



**BRAND GUIDELINES**



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# LOGO

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## Primary Use

The MP&D Construction logo is to be represented in a horizontal manner, as shown here. The composition of the logo is not to be altered. The logomark (box w/ hammer in negative space) and logotype must be together in official capacity. The brand will be misrepresented if it is not cohesive and consistent. Consistency equals Quality.

FULL COLOR ON WHITE



FULL COLOR ON BLACK



## Secondary Uses

The MP&D Construction logo colors are to be held in strict cohesion with the color palette (defined on page 5). When unable to represent the logo in primary use, secondary uses are acceptable as defined here. Using the brand color palette at all times is a driving force for brand recognition. Full black or white may be necessary in certain applications. Since they have no color value, the brand integrity is not compromised. No other colors should ever be used.

ORANGE ON BLUE/GRAY



BLUE/GRAY ON ORANGE



BLACK ON WHITE



WHITE ON BLACK



# COLOR

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## Primary Color Palette

The primary colors for the MP&D Construction Visual Identity System are Pantone 173 C and Pantone 7545 C. The Pantone colors are an ink matching system for offset printing and are the original colors. Offset printing gives the brand the closet color accuracy. Also provided are the 4-Color (CMYK) mixture for process printing and the Electronic (RGB/ HEX) mixtures for digital usage.

	PRINT Pantone® Matching System	PRINT/CMYK 4-Color Process	ELECTRONIC/RGB/HEX Web/Video Usage
	PANTONE® 173 C	C 12 M 87 Y 100 K 2	R 211 G 71 B 39 HEX #d34727
	PANTONE® 7545 C	C 78 M 60 Y 44 K 25	R 65 G 84 B 101 HEX #415465

# CLEARSPACE

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## Let The Logo Breathe

The clear space requirement is intended to prevent the MP&D Construction logo from being crowded by other typographic or graphic elements. When the logo becomes crowded in any way it's effectiveness is diminished. To maintain a strong brand, the logo must stand alone.

The gray area in the diagram indicates the amount of space that must be maintained between the logo and any other element, including the edge of a page.

MINIMUM CLEAR SPACE



# LOGOMARK

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## Limited Use

The 'Hammer Box' logomark, when used alone, is designated for use in two specific applications: social media channels and promotional items. The logomark's primary function is to serve as the profile photo for all social media channels. The secondary use is promotional items (ex. stickers, keychains, apparel) where the full logo will not fit, or is not required.



# UNACCEPTABLE USES

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## Common Logo Mistakes

Brand success is dependent upon consistent and deliberate usage of the MP&D Construction logo. For this reason, the logo should never be altered in any way. The examples to the right illustrate some of the most common unacceptable uses of brands that do not follow logo guidelines.





# LOGO FILES

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## File Types And Uses

The MP&D Construction logo can be used in any capacity necessary for marketing and advertising purposes. Each method of usage requires a specific file format for function, form and consistency. The vendor will know what they need to proceed. The list to the right is for reference.

## Vector Files

Vector files are used in a print capacity for tangible items. By nature, they are not pixel based. They are software generated color that can be scaled up to any size without deterioration. You can print vector images on a catalog or a building - it will maintain it's color, clarity and impact. It is also the best for original color matching, which is key to consistent brand recognition.

## Raster Files

Raster files are used in a digital capacity for electronic representation. By nature, they are pixel based. Pixels are tiny dots/squares that are used on screens to interpret data. The amount of pixels on a screen or in a file determine resolution, which intern determines the quality of the image viewed.

VECTOR - PRINT  
Pantone® Matching System

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**.AI - Native Vector File**  
**.EPS - Vector File**  
**.PDF - Print Ready**

VECTOR/CMYK - PRINT  
4-Color Process

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**.AI - Native Vector File**  
**.EPS - Vector File**  
**.PDF - Print Ready**

RGB/HEX - ELECTRONIC  
Web/Video Usage

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**.JPG - Web/Video**  
**.PNG - Web/Video**  
**.TIF - Web/Print/Video**

# TYPOGRAPHY

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## Headline Typeface

The "Montserrat" typeface is the appropriate font for usage in a headline or subhead capacity for any and all applications. It is a modern and stylized letter-form that stands out, yet is traditional enough for legibility.

### Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thin

Aa

Regular

Aa

Medium

Aa

Semi Bold

Aa

Bold

Aa

Black

Aa

## Body Copy Typeface

The "Avenir" typeface is the appropriate font for usage in a body/copy capacity for any and all applications. It is a modern and stylized letter-form that stands out, yet traditional enough for legibility.

### Avenir

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Light

Aa

Book

Aa

Medium

Aa

Heavy

Aa

Black

Aa

