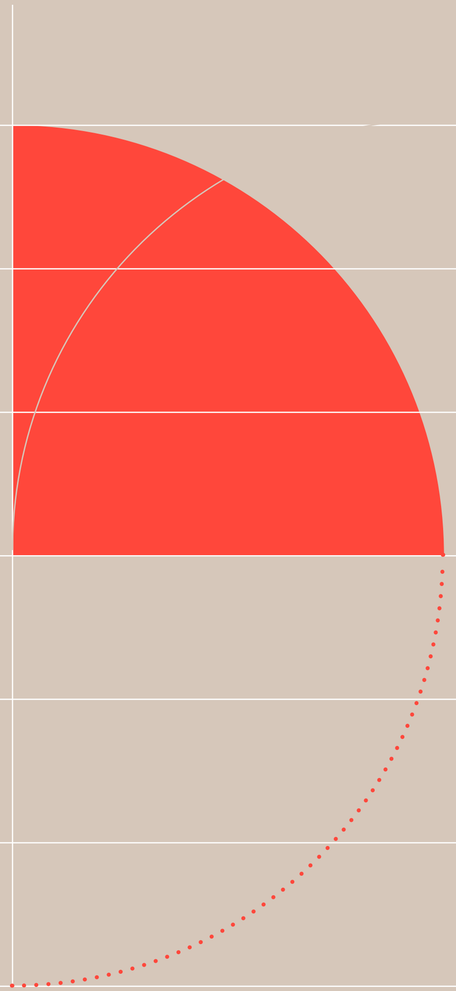
Mineral Technologies

November / 2026

# Brand Guidelines

# Contents




01 Message

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Mineral Technologies

**As our valuable mineral deposits increase in complexity and decrease in size, who will step up and lead the way?**

We are a specialist provider of fine physical mineral separation solutions, services and equipment across all stages of the project lifecycle. Our expertise is applied across a wide range of commodities. Established in 1940, we are proud of our 80+ year history in the minerals industry and won't stop raising the bar around recovering the earth's marginal deposits.

# Your Minerals Matter

## and how we get them matters most

Unique to the industry, MT’s in-house teams turn individual expertise into comprehensive beneficiation strategies – Global experts under one roof, at your disposal – interpreting your ore body to maximise your fine minerals plant design.

# 02 Brand Logo

The MT logo should be implemented in all communication in place of the current logo.

The 1/4 circle is MT's brand mark that represents the importance of process, and the round form is a reference to our long heritage in spiral separator innovation and development.

It's our fingerprint, and will show up in multiple places around the brand eco-system.

Primary




Secondary








# Brand Logo - Downer Designation

Only to be used within Australian region where Downer has a strong reputation.

Everywhere else in the world, the main Brand Logo should be used.

Primary







Secondary






# Logo - 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.

Whenever writing and referencing a piece of MT equipment, always write it as:

mtSpirals -not- mt Spirals -or- MT Spirals

-or-

mtCyclones -not- mt Cyclones -or- MT Cyclones

etc.

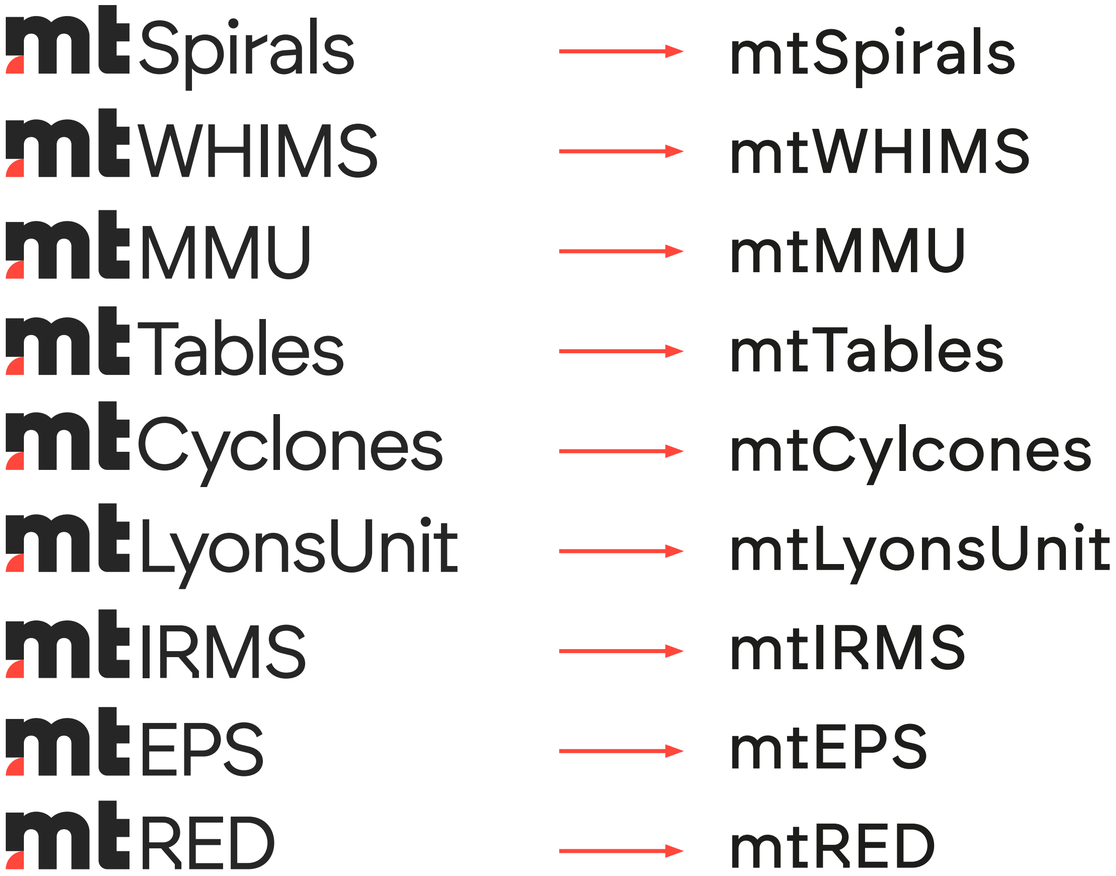
Doing this maintains consistency across the brand.
In case the MT brand logo is not visible, always use the official product logo with integrated red quarter circle.

## Product Logo

Used when an MT Logo is otherwise not visible

## Product - written

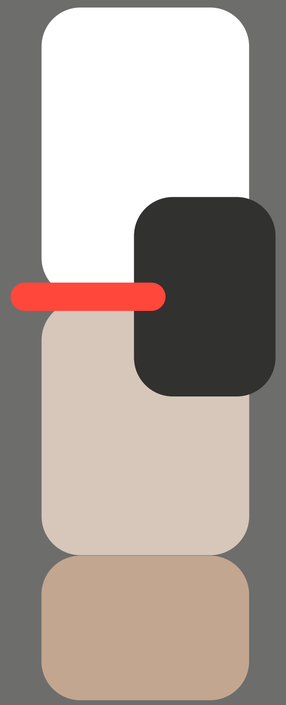
Written Nomenclature.
To be used when an MT Logo is already visible, we shouldn't show the MT brand mark twice to avoid overbranding



# 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 | 9017 |

75%
50%
25%

## Red Ore

| | |
|---|---|
| HEX | ff473b |
| RGB | 255 71 59 |
| CMYK | 00 85 78 00 |
| PANTONE | 2347 C |
| RAL | 3024 |

75%
50%
25%

## Dust

| | |
|---|---|
| HEX | c2a68f |
| RGB | 194 166 143 |
| CMYK | 23 33 41 09 |
| PANTONE | ? |
| RAL | 070 70 20 |
| X43 Beige | |

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%

# Equipment Colours

To be used on all equipment painting, injections or powdercoating.

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.












20-30%
RAL 9017
Traffic Black

RAL 3024
Luminous Red

70-80%

RAL 070 70 20
Light Ash Brown

-or-
X43 Beige for
Industrial Steel

## Black Sand

PANTONE 426 C
RAL 9017

75%
50%
25%

## Red Ore

PANTONE 2347 C
RAL 3024

75%
50%
25%

## Dust

RAL 070 70 20
1001

X43 Beige

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**

# Font: In use

Brockmann - Bold 42 pt.

Brockmann - Regular 15 pt.

Brockmann - Regular 10 pt.

# Your Minerals Matter.

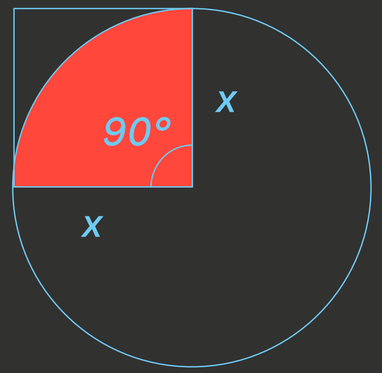
## Maximising complex fine minerals recovery for over 80 years, because your minerals matter.

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.

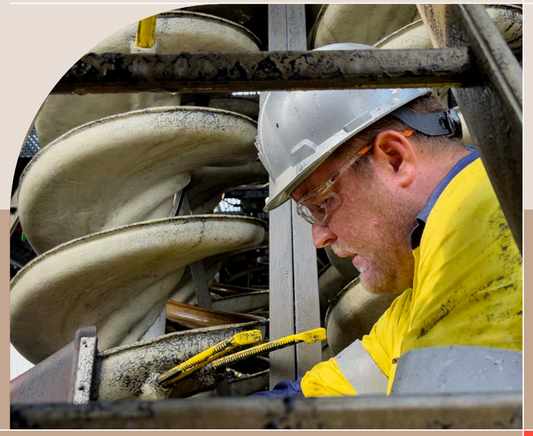
# Process Symbol

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



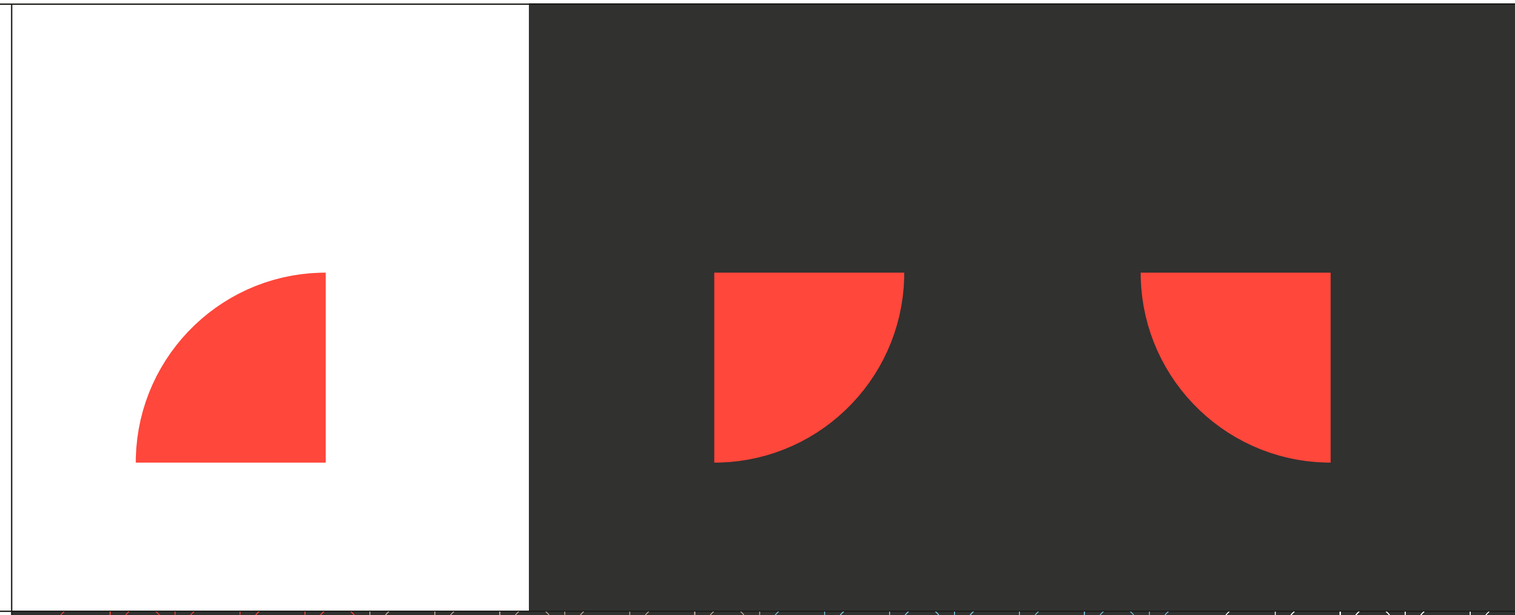
## Single Rounded Corner

Minerals matter to all of us more than ever before.

# 05 Graphic Elements

## MT Process Symbol

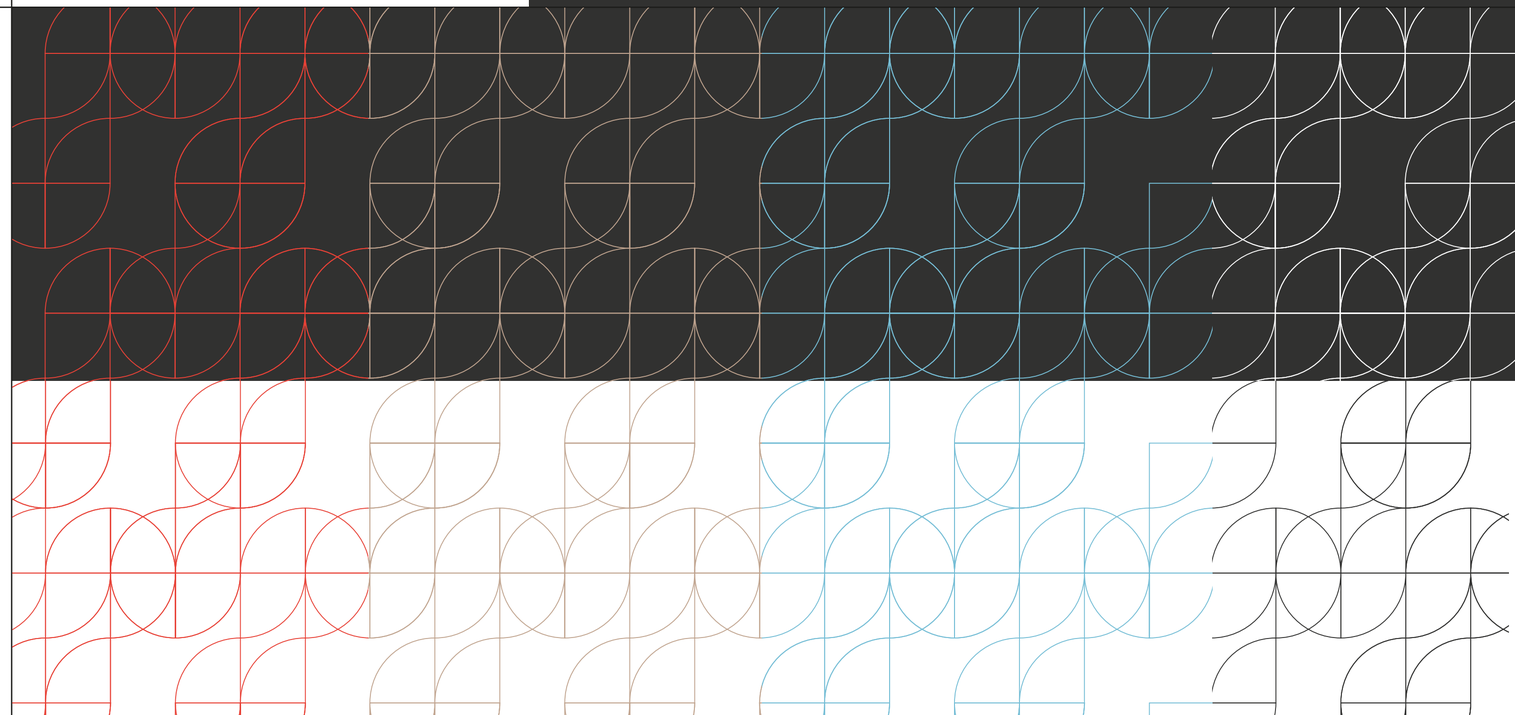
- Use only in a red color, unless it’s integrated into another prepared, approved graphic.
- Never make the symbol transparent or semi-transparent.
- Use very purposefully, and do not overuse. The symbol should not appear more than once on a page, or else it loses its value.
- The Symbol can be flipped 90° or 180° in any direction, but should never be diagonally rotated (45°).



## Process Pattern

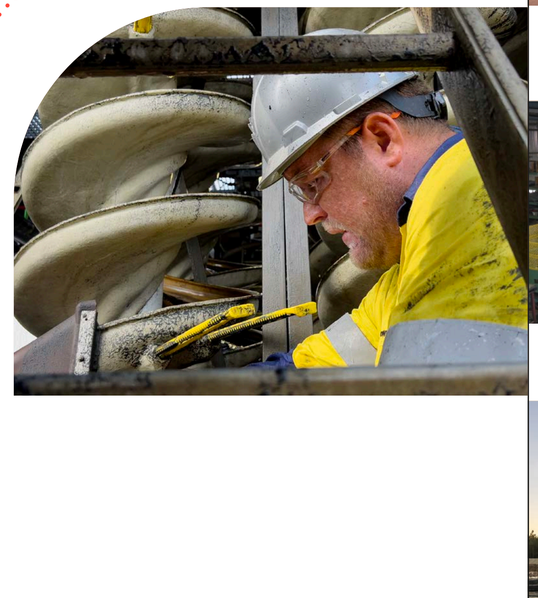
The Process Pattern is a wallpaper that can be used purely as a docorative element, as a background fill, or as an overlay over a photo.

- Should not distract, or appear to be the hero, but rather always support hero content (large headline or photo)
- It can be implemented over entire pages or cropped to fit less surface area, and use used on coloured or white back-grounds.
- Semi-transparency is allowed in order to create a more subtle, less dominating  impression.



# 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









Iron Ore
Mineral Sands
Chrome
Silica Sands
Coal
Tin

### 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

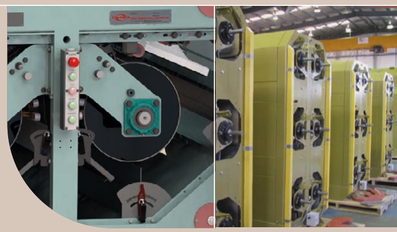
**MT Spirals** Setting new standards in spiral innovation for fine mineral recovery across the globe for over 80 years.

**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**

# MT Key Visual

This visual represents MT’s determination to discover, innovate and explore fine mineral processing together with clients and their ore bodies. It’s this spirit that drives MT forward into new challenges.

The Key Visual can be used to reresent the Mineral Technologies brand in large and small formats, from trade shows to website headers or banner ads, always in combination with the Brand Claim “Your Mineral Matter”, and where space allows, the pt. 2 “and how we get them matters most.”



# Photography Style

Here are photography styles that suit MT.

**Perspectives:**
Using the drone for top, fly-by and angular shots can show the large scale of equipment and plants. From underneath tells a unique story and can emphasize height and volume.

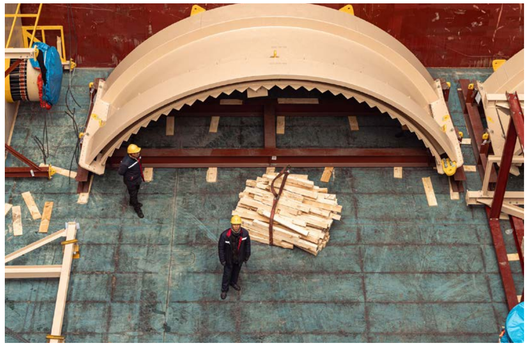
**Wide-Shots**
Showing movement, with clear focal point, and emphasising a unique atmosphere caused by light or a unique space or surrounding.

**People:**
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. There should be a sense of adventure, concentration or excitement, and position MT as the master guide.

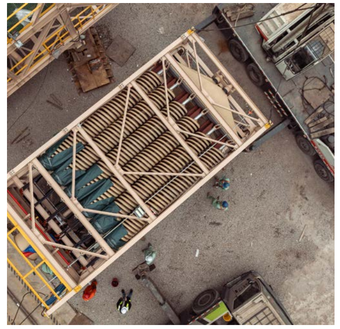
**Key Topics:**
People
Manufacturing
Testing and Lab work
Size and Scale
Geology and Nature
Adventure

Perspectives

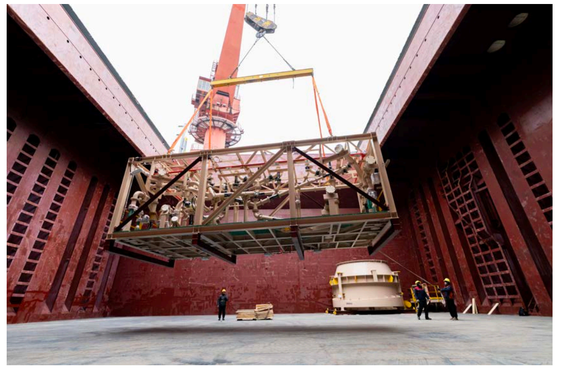








Wide-Shots







Commodities should always be grouped, never shown individually.




People









# Photography Style

## Things to Avoid

Shooting everything sharp without any depth of field,



## Ways to Improve

Shoot across working spaces and use blurry fore- and background elements strategically




Bland backgrounds, and subjects looking in opposite direction



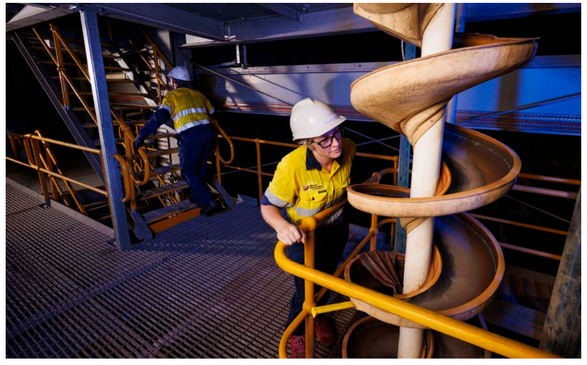
Facing the camera, blurry elements, single focal point, unique camera angle.




Dark environments look depressing, except if giving an element of suprise or special point of focus



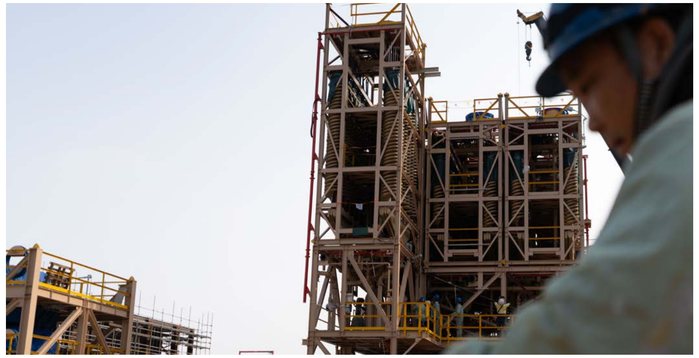
Use a flash gives more focus, especially for indoor areas. Or simply shoot in raw and brighten shadows.



# Photography Colour Treatment

Out of the camera, the colours appear oversaturated, and fight with eachother. Retouched images should have reduced, greyed out, desaturated blue's with warmer yellows, and shadows lifted to reveal more detail in faces and machinery.

Raw → Retouched



| | |
|---|---|
| Sky has hint of red/purple | Saturation taken out, added turquoise, brighter. |
| Painted steel seems grey and dark | Warmer, "sand" color to be brighter and create more contrast |
| Orange equipment looks dark and dirtier | Orange looks friendlier, brighter and warmer |
| Greenish Neons | Less green, more lemon/pastell |
| Stronger, royal blues | Softer "creamier" blues |
| Green tone, brighter and more vivid yellow | More golden, warmer, less vibrant |
| | Less saturated, brighter blue/grey |









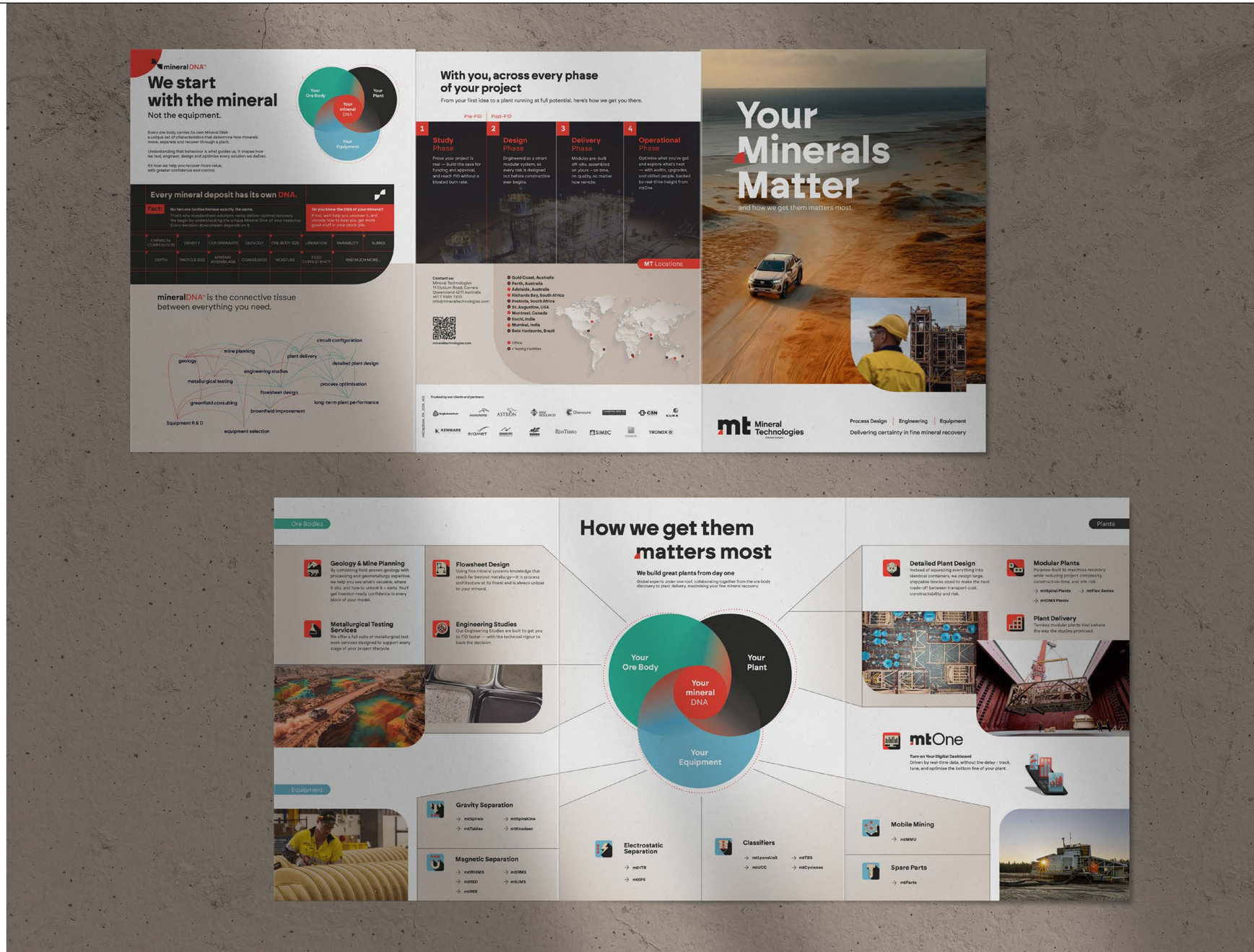


# Example - MT Capabilities Brochure

Intended for Trade Shows or important meetings that demand a simple take-away item for a potential client or partner.

The “Capabilties Brochure” gives a brief introduction to Mineral DNA, a summary of MT Equipment- and Service-Capabilities of MT in a simple tri-fold A4 brochure.

Currently available in:
1. English
2. Portugese



# Example - Letterhead and Business Card

Simple letterhead with die-cut rounded corner business card.

UV Gloss varnish on the logo and text claim on the back side.

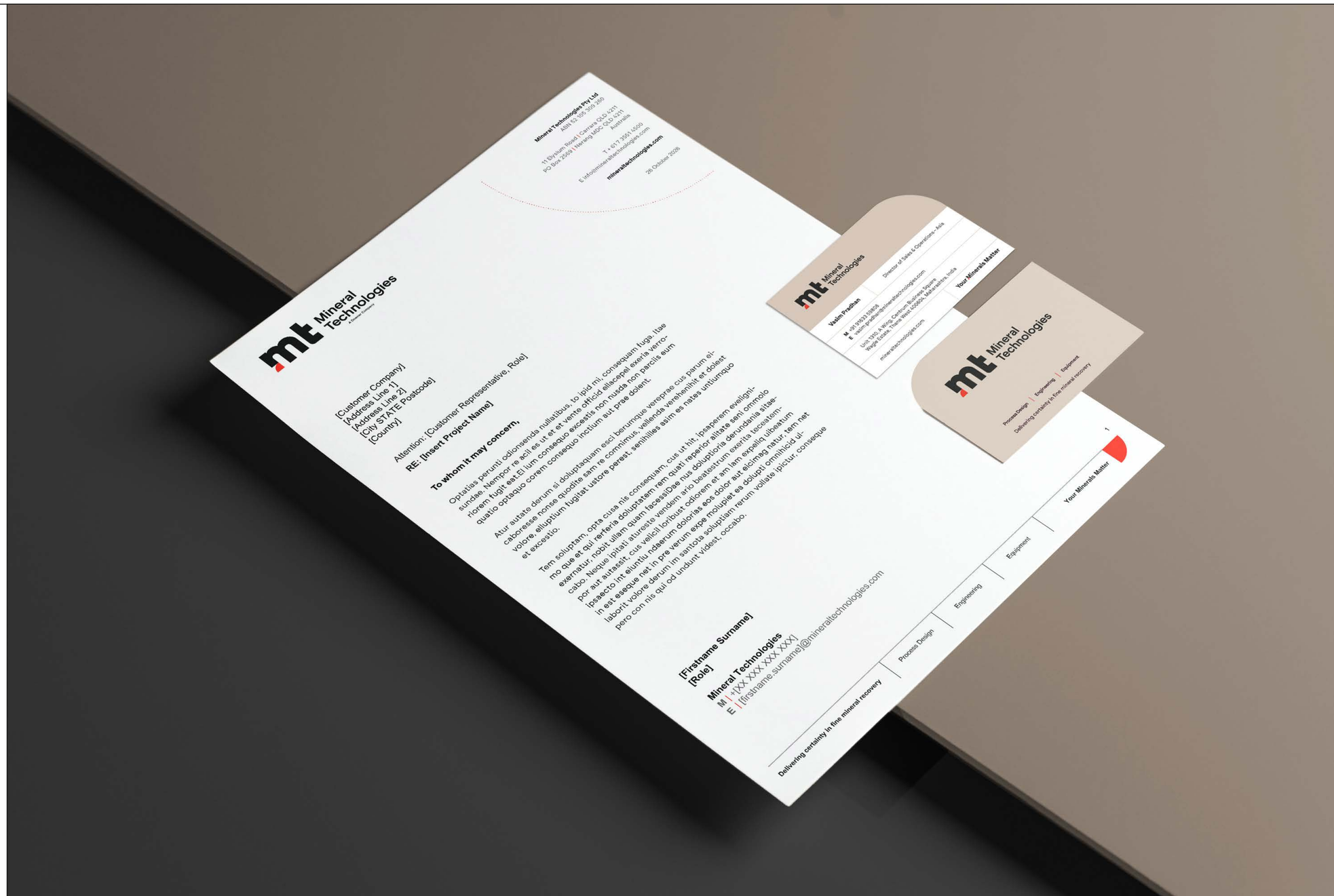
Printing Specs Business Card

**Size:** 85 x 55 mm
**Paper:** Coated Matte
Brilliant White, 350g - 400g
**4-Color Print - CMYK**
**Colour Profile:** FOGRA51 (PSO Coated v2)
**Special:** Spot UV Gloss Varnish on Logo side (Logo and small text underneath)









# Example - Project Story PDFs

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

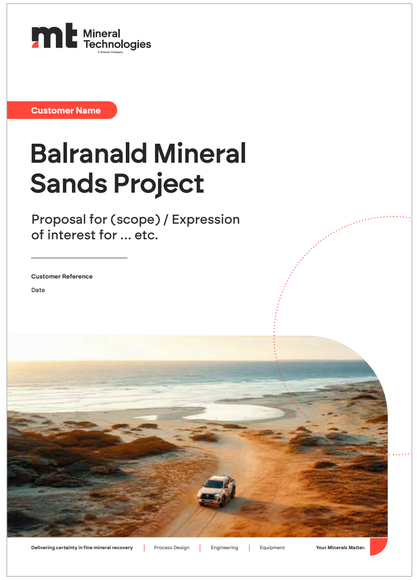


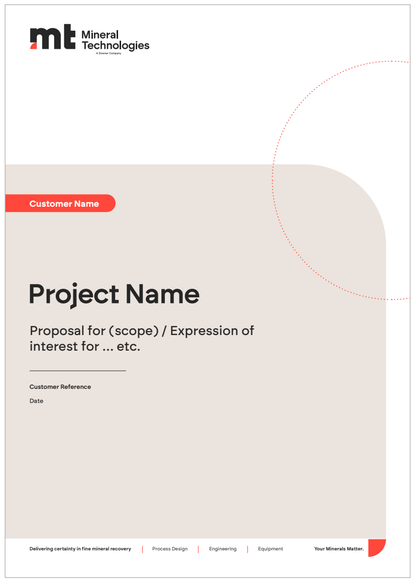




# Example - Offers



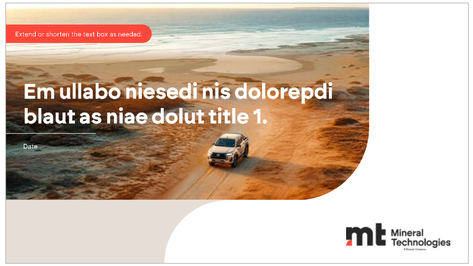



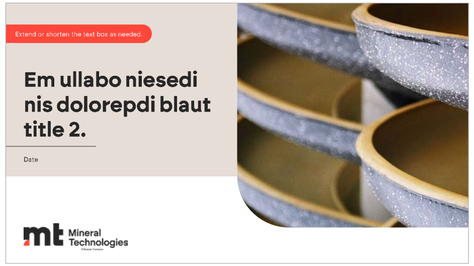






# Example - PowerPoint Template

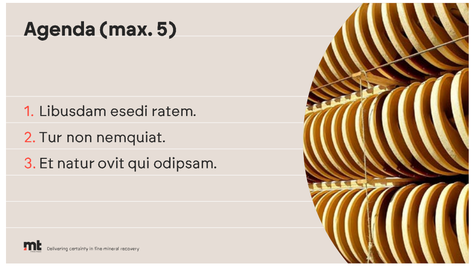
An initial template has been created that implements the colors and layouts for the brand.





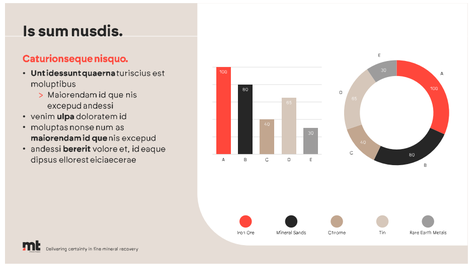










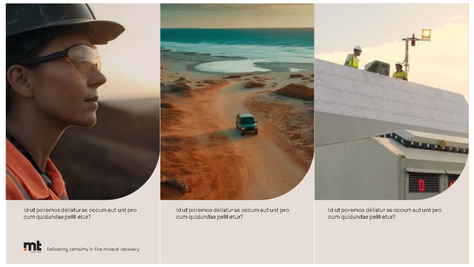


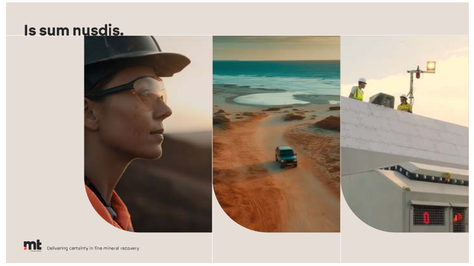






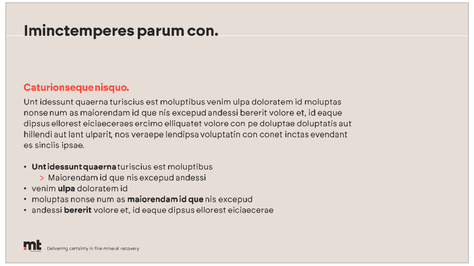




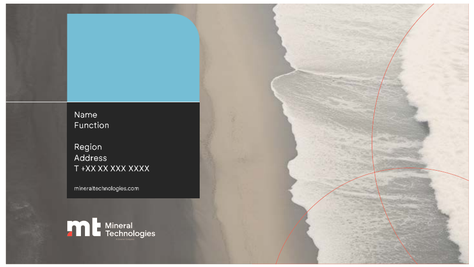












# Example - Magazine Ad

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



# 07 Example - Branded Car

Our fleet of cars and trucks reflect our adverturesome spirit. Wrapped in two-tone brand graphics, our bold message “Your Minerals Matter” is the key takeaway.

Pictured: 2024 Toyota Hilux

Other recommendations: 2024 Toyota Land Cruiser












# Example - Global Fleet

## Pretoria Fleet
















## Brazil & Perth






# Example - Exhibition

This example from Brazil uses the regional theme of feed stabilisation for floatation plants with mtLyons Unit, standardised global walls and an undustrial optic to start up conversations with current and future clients.

