



MT HOLDINGS

WE LISTEN - YOU GO STRONGER

LOGO

MT Holdings



April 2022

Idea



Human Element
Humanity



Sustainable Value
Continuity



Convergence and Growth

Idea:

Humanity, Legacy, the Convergence of Quintessence, and Sustainable Development are the core elements that shape the structure of the Symbol - Logo **MT Holdings**

Logo shape is formed by the interlacing of two hexagonal structures – a symbol of sustainability.

- The hexagon is inherited from the MT Paints logo, representing the six-carbon structure of the diamond molecule — the most durable bond.
- The inner hexagon represents convergence — the brain, the core, and the central command. The outer hexagon embodies the element of 'Humanity'; symbolizing the aspiration to grow and expand into multiple member companies
- The logo employs multi-tonal colors while adhering to the natural principles of color harmony, capable of generating millions of shades — symbolizing synergy and limitless growth.
- The logo cluster forms the image of a six-pointed star, symbolizing sustainable prosperity.
- Slogan "We listen, you go strong": Colleagues always listen and understand one another, fostering unity. We listen to our partners with a spirit of openness, aiming for collaboration.

Text Logo - The company name is created with the Gill Sans font — balanced, clear, and strong. This also reflects the company's spirit: transparent, decisive, straightforward, and resilient.

Color: MT Holdings operates almost like a Group, with diverse business sectors and multiple member companies. Inheriting its strength in the paint industry - with its rich world of colors - the logo employs multi-tonal shades while adhering to the natural principles of color harmony: Red + Yellow = Orange; Yellow + Cyan = Green; Cyan + Red = Violet, and so on, generating millions of colors. This symbolizes synergy and limitless growth.

Application: The logo features balanced shapes, well-defined typography, and decisive colors - meeting all criteria for various applications, especially in today's era of technological advancement.

Summary: From the design concept to the use of colors, **the MT Holdings logo** was created. It embodies aesthetics and diversity of shades, fully reflecting the company's values and operational philosophy

Guideline

Color Version of the Logo



Black & White Version of the Logo



Positive Monochrome Logo



Negative Color Version of the Logo



Negative Black & White Logo



Negative Monochrome Logo



Logo Usage



To ensure clear and sharp printing, a minimum logo size must be defined:

- Vertical Logo Version: **35mm**
- Horizontal Logo Version: **45mm**



The Black & White Logo should only be used for fax transmissions or delivery documents.

Positive Monochrome Logo



Single-Color Logo (Gold). Used for leadership, formal, and high-end events.

Color Standard



Blue	Cyal	Green	Yellow	Orange	Red	Black	Grey		Gold
Pantone: 2726 C	Pantone: 801C	Pantone: 802 C	Pantone: 7548 C	Pantone: 158 C	Pantone: Red 032 C	Pantone: Black C	Pantone: Cool Gray 9 C	CMYK Dùng in màu pha, màu quy định	Pantone: 755 U
CMYK: C75; M75 Y0; K0	CMYK: C100; M25 Y0; K0	CMYK: C75; M0 Y100; K0	CMYK: C0; M25 Y100; K0	CMYK: C0; M65 Y100; K0	CMYK: C0; M100 Y100; K0	CMYK: C0; M0 Y0; K100	CMYK: C0; M0 Y0; K70	CMYK Dùng cho In ấn tiêu chuẩn	CMYK: C0; M20 Y65; K15
GRB: G91 R87 B166	GRB: G0 R143 B213	GRB: G57 R181 B74	GRB: G255 R194 B14	GRB: G244 R121 B32	GRB: G237 R28 B36	GRB: G35 R31 B32	GRB: G109 R110 B113	RGB Dùng cho Web - Digital	GRB: G220 R179 B99