

MAIN LOGO



This is the main MessMaker logo; this vertical version should be used in most situations.



Horizontal version. Can be used whenever this configuration offers the best use of space.

Always:

- Use one of the final, approved files that have been provided.
- Keep ample "clear space" around the logo, separate from other elements/text.

Do Not:

- Move/reconfigure the logo elements.
- Stretch the logo.
- Fill the logo with a pattern.
- Add shading to the logo.
- Change colors from the approved versions.

COLORS



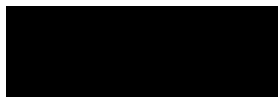
Teal Blue

CMYK (full color printing)
C: 55 M: 12 Y: 18 K: 0

PMS (spot color printing)
Pantone 7458 C

RGB (digital/on screen)
R: 113 G: 181 B: 199

Hex (Web):
#71b5c7



Black

CMYK (full color printing)
C: 60 M: 40 Y: 40 K: 100

PMS (spot color printing)
Pantone Black 6 C

RGB (digital/on screen)
R: 000 G: 000 B: 000

Hex (Web):
#000000

TYPOGRAPHY

TROPICAN REGULAR - REGULAR

AABBCCDDEEFFGGHHIIJJKKLLMMNN
OOPPQQRRSSTTUUVVWWXXYYZZ
1234567890`~!@#%&^*(){}|:;'"<>?[]\;./

RooneySans - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890`~!@#%&^*(){}|:;'"<>?[]\;./

LOGO VARIANTS

Single color versions - using one of the two main colors - may be necessary in certain situations.



Black



White



Full Color



Inverted Symbol variant



Black



White



Full Color



Inverted Symbol variant

The symbol can be used on its own if the name appears elsewhere.



Black



White



Full Color



Inverted variant