# MultiMiner

Earth Observation for Smart Mining

# Graphics Charter

# The Logo

# The MultiMiner Logo - Symbol Explanation

The MultiMiner symbol represents different layers of a map to symbolise the multi-scale approach of the project and the different type of Earth Observation data utilised, from satellite to in-situ.

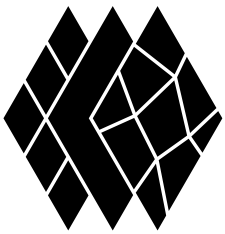
The colours represent different aspects of the mining lifecycle, as covered by MultiMiner.

Grey, for mineral exploration of raw materials

Orange, for mining operations

Green, for environmental monitoring and remediation

# The MultiMiner Logo - Symbol Variations



The MultiMiner Logo - Main Version

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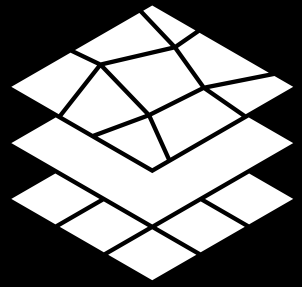

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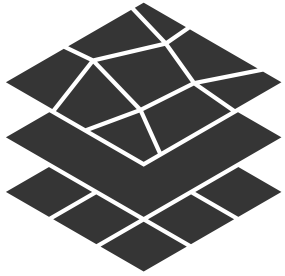

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The MultiMiner Logo - Without Tagline

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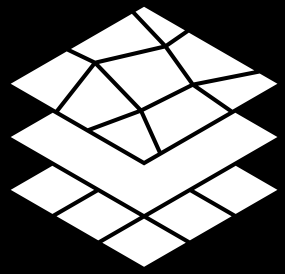

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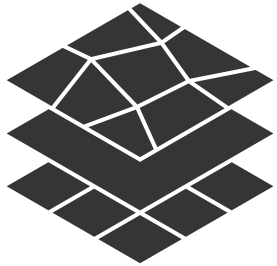

MultiMiner

The MultiMiner logo must be used with the tagline, unless the size of display is too small to read it.

The protection zone of the MultiMiner logo must be respected. It corresponds to the height and width of the MultiMiner "M".

Logo must always retain its proportions, linearity and disposition.

The MultiMiner Logo - Example Acceptable Backgrounds

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The MultiMiner Logo - Example Unacceptable Backgrounds

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# The Typography

The main typography associated with MultiMiner is **Rubik**. This is bold weighted for headings and subheadings. For body text, MultiMiner uses Roboto.

These fonts can be accessed for free as Google Fonts.

The MultiMiner Logo - Typograhy

**Headings - Rubik Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh**

**Ii Jj Kk Ll Mm Nn Oo Pp**

**Qq Rr Ss Tt Uu Vv Ww Xx**

**Yy Zz**

Body Text - Roboto

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz

# The Palette

The MultiMiner - Brand Colour Palette

**Prussian Blue**
**073052**

**Onyx**
**363A42**

**Pumpkin**
**FF6D00**

**Kelly Green**
**5CAF03**

**White**
**FFFFFF**

**Black**
**000000**