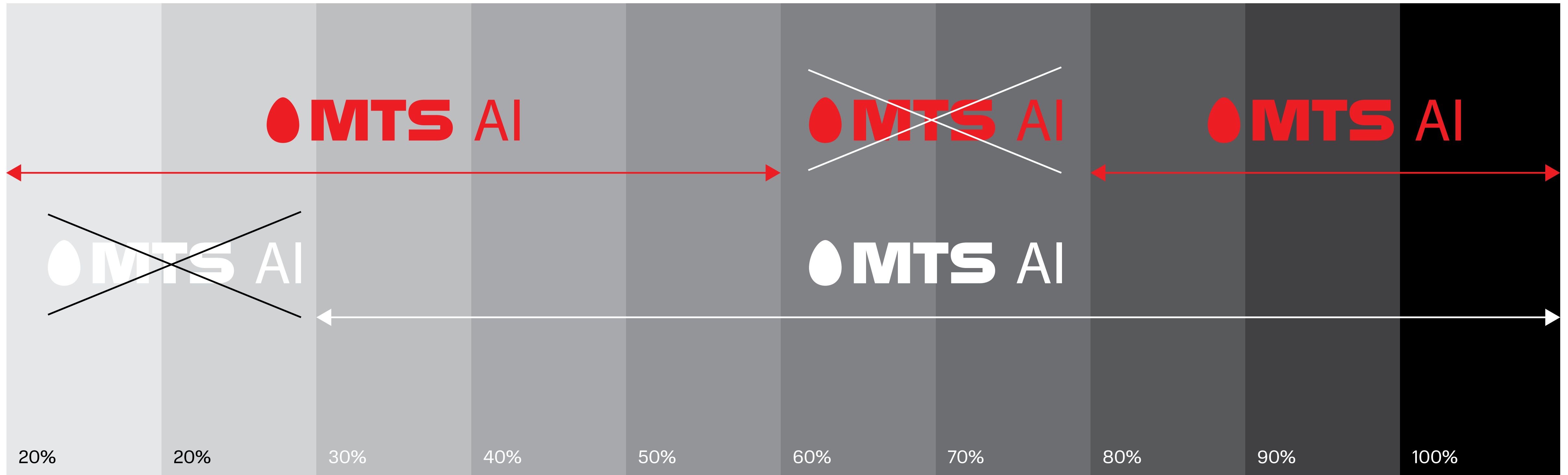


White on silver

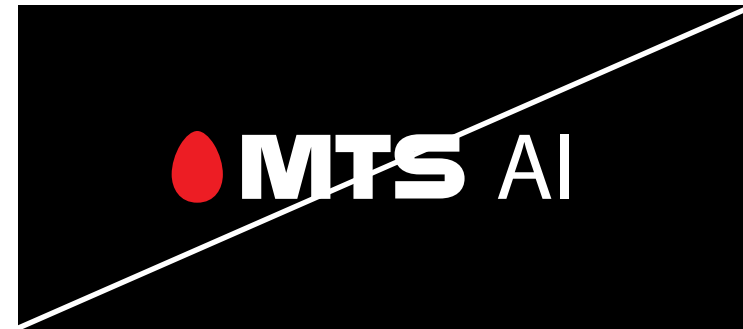


Red on black

Do not use the red logo with a background of similar shades.



Do not use the white logo with a light-colored background.



Do not change the colors of logo elements.



Do not tilt the logo.



Do not contort the logo or change its aspect ratio and arrangement of its elements.



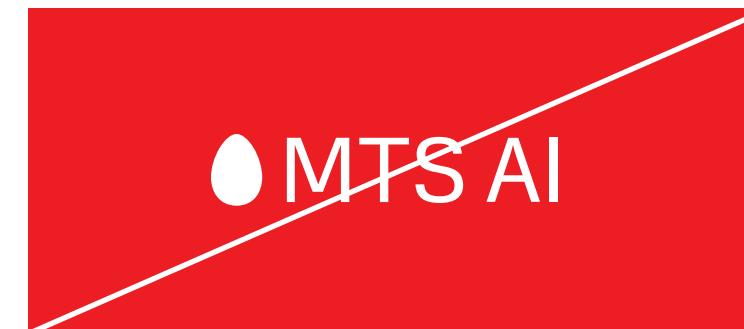
Do not transgress the logo's safe zone.



Do not use outlines to reproduce the logo; do not use volume, shadow, glow or reflection effects.



Do not change the logo symbol.



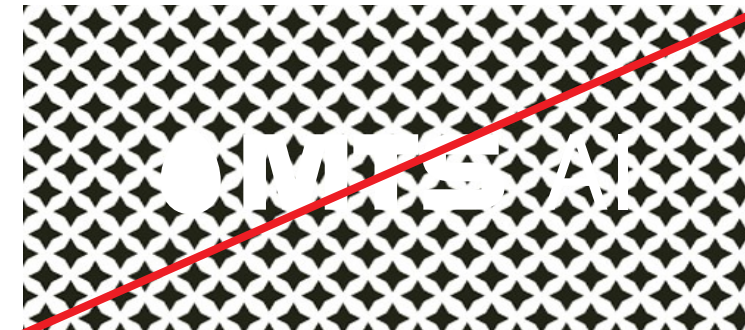
Do not change the logo font.



Do not place the logo on a rectangular plate.



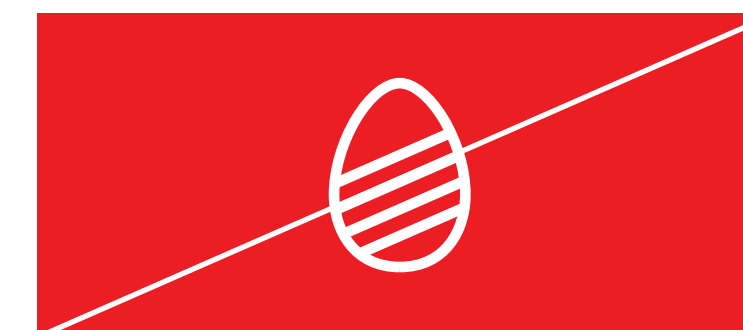
Do not add extra effects (shadows, flare) to the logo.



Do not use the logo over a combination background.



Do not use the logo symbol as a bullet sign, letter, etc.



Do not fill the logo symbol's profile with any graphic elements.

# MTS Sans

---

MTS is the leading telecommunications group in Russia and the CIS

---

**MTS is the leading telecommunications group in Russia and the CIS**

---

**MTS is the leading telecommunications group in Russia and the CIS**

---

**MTS is the leading telecommunications group in Russia and the CIS**

---

**MTS is the leading telecommunications group in Russia and the CIS**

Brand fonts are an important element of the brand style. They are used in business documents, advertising materials and other brand products.

MTS Sans family fonts are the main brand fonts used by MTS AI

Brand colors are used in the logo and in style elements. The table shows colors in different color spaces:

CMYK — for full-color printing (process color).

RGB and HEX — for displaying brand colors on the screen and for web design purposes.

Pantone — for printing with mixed colors (spot color).

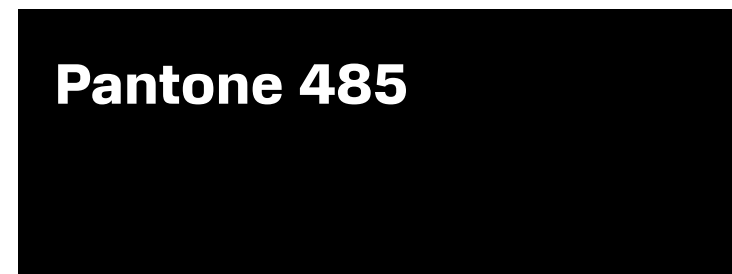
Oracal — self-adhesive films.



CMYK 0 100 100 0  
RGB 227 6 17  
HEX E30611  
ORACAL 032



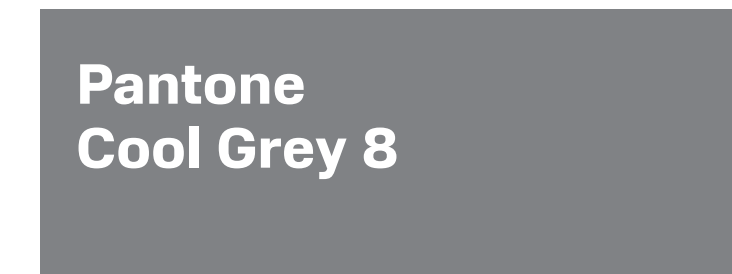
CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF  
ORACAL 010



CMYK 60 40 40 100227  
RGB 0 0 0  
HEX 000000  
ORACAL 070



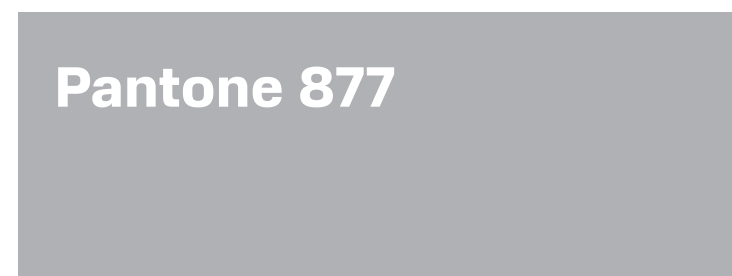
CMYK 0 0 0 80  
RGB 88 89 91  
HEX 58595B  
ORACAL 073



CMYK 0 0 0 60  
RGB 102 100 101  
HEX 666465  
ORACAL 071



CMYK 0 0 0 30  
RGB 173 175 175  
HEX ADAFAF  
ORACAL 074



CMYK 23 16 13 46  
RGB 138 141 143  
HEX 8A8D8F  
ORACAL 090