

# MPB BRAND GUIDELINES

## MPB LOGO SUITE

MPB logos are available on [mpbonline.org/press/branding/](http://mpbonline.org/press/branding/)

### Full Color

The 3-tier full color logo is the preferred version and should be used on light or white backgrounds in any of its three forms for most printed marketing and communications materials as well as television, web and email.



### 2-Color

The two-color (black and white) logo should be limited to such uses where a full color logo cannot be used and when printed on a light solid colored background.



### 1-Color

Use this pure white logo when you have a dark background. (Note that the white leaf behind the MPB must be present, so this is **Not suitable for white backgrounds**).



## Minimum Size and Space

To preserve legibility, the logo must be no smaller than 1.25" wide for print or 90 pixels in digital formats.



The clear space around the logo on all sides should be equal to the height of the M letter for maximum legibility and impact.

## MPB COLORS

NAVY  
C100, M59, Y21, K4  
R0, G95, B155  
WEB #005F9B  
Pantone 3015

BLUE  
C100, M17, Y9, K0  
R0, G151, B205  
WEB #0097CD  
Pantone 801

TEAL  
C82, M0, Y42, K0  
R0, G196, B179  
WEB #00C4B3  
Pantone 3265



## LOGO USAGE DON'TS

### DO NOT distort proportions

EXAMPLE



DO NOT stretch, crop or squeeze the logo

### DO NOT use out-of-date MPB logo

EXAMPLE

