



# Brand Guidelines

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INNOVATION THAT CHANGES THE GAME

VERSION.1

YEAR 2023

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- 3** Brand Goal
- 4** Our Values
- 5** Logo
- 9** Colour
- 11** Typeface
- 13** Overview



## Brand Goal.

Establish a new and consistent brand image that resonates with the target audience. The brand should have well-defined elements to create a unique and memorable customer experience.





## Our Value Propositions

### **Innovative**

Emphasises the importance of creativity, experimentation, and risk-taking in developing cutting-edge digital solutions.

### **Visionary**

Focuses on developing digital solutions that can make a real impact on the world, through big-picture thinking, industry expertise, and a commitment to scalability and sustainability.

### **Progressive**

Committed to staying on the cutting edge of digital innovation, by embracing new technologies and methodologies and creating adaptable and flexible solutions.

# Final Lockup.

Nequos fura con nonsul ta re essu in hor adducor hum omnequconsu egit. Actusampmum ta scridem pubi emum. Tant in hilius. Ublicon taes mordit perenalego utum adcta clestrorunte fatro intra, nim foraci inestrebis cuEtusda conseratio et harum ellacep boresectem quas sapicipsam vellaborerum et exera aceruntio.

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# Logotype.

The logotype consists of a wordmark and is a major representation of DiHubMT. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms. To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in other fonts or alter, recolour or distort it in any way.



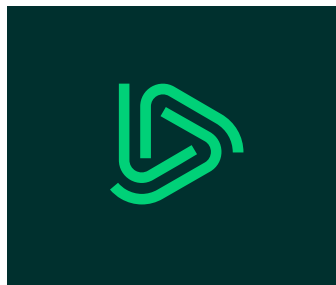
## Logo Mark.

The symbol can be used as a branding element where the logo feels too repetitive, such as in footers or in newsletters. Since the logo mark doesn't consist of the full logomark it should not be used as the only sending trademark in external communication.

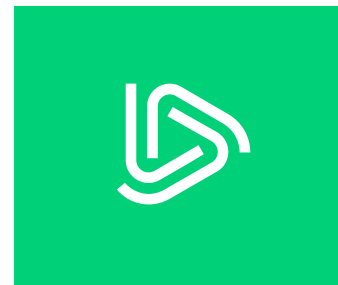


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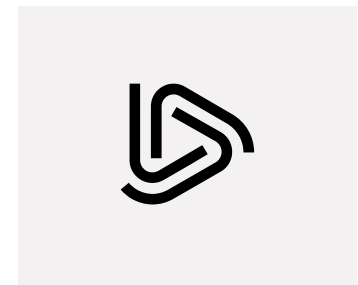
Dark Green.



Green.



Negative



Logo  
Clearspace.

The recommended clear space must never be reduced, but can be increased.





# Colour Palette.

Brand colors are a crucial aspect of maintaining brand consistency and recognition. The below are the approved colors for our brand. The accent colours can be used sparingly to add visual interest to our marketing materials.

## Main Colours



Cmyk : 090 / 060 / 060 / 060  
Rgb : 005 / 048 / 047  
Hex : 05302f

Cmyk : 075 / 000 / 100 / 000  
Rgb : 000 / 215 / 112  
Hex : 00d770

## Accent Colours



Cmyk : 080 / 060 / 000 / 000  
Rgb : 051 / 106 / 225  
Hex : 336ae1

Cmyk : 000 / 075 / 090 / 000  
Rgb : 233 / 102 / 041  
Hex : e96629

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**We are innovative**

**Startup**

# Our Motif.

The brand motif is a distinctive design element that can be used across various marketing materials to create brand recognition. It is simple, elegant, and easy to recognize. The brand motif should be used consistently in parts of the design, such as in the background or as a small accent, to reinforce brand identity without overwhelming the overall aesthetic. This approach allows the motif to be recognizable without detracting from the main message or design

Correct use:



Incorrect use:





## Typeface.

Typography is an essential element of our brand identity, and it is important to maintain consistency across all communications. Sora is a modern and elegant font that aligns with our brand values of innovation and creativity.

**Sora**

**Aa Bb Cc**

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# Hierarchy.

Headings should make use of the largest font size in the document. To emphasize on certain keywords, headings should make use of both regular style and bold. The below guide should be used to create hierarchy and guide readers through the content. Body text should be set in the regular Sora font at a minimum size of 8pt. This size ensures that the text is legible and easy to read for our audience.

Headline

100% - 40 pt

# Technology Innovation Starts Here

Subheadline

50% - 20 pt

Embrace digital transformation and unlock your potential.

Body

25% - 10 pt

We focus on developing digital solutions that can make a real impact on the world, through big-picture thinking, industry expertise, and a commitment to scalability and sustainability.

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# Brand Overview.

The overall visual presentation of our brand is just as important as the individual elements. Our brand should be visually consistent across all materials and mediums to ensure that we are easily recognizable to our audience. All marketing and branding materials should use our approved colors, typography, and logo to create a consistent visual identity. Our logo should be prominently displayed in all materials, and it should not be altered in any way.



# Technology Innovation Starts Here

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# Technology Innovation Starts Here

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**Camilleri Abela**  
Communications &  
Marketing Manager





## Empowering Innovators

Harnessing the power of innovation  
to drive success.

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# Technology Innovation Starts Here

Embrace digital transformation  
and unlock your potential.