

MILLENNIUM
TRUST COMPANY®
STYLE GUIDE
FOR PRINT

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Introduction

The purpose of the Millennium Trust Company[®] style guide is to provide structure for the application of our visual brand identity across a wide range of printed communications materials. You will find appropriate use of our Visual Identity Basic Elements (VIBE)—logo, tagline, typography, color palette, graphic elements, imagery—as well as exhibits showing our brand in action.

We encourage you to support the consistency of our communications by applying these guidelines as needed.

Brand Story

A corporate brand represents the relationship between a company and its many audiences: partners, customers, prospects and employees. The brand represents our fundamental values and personality, which help to build trusted relationships that contribute to our long-term health and success.

The Millennium Trust Company® brand story takes shape as the result of everything we do—from the way we speak about our lines of business, to the way we treat our clients and employees, to our dealings with the world at large. As such, communicating through consistent visual and verbal messages is crucial to building a well-respected and trusted brand.

The role of the brand story is to help guide us in everything we do, and in all the communications we develop. It is not intended to be used as body copy, but as a guidepost and benchmark in creating on-brand marketing materials.

When it comes to custody, you don't just need it done, you need it done right by people who stand behind the details and care about meeting your needs.

Established in 2000, Millennium Trust is an expert provider of specialized custody solutions. We are committed to the evolving needs of advisors, financial institutions, businesses and individual investors. Millennium Trust empowers clients with trusted expertise, exceptional service and access to a wide range of custody solutions. Whether you are managing alternative assets, investment accounts or retirement funds, we are uniquely qualified to service your needs.

Millennium Trust is a custody specialist you can count on.

We do what it takes—and always more than what is expected.

Millennium Trust Company®

Above and Beyond CustodySM

VISUAL IDENTITY BASIC ELEMENTS (VIBE)

Visual Identity Basic Elements (VIBE): Overview

The following pages introduce the Visual Identity Basic Elements (VIBE) of our company. The elements include: logo, tagline, typography, color palette, graphic elements, and imagery. When these elements come together in our printed materials, the goal is to visually communicate the Millennium Trust brand story and to inspire and elevate perceptions of our brand.

Overview

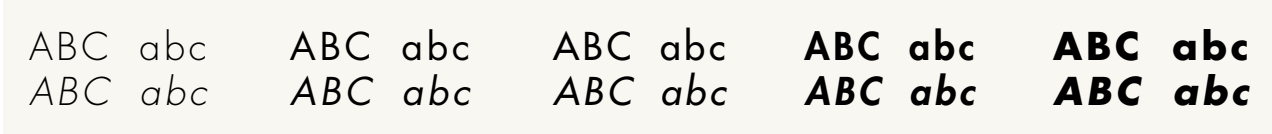
Logo



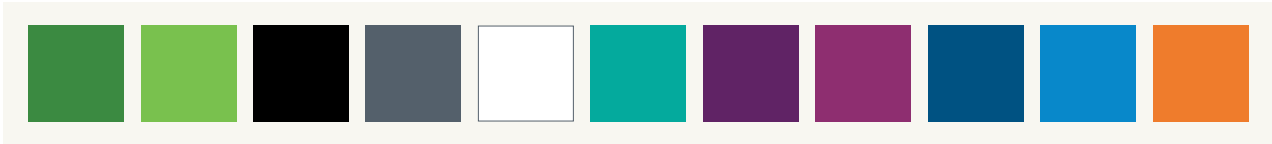
Tagline



Typography



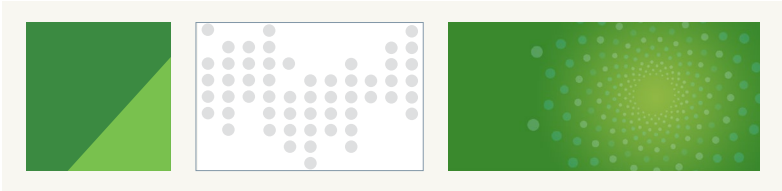
Color palette



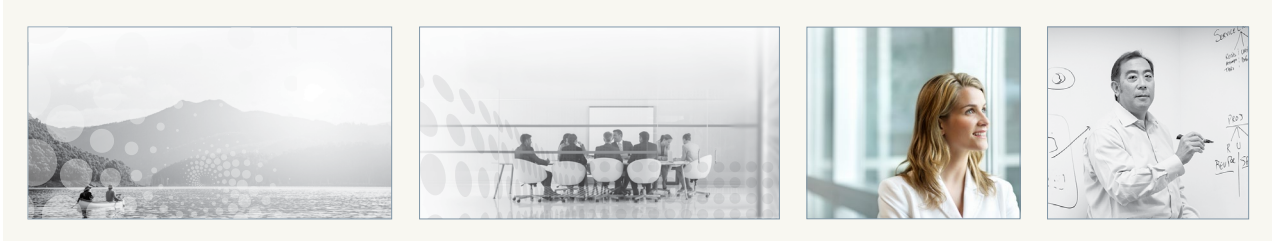
Icons



Graphic elements



Imagery



Logo

Our logo is the Millennium Trust Company® wordmark combined with the graphic symbol. The graphic symbol is a unique ligature between the letters M and T; it demonstrates the concept of working with a trusted ally, as the two characters merge to create one unified form. Proper use of the logo helps us achieve consistent brand recognition in all of our communications.

We have also created an alternate stacked configuration. Usage of this configuration should be limited to applications where there is less than adequate horizontal space. For example: co-branded materials or premium items.

Color

Whenever possible, use the full-color logo in all marketing materials, advertising and corporate communications. It should always appear on “evergreen” (permanent or costly) materials, such as stationery or signage. Color variations can be seen on the next page.

Always use approved electronic artwork.

Primary configuration:



Alternate configuration:



Color specifications:

MTC GREEN	MTC LIGHT GREEN
PMS 7740C	PMS 368C
CMYK 79/23/100/9	CMYK 57/0/93/0
RGB 57/137/44	RGB 120/194/78
HEX #39892c	HEX #78c24e

Logo: Clear Space and Color Variations

Clear space

Clear space is a spatial tolerance that provides adequate space above, below and to the sides of the Millennium Trust Company® logo. This improves legibility and prominence in the context of page design or layouts. The diagram at right demonstrates minimum clear space requirements.

Color variations

Although not preferred, the full-color logo can be placed on a dark-gray background for an event giveaway or premium item. Maintain the full-color graphic symbol and print the wordmark “Millennium Trust Company®” and rule in PMS 877C (silver) or 50% gray, when metallic is not an option.

A one-color tint is preferred for black-and-white applications. In the positive version, for use on a white background, 100% black and 50% gray are the specifications. In the reverse version, for use on a 100% black background, white and 50% gray are the specifications.

Always use approved electronic artwork.

Minimum clear space:



On a dark-gray background:



One-color:



One-color reverse:



Logo: Registered Trademark Usage

Our logo includes a registered trademark symbol; however, for some situations, we don't require its use. The table at right shows which applications require the trademark and which don't.

Proper use of the registered trademark symbol preserves the value of our logo and ensures our proprietary use is safeguarded.

Always use approved electronic artwork.



Logo with registered trademark symbol required:



- Print collateral
- Brochures
- Annual reports
- Advertising
- External presentations

Logo with registered trademark symbol not required:



- Apparel and promotional items
- Video/multimedia*
- Tradeshow applications (large-scale applications)
- Website*
- Stationery
- Signage (large-scale applications)
- Electronic communications*
- Internal banners and posters
- Internal PowerPoint presentations
- Internal-facing applications

*The following registered trademark language should appear in the footer of these applications:

The Millennium Trust Company logo is a registered trademark of Millennium Trust Company, LLC in the United States.

Tagline

A tagline is a succinct line that encapsulates the essence of a company's positioning. Our new tagline, "Above and Beyond CustodySM," was selected because it:

- Pledges a high level of service
- Conveys an expanding platform of offerings
- Directs focus to the business—custody
- Suggests you can expect more from Millennium Trust Company[®]

Our tagline should be used to "sign" all marketing communications.

Four-line stacked version

This is the preferred version of the tagline.

One-line horizontal version

For use wherever vertical space is limited.

Color

Whenever possible, use the two-color versions of the tagline. A one-color version may be used on saturated backgrounds, such as the back of the business card, to ensure readability.

Always use approved electronic artwork.
Do not alter the color, typeface, color, leading, tracking, kerning or orientation in any way.

The tagline should not be locked up with the logo. The exception to this rule is on our website.

Four-line stacked version:

ABOVE
AND
BEYOND
CUSTODYSM

One-line horizontal version:

ABOVE AND BEYOND CUSTODYSM

Tagline: Registered Servicemark Usage

Servicemark usage

Our tagline includes a servicemark symbol; however, for some situations, we don't require its use. The table at right shows which applications require the servicemark and which don't.

Proper use of the servicemark symbol preserves the value of our tagline and ensures our proprietary use is safeguarded.

Always use approved electronic artwork.

ABOVE AND BEYOND CUSTODYSM

Tagline with servicemark required:

ABOVE AND BEYOND CUSTODY™

- Print collateral
 - Brochures
 - Annual reports
 - Advertising
 - External presentations
-

Tagline with servicemark not required:

ABOVE AND BEYOND CUSTODY

- Apparel and promotional items
 - Video/multimedia*
 - Tradeshow applications (large-scale applications)
 - Website*
 - Stationery
 - Signage (large-scale applications)
 - Electronic communications*
 - Internal banners and posters
 - Internal PowerPoint presentations
 - Internal-facing applications
-

*The following SM language should appear in the footer of these applications:

Above and Beyond Custody is a registered servicemark of Millennium Trust Company*, LLC in the United States.

Typography

Primary

Adobe Futura Standard (Futura STD) is our corporate typeface. It is modern, approachable and highly legible, and performs well in many different applications. The consistent use of this primary typeface will ensure a strong visual link between all forms of communication and provide a distinctive look to the Millennium Trust brand.

Do not use condensed versions of this typeface.

Alternate: Microsoft Office

Times New Roman is the typeface we use for the body of our letters—it complements the clean simplicity of the other elements of the letterhead: the MTC logo, tagline and address. It has been set as the “MTC Body Style” in the Word template.

Alternate: Act-On, Drupal

Century Gothic should be used as an alternate typeface for applications where Adobe Futura Standard is not available, such as in Act-On or Drupal.

Our Act-On email and newsletter templates are all designed with Century Gothic as the typeface for updateable text. Other elements on the page, such as our tagline and the type in the banners, are images that use Futura STD.

Futura STD Light:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Book:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Medium:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Heavy:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Bold:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Light Oblique:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Book Oblique:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Medium Oblique:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Heavy Oblique:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Futura STD Bold Oblique:

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz 1234567890

Primary Color Palette

Our color palette is championed by two colors: MTC Green and MTC Light Green. Prominent and consistent use will allow these colors to become recognizable brand elements.

The two greens, along with black, comprise our logo colors. Black and MTC Gray are the two primary colors for setting copy. White can be applied to type or graphic elements when they overlay dark or saturated backgrounds.

“White” also refers to white space. Central to our brand are clean, simple, branded communications. A strong use of white space reinforces this simplicity.

See the [Putting It All Together: Exhibits section](#) of this guide for best-practice examples.

Primary colors:

MTC GREEN

PMS 7740C
CMYK 79/23/100/9
RGB 57/137/44
HEX #39892c

MTC LIGHT GREEN

PMS 368C
CMYK 57/0/93/0
RGB 120/194/78
HEX #78c24e

BLACK

MTC GRAY

PMS 445C
CMYK 70/55/45/20
RGB 97/98/107
HEX #61626b

WHITE

Complete Color Palette

Corporate

MTC Green and MTC Light Green are the primary colors in our logo and should be used on all materials relating to corporate-level collateral. MTC Teal, and all other swatches with the top right corners clipped, should be used most frequently.

<p>PMS 322C CMYK 89/37/56/16 RGB 0/112/109 HEX #00706d</p>	<p>PMS 7736C CMYK 70/47/88/44 RGB 61/78/44 HEX #3d4e2c</p>
<p>MTC TEAL PMS 326C CMYK 78/9/46/0 RGB 2/169/157 HEX #02a99d</p>	<p>MTC GREEN PMS 7740C CMYK 79/23/100/9 RGB 57/137/44 HEX #39892c</p>
<p>PMS 5513C CMYK 30/0/19/0 RGB 177/222/211 HEX #b1ded3</p>	<p>MTC LIGHT GREEN PMS 368C CMYK 57/0/93/0 RGB 120/194/78 HEX #78c24e</p>
<p>PMS 9080C CMYK 3/2/6/0 RGB 244/242/235 HEX #f4f2eb</p>	<p>PMS 579C CMYK 20/0/35/0 RGB 206/229/183 HEX #cee5b7</p>

Lines of business

MTC Purple and MTC Light Purple are the signature colors that should be used on all materials relating to **Retirement Services.**

<p>PMS 2627C CMYK 80/100/30/35 RGB 61/25/64 HEX #3d1940</p>
<p>MTC PURPLE PMS 260C CMYK 71/100/28/17 RGB 96/30/101 HEX #601e65</p>
<p>MTC LIGHT PURPLE PMS 234C CMYK 48/96/27/7 RGB 140/44/111 HEX #8c2c6f</p>
<p>PMS 693C CMYK 25/50/20/0 RGB 191/140/163 HEX #bf8ca3</p>

MTC Blue and MTC Light Blue are the signature colors that should be used on all materials relating to **Custody Services.**

<p>PMS 534C CMYK 88/71/42/30 RGB 44/66/92 HEX #2c425c</p>
<p>MTC BLUE PMS 7462C CMYK 99/71/26/9 RGB 2/82/130 HEX #025282</p>
<p>MTC LIGHT BLUE PMS 7461C CMYK 81/36/0/0 RGB 5/136/203 HEX #0588cb</p>
<p>PMS 543C CMYK 35/11/0/0 RGB 160/201/236 HEX #a0c9ec</p>

Secondary

The secondary palette provides hues of gray for use as support colors to the corporate and lines-of-business palettes.

<p>MTC GRAY PMS 445C CMYK 70/55/45/20 RGB 97/98/107 HEX #61626b</p>
<p>PMS 7544C CMYK 64/47/38/8 RGB 102/118/132 HEX #667684</p>
<p>PMS 2162C CMYK 53/34/27/0 RGB 129/149/165 HEX #8195a5</p>
<p>PMS 7541C CMYK 13/7/8/0 RGB 207/224/232 HEX #cfe0e8</p>

Tertiary

The tertiary palette provides accent options for icons and information graphics such as charts, tables, graphs and diagrams. These colors should be used sparingly.

<p>MTC ORANGE PMS 7597C CMYK 12/80/100/0 RGB 211/76/42 HEX #d34c2a</p>	<p>PMS 188C CMYK 35/85/100/50 RGB 93/37/4 HEX #5d2504</p>
<p>PMS 158C CMYK 2/63/94/0 RGB 239/124/45 HEX #ef7c2d</p>	<p>PMS 7567C CMYK 32/70/100/20 RGB 139/79/33 HEX #8b4f21</p>
<p>PMS 2012C CMYK 0/39/91/0 RGB 255/168/46 HEX #ffa82e</p>	<p>PMS 167C CMYK 20/68/100/5 RGB 195/105/47 HEX #c3692f</p>
<p>PMS 2015C CMYK 0/15/30/0 RGB 248/208/176 HEX #f8d0b0</p>	<p>PMS 7508C CMYK 10/30/65/0 RGB 226/175/114 HEX #e2af72</p>

Graphic Elements: Icons

The use of simple icons throughout our marketing materials is intended to bring our story to life as well as to clarify and humanize our wide range of offerings.

Color

Color-code icons for corporate-level use, or for use in the Retirement Services or Custody Services business lines.

- Use a maximum of three colors per icon
- Icons should be white or a percentage of white when they appear on dark or saturated backgrounds

Style

Some tips for creating a consistent family of icons:

- Use simple, graphic shapes instead of complex, detailed forms
- Use the fewest number of elements and colors necessary
- Use a 2-point rule weight (when placed at 100%) for all icons, and select “round rule” ends

The MTC icons are final artwork and should not be altered in any way.

See the Putting It All Together: Exhibits section of this guide for best-practice examples.

Sample icons from the “About Millennium Trust” fact sheet callout

	Corporate	Retirement Services	Custody Services
Nationwide client base			
Regulation			
Privately owned			

Graphic Elements: Supergraphic

To further reinforce our identity, we have cropped a portion of the Millennium Trust Company® logo to create a “supergraphic.” The strong diagonal symbolizes the partnership and support Millennium Trust offers its customers and prospects.

The supergraphic can work in conjunction with imagery and typography to give a more customized and proprietary look-and-feel to the overall system.

Color

Color-code the supergraphic for corporate-level use, or for use in the Retirement Services or Custody Services business lines. Always use two consecutive colors, such as MTC Green and MTC Light Green.

See the [Putting It All Together: Exhibits section of this guide](#) for best-practice examples.

The MTC supergraphic



The supergraphic in use:



Custody Services large retractable tradeshow banner



Inside front cover and first page of the Corporate Brochure

Graphic Elements: Infographics

Information graphics (“infographics”) are used to aggregate, simplify and present information. We use statistical callouts, charts, tables, graphs and diagrams to convey the value of what the Millennium Trust Company® delivers in a consistent and compelling way. Examples of different styles in use are shown here.

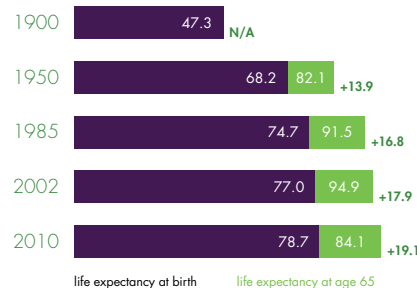
See the [Putting It All Together: Exhibits](#) section of this guide for best-practice examples.

Infographics in use:

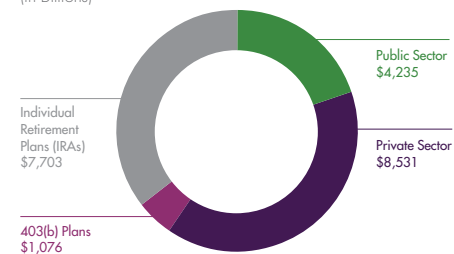


LESS THAN 4 OUT OF 10 part-time workers have opportunities to save at work

LIFE EXPECTANCY AT BIRTH AND AGE 65 (IN YEARS)⁴



RETIREMENT ASSETS (in Billions)



Source: Spectrem Group

Graphic Elements: Dot Patterns

We have created a set of dot patterns that convey a sense of movement, growth and dimensionality. The dot patterns can be used alone as background texture or can work in conjunction with color blocks or imagery.

Dot patterns as background texture

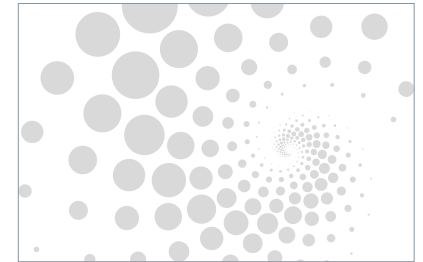
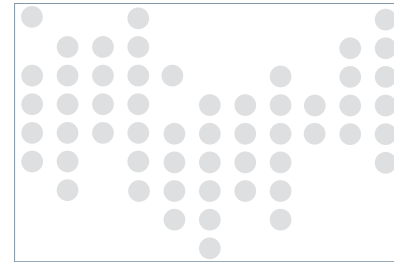
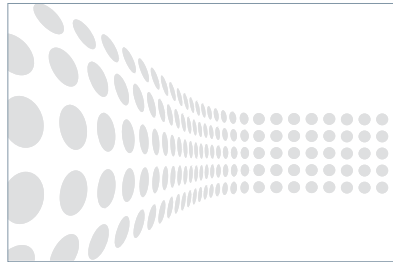
Use the dot patterns as background texture to activate white space. These neutral backgrounds can be used across the business offerings.

Dot patterns on color gradations

The dot patterns combine with color gradations to create vibrant, textured backgrounds, color-coded to the business offerings. These pieces of art can be cropped and enlarged in any number of ways, and can serve as dynamic backgrounds for strong typographic messages.

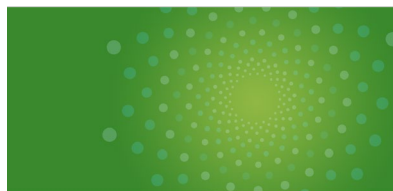
See the [Putting It All Together: Exhibits](#) section of this guide for best-practice examples.

Dot patterns as background texture:

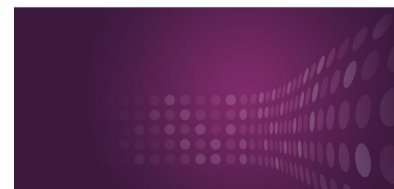
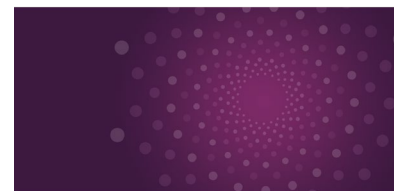
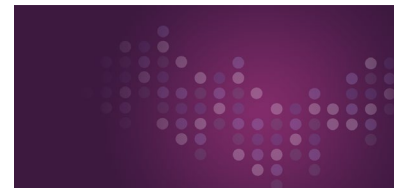


Dot patterns on color gradations:

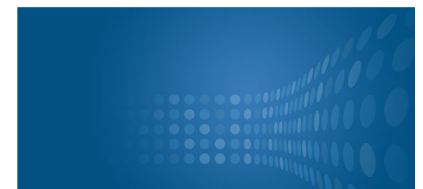
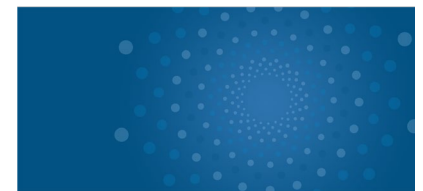
Corporate
(green palette)



Retirement Services
(purple palette)



Custody Services
(blue palette)



Graphic Elements: Dot Patterns on Imagery

Dot patterns on imagery

Dot patterns integrate with light, bright, optimistic black-and-white images in compelling ways. For example, the spiral pattern radiates from the spire of the building, while the dot pattern behind the two employees implies communication.

The style of the photos is light and open; the dot patterns have a varnish, or watermark, quality and become an extension of the image.

See the [Putting It All Together: Exhibits section of this guide](#) for best-practice examples.

Dot patterns on imagery:

Aspirational images related to the concept of “above and beyond”



Environmental portraiture related to the concept of working with a trusted ally



Imagery: Corporate Images

Imagery plays a very important role in our visual identity—it brings our offerings to life by conveying a sense of aspiration and inspiration through photographic style and content.

Corporate images

These images are aspirational and convey the concept of “above and beyond”; they can be used at the corporate level or line-of-business level. Select these images for high-level communications, such as brochure covers, advertising or website home pages. They are black and white, simple, clean, clear, light, bright and optimistic. They can be used with or without a dot pattern (see Graphic Elements: Dot Patterns on Imagery).

See the [Putting It All Together: Exhibits section of this guide](#) for best-practice examples.

Note: As a starting point, Millennium Trust has purchased a selection of royalty-free stock photos for this category of images.

Corporate images:

Aspirational images related to the concept of “above and beyond”



Environmental portraiture related to the concept of working with a trusted ally



Imagery: Supplemental Images

Supplemental imagery can be used to communicate one of our core messages: “You need more than a custodian—you need an ally. Someone who sees the long view clearly, but is equally adept in the trenches, working with you and for you to get every detail right.”

Employee reportage

These black-and-white documentary-style photos capture employees in candid moments, working together within their business environments. They convey an overall sense of optimism and confidence. Employee reportage in color should be reserved for branded environments, such as tradeshows, where they will better stand out in a crowded visual landscape.

Employee portraiture

Candid, confident and simple—these are real portraits of real employees. Photographed in color, on a clean, light, neutral background, the subject’s focus on the camera creates an immediate connection with the viewer.

See the [Putting It All Together: Exhibits](#) section of this guide for best-practice examples.

Note: As a starting point, Millennium Trust has photographed employees for these categories. Royalty-free stock images can be used to supplement this collection.

Supplemental images:

Employee reportage



Employee portraiture





PUTTING IT ALL
TOGETHER

Exhibits: Stationery

Business card



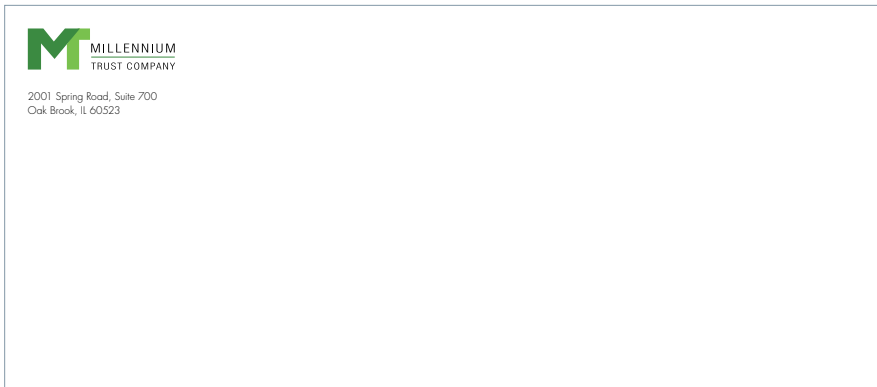
Letterhead and second sheet



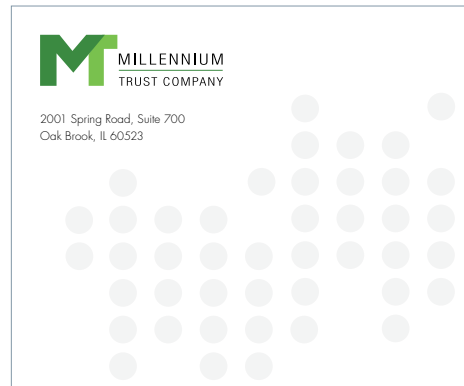
- Four-color version of the logo without ®
- Four-line tagline in one color over saturated background
- One-line tagline in restricted-space area
- Tagline appears without SM
- Corporate-level color palette
- Dot pattern on color gradation
- White space

Exhibits: Stationery

#10 Envelope

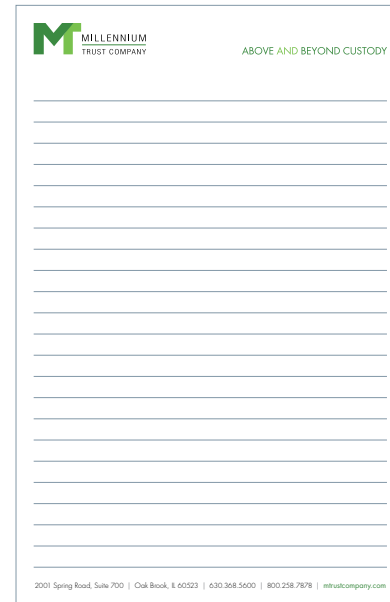


Label



- Four-color version of the logo without ®
- Dot pattern as background
- One-line tagline in restricted-space area
- Tagline appears without SM
- White space

Notepads

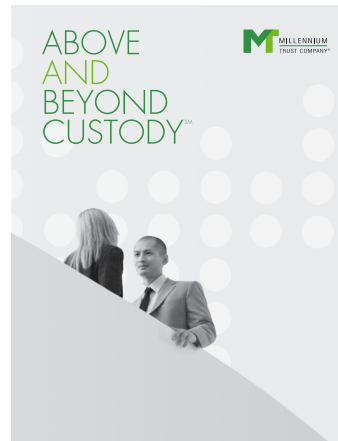


Exhibits: Folder and Brochure

Corporate-level folder



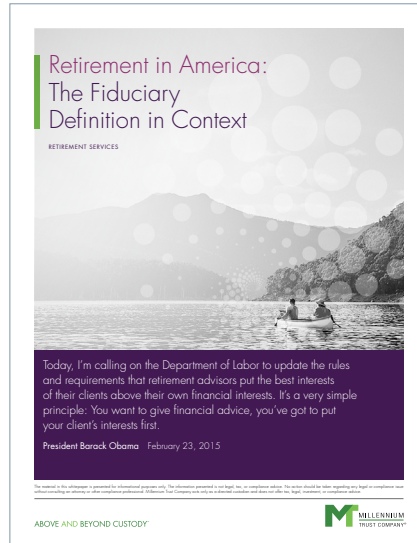
Corporate-level brochure cover and sample spreads



- Four-color version of the logo
- Corporate-level color palette
- Dot pattern as background
- Dot pattern on environmental portraiture image
- Four-line tagline
- Supergraphic
- Icons
- White space

Exhibits: White Paper

Retirement Services white paper cover and sample spreads



- Four-color version of the logo
- One-line tagline in restricted-space area
- Retirement Services color palette
- Black-and-white aspirational image
- Dot pattern on color gradation
- White type on saturated background
- Color-coded icons
- Statistical callouts, charts and graphs
- Black-and-white reportage supplemental image
- White space



Exhibits: Branded Environment

Tradeshow kit-of-parts



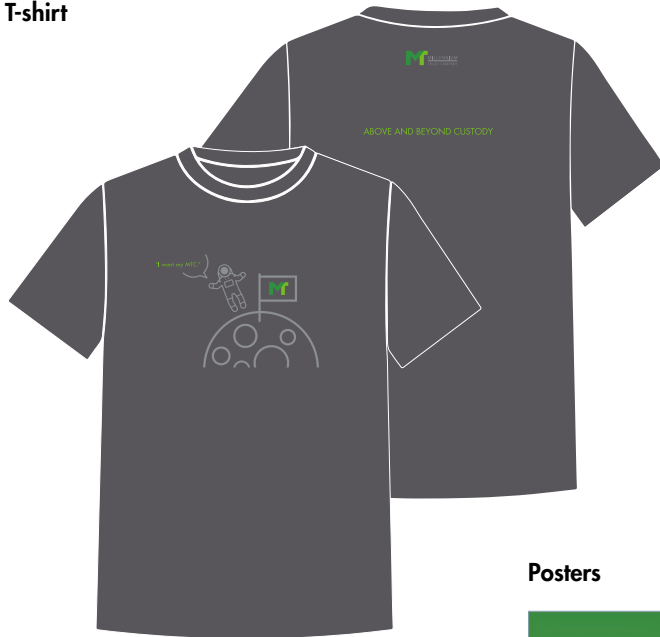
- Four-color version of the logo without ®
- Supergraphic as background art
- Four-line tagline in one color over saturated background
- Tagline appears without SM
- Corporate-level and line-of-business color palettes
- Color reportage supplemental imagery



(GettyImages-558270417)

Exhibits: Event Giveaways and Premium Items

T-shirt



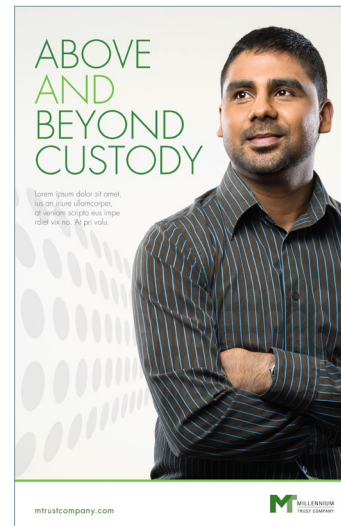
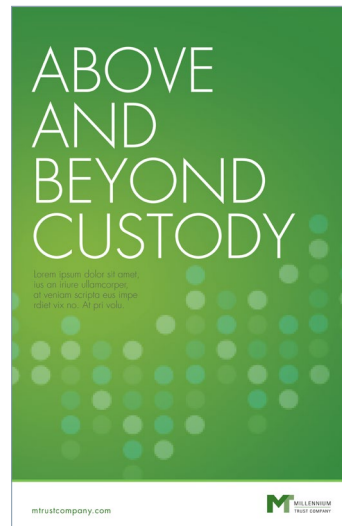
Event invitation



Backpack



Posters



Dart rocket

