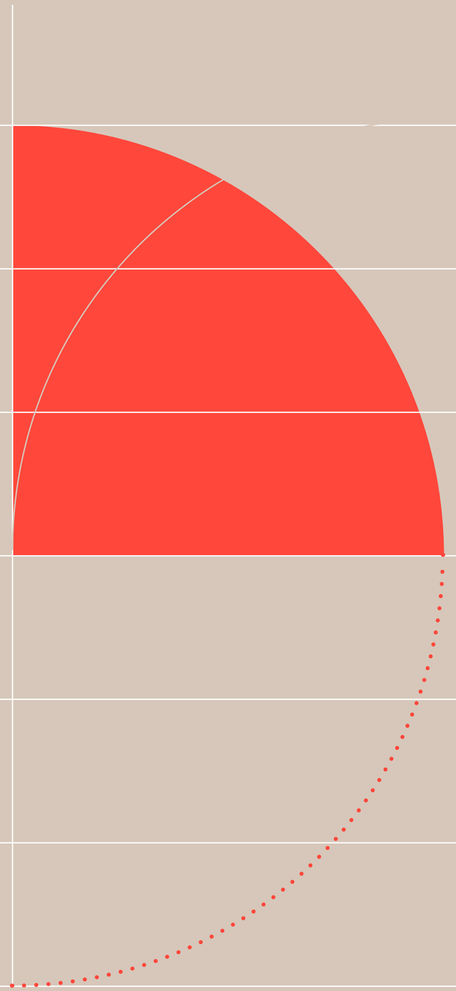
Mineral Technologies

A Downer Company

October 1 / 2024

Brand Guidelines

00 Contents



01 Mission

02 Logo

03 Colours

04 Fonts

05 Graphics

06 Visuals

07 Examples

Mineral Technologies

Minerals matter now more than ever before – and how we get them matters most.

With over 80 years experience in fine minerals recovery and technology development, our mission is to maximise complex fine minerals recovery for every client, because every mineral matters.

Mineral Technologies

Your minerals matter.

We place every client with their mineral at the centre of every project. With expertise in equipment, engineering and process design, “Your mineral matters” drives every decision. It’s only through an incredible collective effort that success is possible – understanding we all have a responsibility to recover the highest possible amount of our clients’ deposits, no matter how complex.

Brand Logo

The MT logo should be implemented in all communication in place of the current logo. It uses a smaller version of the “Ball”, with brighter colors and a new wordmark that focuses more on the company name.

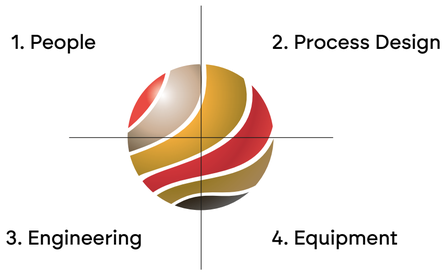


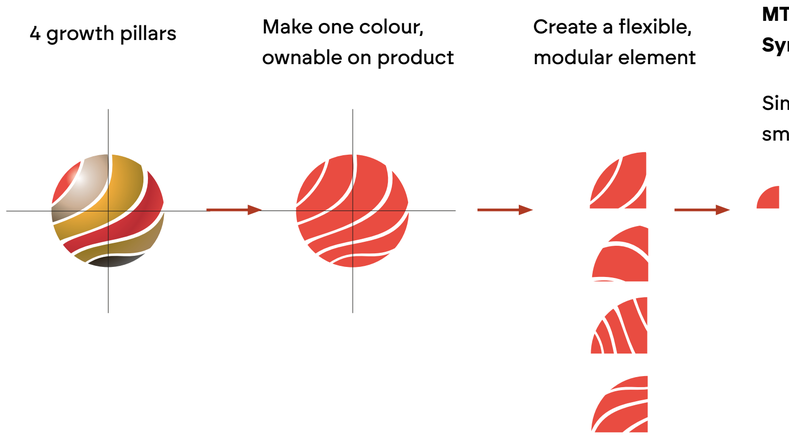


Product Logo

Specific to MT's product portfolio and service offering, this logo integrates the MT Process Symbol and unifies all products and has direct link to all new communication.

MT Growth Pillars





mt

mt mmu

mt flex

mt kelsey

mt carrara

mt readings

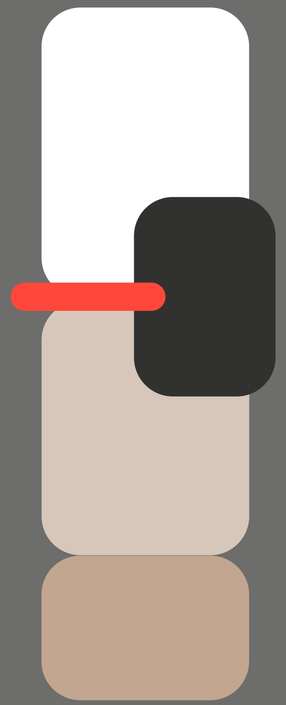
mt spirals

mt lyons

03 Primary Colours

To be integrated into all communication.

Find Balance:
Below is a rough direction which % the colours should be used in layouts in relation to eachother. Use should be direction-giving, not an absolute.



Black Sand

HEX	262626
RGB	38 38 38
CMYK	00 00 00 94
PANTONE	426 C
RAL	?

75%
50%
25%

Red Ore

HEX	ff473b
RGB	255 71 59
CMYK	00 85 78 00
PANTONE	2347 C
RAL	?

75%
50%
25%

Dust

HEX	c2a68f
RGB	194 166 143
CMYK	23 33 41 09
PANTONE	?
RAL	?

75%
50%
25%

Sand

HEX	d6c7ba
RGB	214 199 186
CMYK	19 22 27 00
PANTONE	?
RAL	?

75%
50%
25%

White

HEX	ffffff
RGB	255 255 255
CMYK	0 0 0 0
PANTONE	?
RAL	?

Color Profiles:
Screen: sRGB IEC61966– 2.1
Print: Coated FOGRA39

03 Secondary Colours

To be used as additional acccent colours, especially when categorising different topics or as accent colours in infographics.
These could also be used to highlight different chapters in a presentation, or topics on a website.

The 4 Portrait Background Colours



HEX f2e5d2



HEX acd3e2



HEX 9fd4b9



HEX ebb6a4

Color Profiles:
Screen: sRGB IEC61966– 2.1
Print: Coated FOGRA39

Ocean

HEX	75bed5
RGB	117 190 213
CMYK	?
PANTONE	?
RAL	?

75%
50%
25%

Coast

HEX	46c1a5
RGB	70 193 165
CMYK	?
PANTONE	?
RAL	?

75%
50%
25%

Coral

HEX	ebb6a4
RGB	235 182 164
CMYK	? ? ? ?
PANTONE	?
RAL	?

75%
50%
25%

Gold

HEX	a8702e
RGB	168 112 46
CMYK	?
PANTONE	?
RAL	?

75%
50%
25%

Sun

HEX	f9b618
RGB	249 182 24
CMYK	?
PANTONE	?
RAL	?

Red Earth

HEX	973727
RGB	152 56 40
CMYK	? ? ? ?
PANTONE	?
RAL	?

75%
50%
25%

Font: Brockmann

Body copy / Sub-headings / Sublines / Descriptions

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?#<>()[]{}+=@$€%^&*

Brockmann

Regular

Quotations / Text emphasis

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890 !?#<>()[]{}+=@$€%^&**

Brockmann

Medium Italic

Headlines / Sub-headings / Text emphasis

Mm

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?#<>()[]{}+=@$€%^&*

Brockmann

Bold

Brockmann - Bold 42 pt.

Brockmann - Regular 15 pt.

Brockmann - Regular 10 pt.

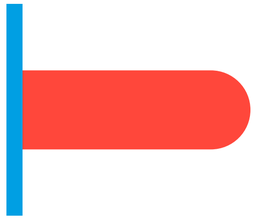
Finding the Finest.

Maximising complex fine minerals recovery for over 80 years, because your minerals matter.

Mineral Technologies was tasked with developing a flexible Iron Ore beneficiation circuit for the expansion of African Minerals' Tonkolili operations in Sierra Leone. The project aimed to implement a long-term (12-month) pilot testing regime to investigate various flowsheet configurations. The scope included providing all necessary equipment and services for plant design, equipment supply, fabrication, fit-out, delivery to site, construction, and commissioning assistance.

Font: In use

High Visibility Headline



Red rectangle with rounded end is used with white text whenever the short edge is placed on the edge of the media, or along a bordering space in the layout (i.e. photo).

Often used to make a headline stand out amidst other competing graphics

Info Label



Red rectangle with descriptor in white or black is used whenever the long edge is placed on the edge of the media, or along a bordering space in the layout (i.e. photo).

Often used to label commodities or a section marker

** Photos are rounded on one corner wherever possible o mimic the MT Process Symbol.

MT Plant Development



Iron Ore

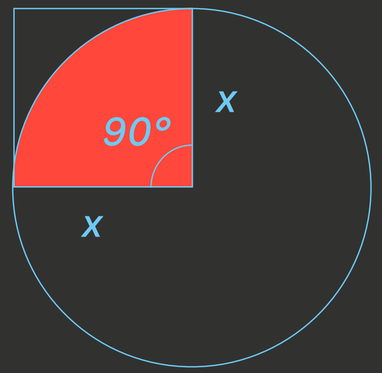


Task

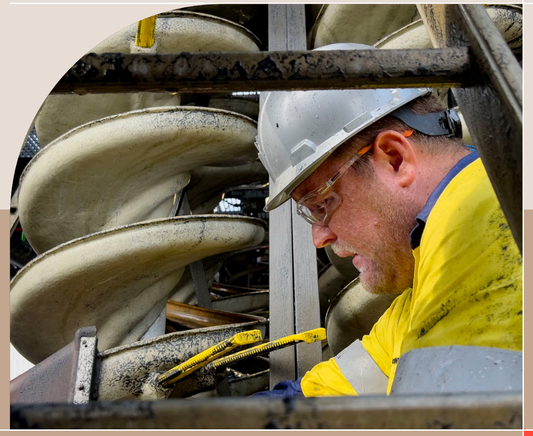
Process Symbol

The MT Process symbol can be used as a filled object or as outlined dotted curve to fill negative space, display photos with rounded corners, create a technical, structured appearance or appear from the side to direct attention to text.

The white grid, placed on the sand background, displays the structure and technical heart of MT Engineering.
It creates order, and can hold pictures, lists, or just be used as a graphic element.



Symbol Grid



Minerals matter to all of us more than ever before.

Single Rounded Corner

Circluar Element & Grid Lines

Additionally, a large half-circle can be cropped in from the side as a graphic element. It supports the theme of process, and references the circular form of the spirals. This circle is always white, and can be used to frame a photo, or divide a section, or simply provide graphic support to an otherwise empty space.

The white lines are used in this example as a structure to support a longer list, such as a table of contents, or a long list.

It is graphically a strong element, so be careful to not overuse.

Table of Contents

01 Brand Story
10 Challenges
14 How
16 What
18 Visuals

06 Photography Style

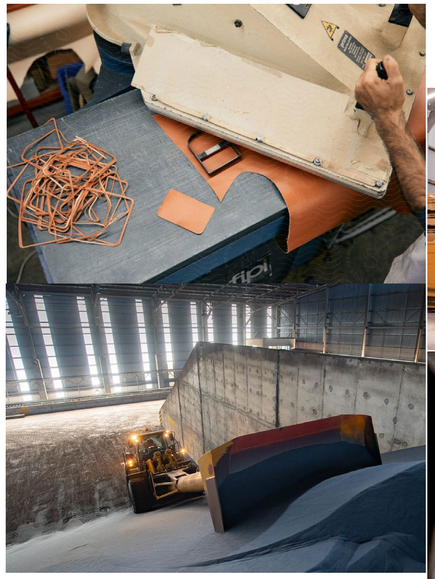
Here are photography styles that suite MT.
Keeping 1 focal point - avoiding wide-angle shots with everything in-focus. Shallow depth of field emphasizes key focal point and tells a better story.

Equipment and factory should utilize repitition, order and texture of materials to bring across MT's attention to detail and engineering expertise.
Photos of employees and people should depicting a professional yet relaxed environment, where people enjoy what they do.
There should always be a sense of adventure, concentration or excitement

Key Topics:
People
Production
Metallurgic testing labs
Equipment
Size and Scale
Nature

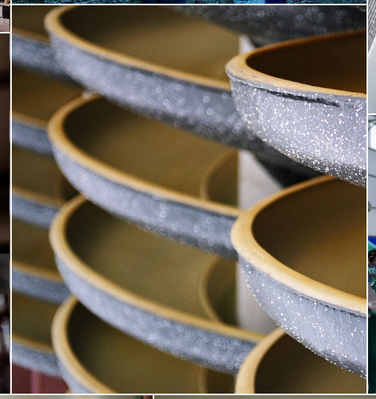
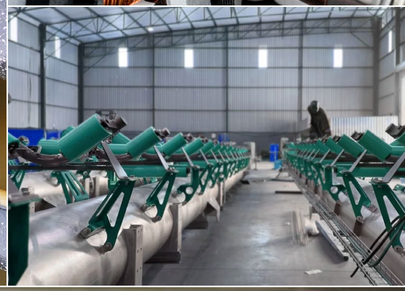
A color treatment has not yet been defined.

Do not (right): No depth of field, background uninteresting, too dark.

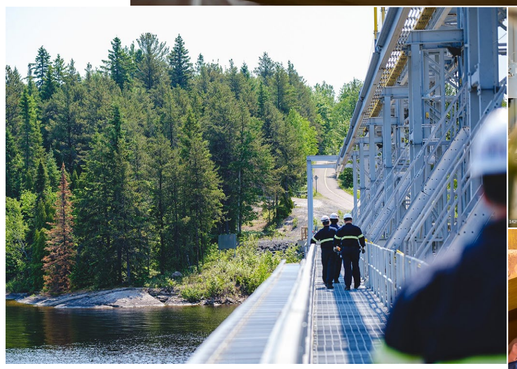








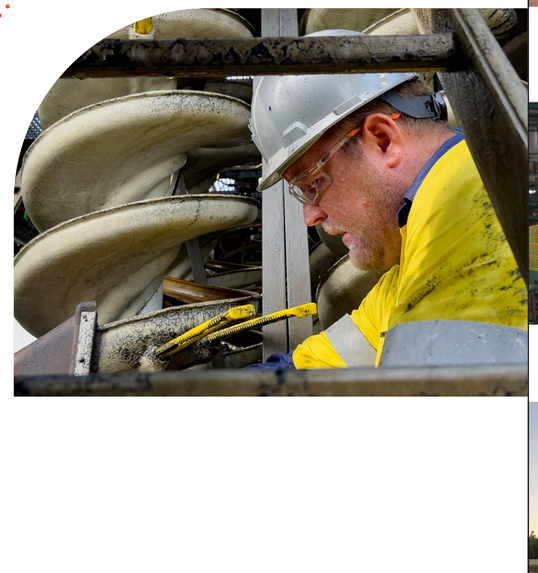






Imagery - Rounded Corner

Staying true to the MT Process, photos can take on the single rounded corner, which gives off a strong MT character. The radius should stay the same for all photos on the same page or document and can be combined with other photos that don't have a rounded corner.



MT Fines Recovery

Engineering the future









Modular Plants

MT Modular Plants Large-scale plant engineering and design quality, in a smart modular solution.

MT Flex Series

- Improved speed to market
- Designed to suit the full range of Mineral Technologies' spirals
- Each module designed to fit inside standard shipping containers

Magnetic Separation

MT Reading Magnetic separators are setting the industry's performance benchmark for fine minerals processing, giving our customers confidence in processing a full spectrum of magnetic minerals.

Custom Solution

MT MMU The Mobile Mining Unit is design for softrock mining sites where traditional dredging is not an option, or not cost effective. It delivers measurable improvements in availability, shallow orebody yields, throughput and overall mineral recovery.

Gravity Separation

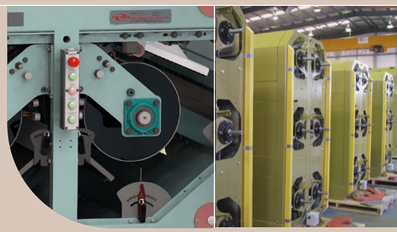
MT Spirals Setting new standards in spiral innovation for fine mineral recovery across the globe for over 80 years.

MT Lyons Unit Advanced bin technology that delivers finely controlled surge capacity, slurry densification, autogenous classification and bin discharge flow stability. Developed in-house to stabilise and miximise the performance of down-stream processes and spiral technology.



Electrostatic Separation

MT Carrara Proven, cost-effective separation of dry, free flowing materials.



MT Locations



Gold Coast, Australia
Perth, Australia
Adelaide, Australia
Richards Bay, South Africa
St. Augustine, USA
Kotchi, India
Kolkata, India
Goa, India
Belo Horizonte, Brazil

Example - Letterhead and Business Card

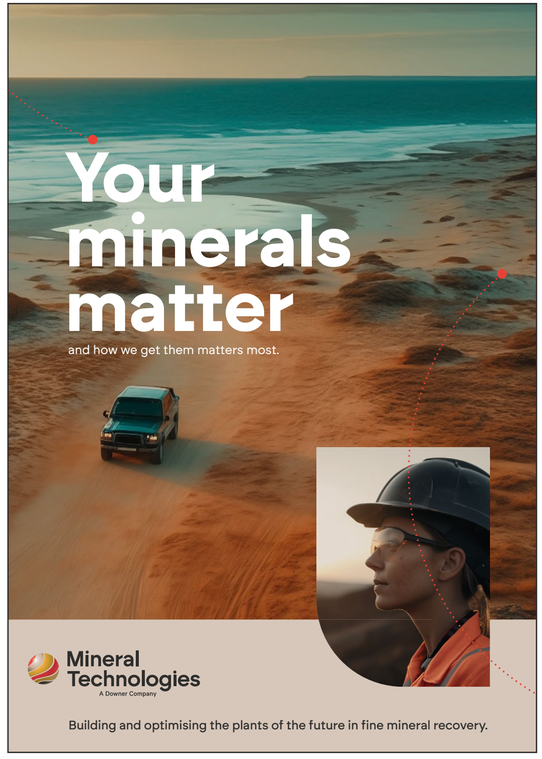
Simple letterhead with die-cut rounded corner business card.



Example - Capabilities Brochure A4

An initial design has been created that gives an over-view of MT's product and service offering.

Front Side



Interior Pages



Back Side



Example - Project Story

An initial template has been created to document finished projects to be used as selling tools and documentation platform for outstanding work.

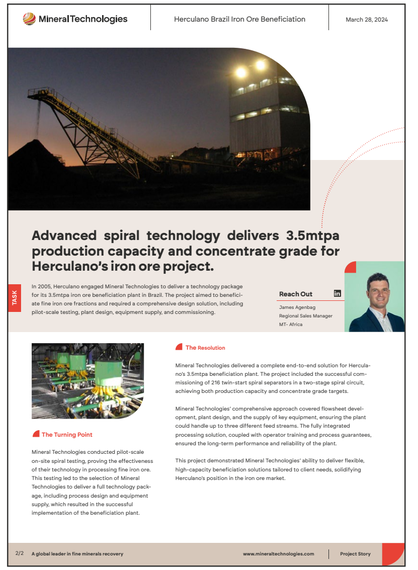
Option A
Horizontal title photo





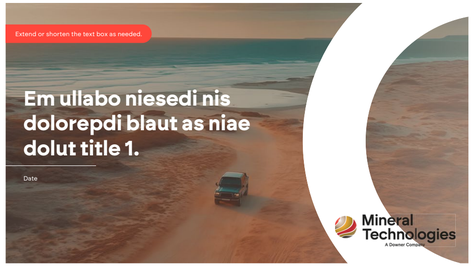
Option B
Vertical title photo



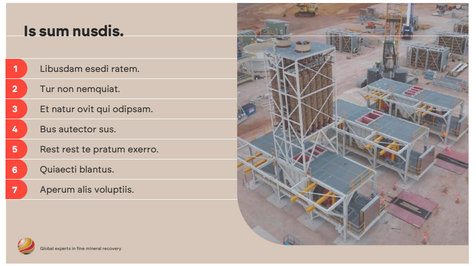


Example - PowerPoint Template

An initial template has been created for both the new and interim logo



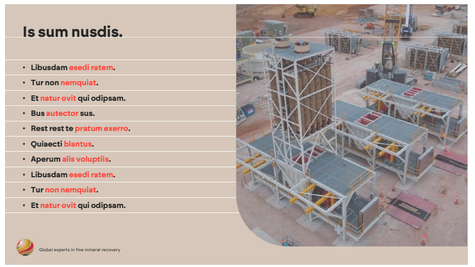




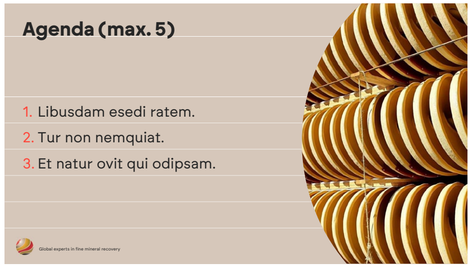


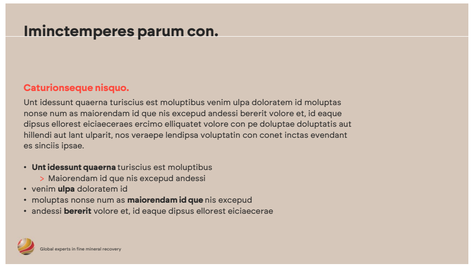


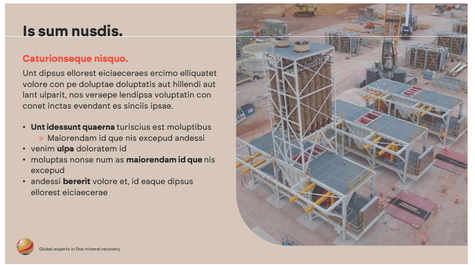


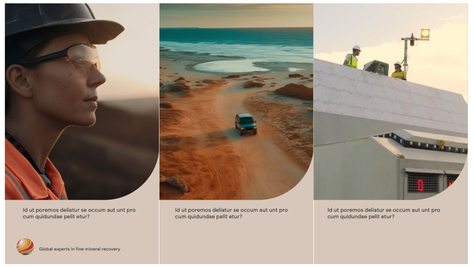




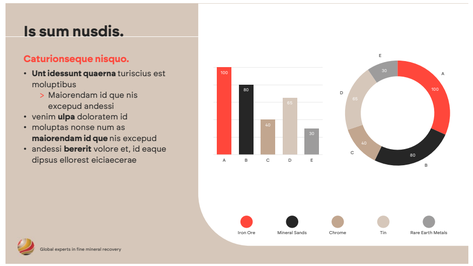












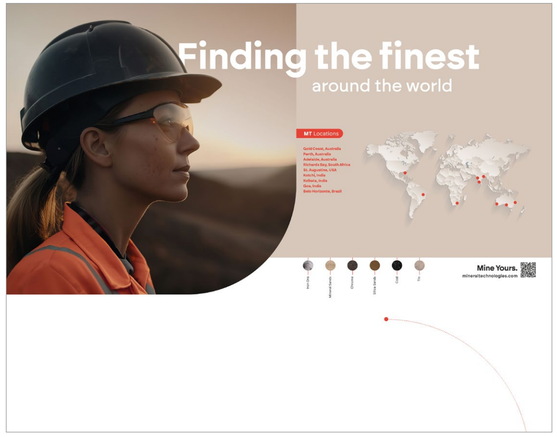




Example - Exhibition

This example from Brazil uses the central theme of Tailings Dam Recovery to display relevant equipment and services.







Example - Print Ad

This double-page print ad is an example from Brazil and uses the central theme of Tailings Dam Recovery to display relevant equipment and services.

