



Brand Guidelines



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Brand Introduction

Boiler Plate

One sentence:

MASV intelligent managed file transfer (IMFT) enables organizations to send, receive, and orchestrate the movement of files and datasets of any size via cloud or on-premises infrastructure.

Two-Sentence:

MASV intelligent managed file transfer (IMFT) makes it easy to securely send and receive large files and datasets across cloud and on-prem workflows. Whether you're a solo creator, a small team, or a large enterprise, you can automate massive file transfers and be up and running in minutes.

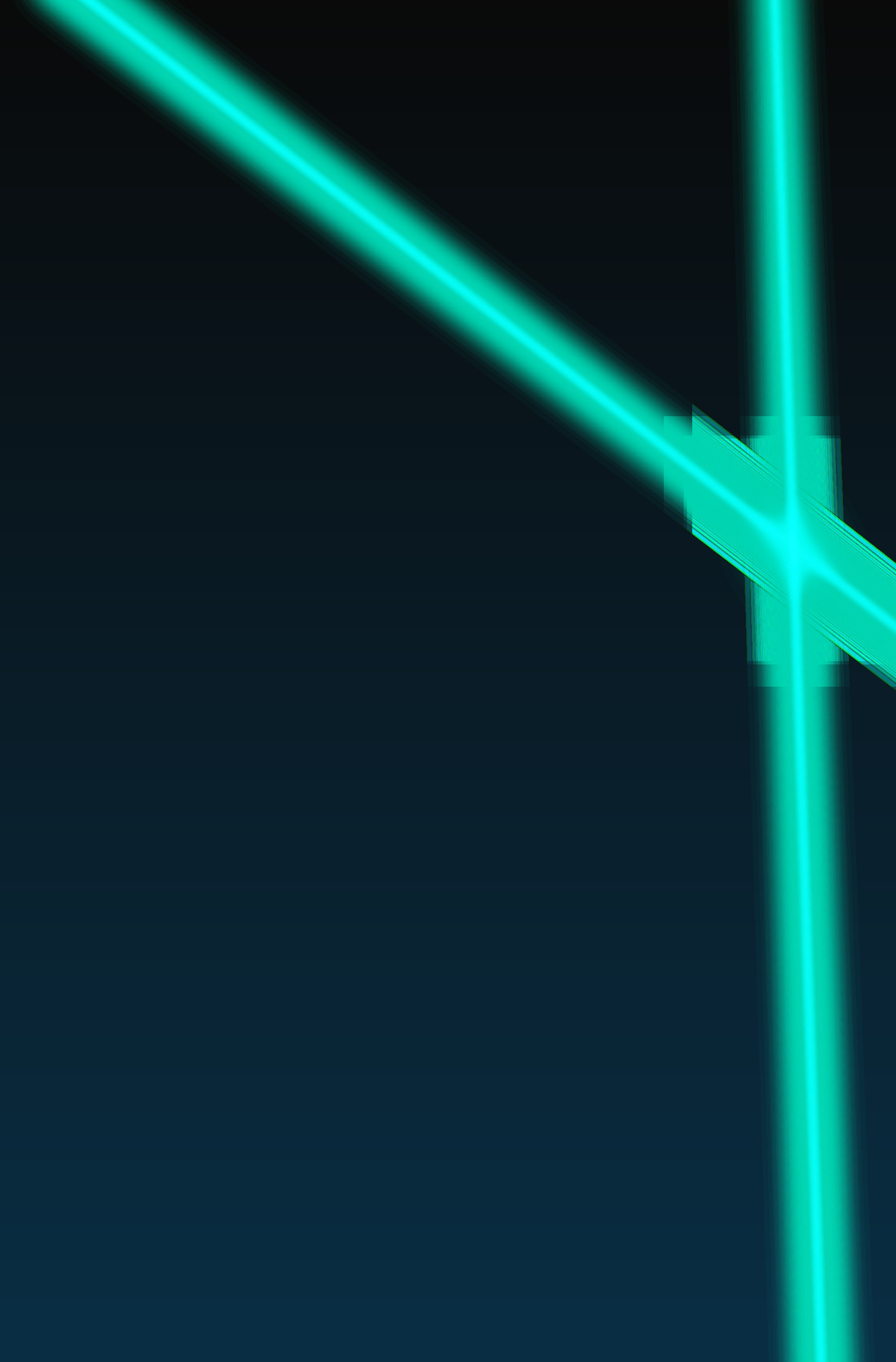
Multiple-Sentence Description:

MASV is a cloud-based intelligent managed file transfer (IMFT) designed to orchestrate global file movement in cloud, on-prem, and hybrid workflows. Teams of all sizes rely on MASV to deliver large files securely, automatically, and at blazing speeds with no restrictions, no size limits, and no compromise on reliability, no matter where they are. MASV's simple, browser-based interface and flexible pricing make it cost-effective for both sporadic and frequent use. The company was founded in Ottawa, Canada, in 2019. To learn more, visit masv.io.

**Mission: Accelerate
collaboration by making
massive files flow.**

**Vision: Make global file
operations invisible, secure,
and intelligent.**

Brand
Logo



Our Logo

The MASV logo draws inspiration from movement.

The design features minimalist, angular lines that symbolize the flow of energy, like a lightning surge across the sky or data flowing through fibre optic cables.

The letters 'A' and 'V' in 'MASV' are simplified to represent the upload and download components integral to the file transfer workflow.

A large, stylized version of the MASV logo is centered on a light gray rectangular background. The letters 'M' and 'A' are rendered in a bright cyan color, while 'S' and 'V' are in a medium blue. The 'M' and 'A' are composed of sharp, angular lines, giving them a dynamic, almost geometric appearance. The 'S' is a smooth, rounded letter, and the 'V' is also angular, matching the 'M' and 'A'. The overall effect is one of modernity and energy.

Logo Colors

The MASV logo consists of three color variations to provide flexibility in various usage scenarios.

Here are the guidelines for each color variation:

Gradient (Main):

The gradient logo is the primary version and can be used on both light and dark surfaces.

Black (Support):

The black logo variation is designed for high contrast on light surfaces or for black and white print material.

White (Support):

The white logo variation is reserved for use on darker surfaces when the gradient logo lacks enough contrast.



#03D6B3 #03C7D3 #03A1CE #1A87C4 #FFFFFF #000000



Logo Spacing

To ensure that our MASV logo stands out, it is important to provide it with sufficient space.

We have established specific parameters for the clear space around our MASV logo lock-up. This refers to the minimum distance that should be maintained between the logo lock-up and any other visual elements.

This clear space should be equal to the height of the logo itself, which corresponds to 100% of the logo's height in logo lock-up usage.



Partner Lockup

To ensure clarity and visual balance in co-branded applications, sufficient spacing should always be maintained around the MASV logo and between partner marks.

The light blue square represents the width and height of one letter within the MASV wordmark and serves as the foundational spacing unit.

Spacing Rules

- One spacing unit should remain between adjacent logos
- Minimum clear space surrounding the full lockup = 1 spacing unit
- Logos should be optically balanced to maintain equal visual prominence
- Horizontal and vertical lockups are both permitted

Whenever possible, use monochrome logo variants to maintain consistency across digital, social, presentation, and event applications.

Horizontal Lockup



Vertical Lockup



Over Imagery

Our imagery should communicate movement, scale, and intelligent workflows while ensuring the MASV wordmark remains clear, legible, and visually respected within every composition. Try using images that have an empty space so the logo is more legible. If image is too chaotic use one of our branding colors as an overlay to make our logo more legible.



Typography

Primary Typeface

Plus Jakarta Sans was developed as part of Jakarta's city branding initiative to support consistent communication across public, digital, and institutional platforms. Designed with legibility and adaptability in mind, the typeface serves diverse audiences and use cases, from large-scale information systems to digital interfaces. Built on humanist sans-serif principles, it conveys trustworthiness, warmth, and reliability qualities essential for a city's visual identity.

Plus Jakarta Sans

ExtraLight

Plus Jakarta Sans

Light

Plus Jakarta Sans

Regular

Plus Jakarta Sans

Medium

Plus Jakarta Sans

Semibold

Plus Jakarta Sans

Bold

Plus Jakarta Sans

Extrabold

Plus Jakarta Sans

Secondary Typeface

Built specifically for digital environments, Inter is optimized for screen readability across dashboards, workflows, and technical interfaces, making it particularly effective in dense data environments where clarity and legibility are paramount.

Inter

ExtraLight

Inter

Light

Inter

Regular

Inter

Medium

Inter

Semibold

Inter

Bold

Inter

Extrabold

Inter

Color Usage

Brand Colors

For our color palette, we carry forward legacy colors, add new colors and expand on the flexibility and technical tooling for integration our current and future workflow needs (dark mode, advertising, etc).

Each color now holds a range from light to dark for theming and contextual needs. We will evolve the rules of usage surrounding these colors to always meet WCAG (Web Content Accessibility Guidelines) needs for our customers.

Primary Color Neon Green RGB 3, 214, 179 HEX #03D6B3	Primary Color Electric Azure RGB 3, 199, 211 HEX #03C7D3	Primary Color Spark Sapphire RGB 3, 161, 206 HEX #03A1CE	Primary Color Bolt Blue RGB 26, 135, 196 HEX #1A87C4
#D9F9F4	#D9F7F8	#D9F1F8	#DDEDF6
#81EBD9	#81E3E99	#81D0E7	#8CC3E1
#03D6B4	#03C7D3	#03A1CE	#1A87C4
#026B5A	#02646A	#025167	#0D4462
#00201B	#001E20	#00181F	#04141D

Secondary Colors

The secondary color palette serves essential functions within the design guidelines, providing versatile options for text, backgrounds, and supporting UI elements. While the four main colors ranging from green to blue are reserved for emphasis and core branding applications, the secondary colors ensure consistent, accessible communication across all digital and institutional platforms without competing with the primary brand identity.

Secondary Color

White

RGB
255, 255, 255
HEX
#FFFFFF

Secondary Color

Grey

RGB
245, 245, 245
HEX
#F5F5F5

Secondary Color

Navy Blue

RGB
9, 47, 69
HEX
#092F45

Secondary Color

Jet Black

RGB
10, 10, 10
HEX
#0A0A0A

The Future is MASV.

sales@masv.io

<https://masv.io>