



Logo Standards

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LOGO STANDARDS

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Brand Introduction

The Mankato Area Foundatio (MAF) Brand Guidelines are created to ensure visual consistency through all forms of communication that represent our identity. All communication pieces created externally need to be approved by MAF. To request graphic elements, logos and templates, please contact PresenceMaker at **507.779.0965** or **info@presencemaker.com**.

What is branding?

Branding is the means by which we communicate our identity. One component of our brand is our logo. We communicate our identity through a system that we refer to as our "brand strategy," which is integrated into all our business communications, advertising, public relations and other materials.

Why the logo usage guide?

In various ways, everyone of us has a part in communicating our identity—whether through verbal, visual or written communications. The logo usage guide is intended to assist in the understanding and application of our brand. It also serves as a tool for print, advertising and specialty vendors who require instructions to accurately publish our identity on their materials. In order to properly protect and maintain the MAF identity, it is important to adhere to the guidelines contained within.

The guidelines in this document are meant as a tool to improve the creative process rather than inhibit it. By following these guidelines, the materials you create will represent the MAF brand and your individual brand cohesively to the communities we serve.

Thank you for following these guidelines.

Mankato Area Foundation Logo Library

Master Logo

The consistent use of our logo will help build visibility, brand equity and recognition for our company. Always be certain it is reproduced cleanly, clearly and without distortion from provided artwork. It is composed of specially designed letterforms that can not be typeset or electronically generated. It has fixed relationships between the elements. Never attempt to reproduce it without the supplied artwork and do not redraw it or alter it in any way.



LOGO VARIATIONS

In some instances it may not be possible or desirable to use the master logo. In those instances, one of the logo variations shown below should be used. This is to ensure the logo and the brand are used in a consistent manner across all communications.

Stacked Logo



LOGO VARIATION CONTINUED

Monogram

COLOR MONOGRAM



BLACK MONOGRAM



REVERSE MONOGRAM



GOLD MONOGRAM



Horizontal Wordmark

BLACK HORIZONTAL WORDMARK

MANKATO AREA FOUNDATION

REVERSE HORIZONTAL WORDMARK

MANKATO AREA FOUNDATION

Double Stacked Wordmark

BLACK DOUBLE STACKED WORDMARK

MANKATO AREA
FOUNDATION

REVERSE DOUBLE STACKED WORDMARK

MANKATO AREA
FOUNDATION

Triple Stacked Wordmark

BLACK TRIPLE STACKED WORDMARK

MANKATO
AREA
FOUNDATION

REVERSE TRIPLE STACKED WORDMARK

MANKATO
AREA
FOUNDATION

Mankato Area Foundation

Logo Usage

Logo Colors

Color is a powerful means of visual identification. Consistent use of our colors will build visibility and recognition for the MAF brand.




GOLD

PANTONE 872

4 CP
C: 40 M: 43 Y: 84 K: 8

FOR USE ON WEB
R: 133 G: 113 B: 77
HEX#: 85714D



Black

PANTONE BLACK





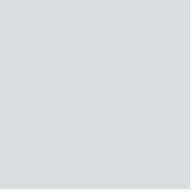
4 CP
C: 0 M: 0 Y: 0 K: 100

FOR USE ON WEB
R: 0 G: 0 B: 0
HEX#: 000000

The color swatches are not completely accurate, but merely a close representation of the colors.

Primary Color Palette

The primary palette should be used in all occasions for MAF marketing communications. The palette has been designed to give a bold and exciting direction to the brand, offering flexibility in the design of digital and print materials. Percentage tints can be used of any of these colors.

				
BLACK C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0 HEX: #000000	PANTONE 872 C C: 40 M: 43 Y: 84 K: 8 R: 133 G: 113 B: 77 HEX: #85714D	BLACK 80% C: 0 M: 0 Y: 0 K: 80 R: 83 G: 85 B: 84 HEX: #535554	BLACK 40% C: 0 M: 0 Y: 0 K: 40 R: 171 G: 172 B: 172 HEX: #ABACAC	BLACK 15% C: 0 M: 0 Y: 0 K: 15 R: 222 G: 223 B: 223 HEX: #DEDFDF

Mankato Area Foundation

Logo Usage

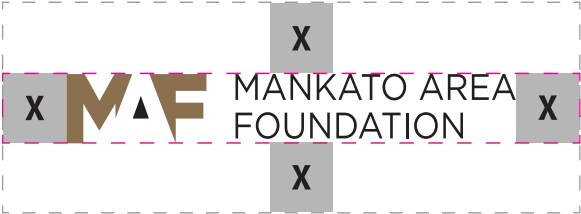
Isolation Area

Our logo is one of our most valuable assets. Always position it for maximum impact and give it plenty of room to “breathe.” The MAF logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by height X. A margin of clear space equivalent to this height X is drawn around the logo to create the invisible boundary of the area of isolation.

ISOLATION AREA

This area of separation is a minimum and should be increased whenever possible.



Minimum Size

There are no predetermined sizes for the MAF logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, minimum size for the primary logo is 0.25 inches tall. This size has been set to safeguard the integrity of the logo at all times.

To ensure quality control, try to share EPS logo formats with external partners who are developing materials unless the logo has been specifically created and sized for the application. The EPS logos may be sized large or small without any loss of quality.

MINIMUM SIZE FOR PRIMARY LOGO IS 0.25" TALL



Mankato Area Foundation

Logo Don'ts

Always respect the integrity of the MAF logo. Please do not stretch, squeeze or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact.

Don't: stretch, squeeze or alter our logo in any way.



Don't: apply patterns or change the logo color.



Don't: recreate or retype our logo.



Don't: use graphic effects (e.g. drop shadows or outlines) on our logo.



Don't: add taglines, etc. to our logo, unless approved.



Checklist & Logo Files

Checklist

- The logo is no smaller than the minimum size requirements
- Minimum clear space has been maintained around the logo
- The logo appears in the approved color(s)
- Resizing was done proportionately using the scaling tool
- The logo is clear and crisp and has sufficient contrast with the background color

If you have questions about this brand guide, please call **PresenceMaker** at **507.779.0965**.

Available Logo Files

The visual identities are available in a variety of file formats.

1. EPS files - Use when working with a design program or professional printer.
2. JPG and PNG files - Use when working with PowerPoint presentations, office printing software or web.