 BRAND GUIDELINES

MPB LOGO SUITE

Logo files are available at
mpbonline.org/branding

Full Color

The 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 then 1.25" wide for print or 90 pixels in digital formats.

1.25"/ 90 Pixels

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	BLUE	TEAL
C100, M59, YT21, K4	C100, M17, Y9, K0	C82, M0, Y42, K0
R0, G95, B155	R0, G151, B205	R0, G196, B179
WEB #005F9B	WEB #0097CD	WEB #00C4B3
Pantone 3015	Pantone 801	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DO NOT *use out-of-date MPB logo*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