



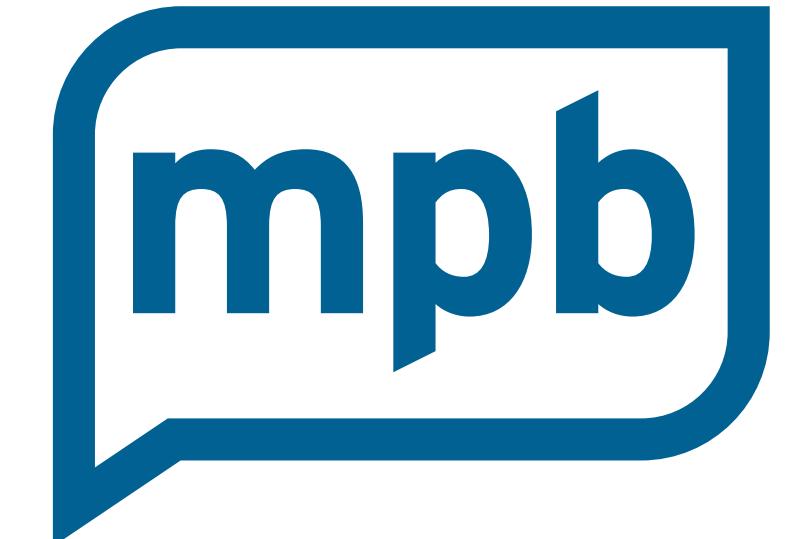
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BRAND GUIDELINES

Brand Guidelines

This brand identity toolkit outlines the framework and proper usage of the new MPB logo. Consistent use of the logo will strengthen new recognition of the MPB brand. When used correctly and appropriately, the elements of the brand will convey a sense of the organization's quality and increase public awareness of our mission.

Primary



Conversation
Bubble

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Wordmark

Primary Logo Versions

1. There are two versions of our logo, a blue logo and a white logo.
2. They can be used interchangeably.
3. One logo might be used more than the other, depending on the platform and background color or imagery.



Secondary Logo Versions

1. There are two versions of our secondary logo, a blue logo and a white logo.
2. The horizontal logos are to be used when the space needs a horizontal application rather than the primary.
3. They may be used interchangeably.
4. One logo might be used more than the other, depending on the platform and background color or imagery.



Secondary Blue



Secondary White

Tertiary Logo Versions (Icon/Wordmark)

1. There are two versions of our tertiary icon, a blue logo and a white logo. There are also 4 versions of our wordmark, both blue and white.
2. These versions are only to be used where space is not allowed for the primary or secondary logos.
3. The one-line wordmark is to be used as a limited use option. Please consult the Communications department before applying this version to your layouts or designs.
4. One logo might be used more than the other, depending on the platform and background color or imagery.



Tertiary Icon Blue



Tertiary Icon White

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Tertiary Wordmark Blue

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Tertiary Wordmark White

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Limited Use Tertiary Wordmark Blue

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Limited Use Tertiary Wordmark White

Improper Usage

DO NOT:
Do not stretch, distort, or otherwise modify the logo.



DO NOT:
Do not rearrange the elements, change the scale of elements, or flip or rotate the elements in the logo.



DO NOT:
Do not use the logo within text.



DO NOT:
Do not recolor the logo.



DO NOT:
Do not rotate the logo.



DO NOT:
Do not use the logo within text.



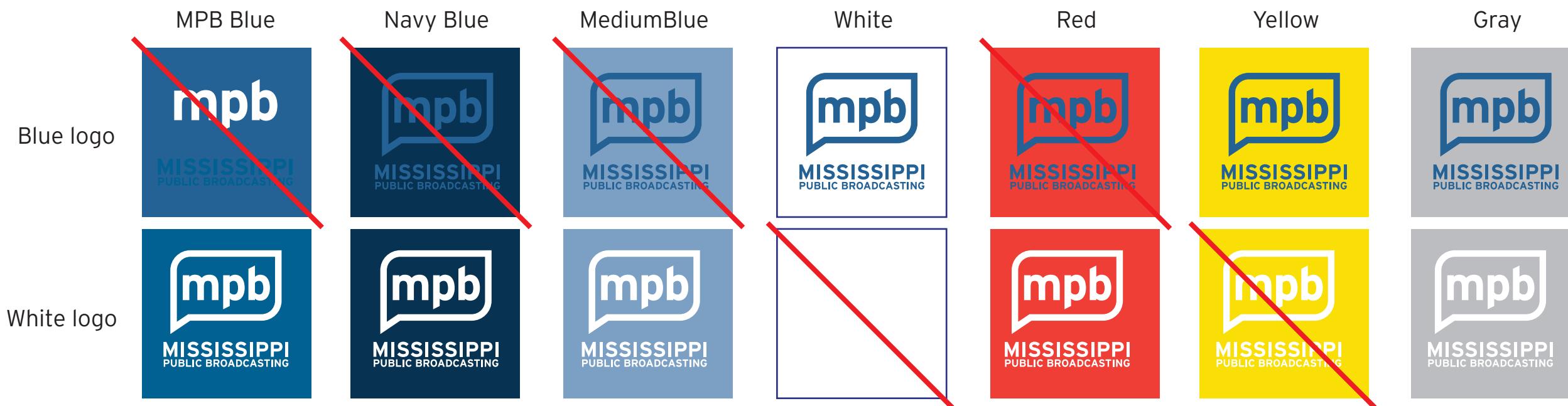
Size Usage

Please do not decrease the size of the logo down to any size less than the sizes shown because of legibility problems. In these circumstances, where a limited space is available, only use the icon (conversation bubble) or the wordmark.



Logo | Color Accessibility

To ensure readability, the logo must pass color accessibility.



Other Limited Use Versions

Use is limited only to black and white printing when color is not available.

Use is limited to one-color printing when MPB Blue is not available, or in material treatments (e.g., stamping, frosting, debossing, embossing).

DO NOT:

Make the logo grayscale.



Logo | Translucent Applications

For translucent applications, use the black and white logo with black profiles at 45% opacity.

Examples of use cases:

- Social watermarks
- On digital video



Primary Color

- MPB Blue is our signature color and should be prominently placed for brand impact.
- For a majority of print materials, CMYK color builds are recommended.

MPB BLUE

PMS 647
C91
M63
Y20
K4

R35
G96
B146

#236092

Secondary Blues

- Alongside MPB Blue for added dimension
- Alongside content with a more serious tone

MPB SECONDARY NAVY

PMS534
C9835
M84.6
Y36.22
K27.05

R28
G53
B94

#1C355E

MPB SECONDARY FADED BLUE

PMS645
C76
M48
Y21
K2

R83
G119
B155

#7BAOC4

MPB SECONDARY PALE BLUE

PMS643
C21.34
M10.08
Y4.84
K0

R197
G212
B226

#C5D4E2

Primary Accents

All three primary accents are interchangeable.

Best when used:

- Minimally to emphasize important content
- One at a time, in a majority of cases



Example of using an accent color

MPB RED

CO
M90
Y85
K0

R239
G65
B54

#231F20

MPB YELLOW

CO
M9
Y100
K0

R248
G208
B72

#F8D048

MPB GRAY

CO
MO
YO
K20

R09
G211
B212

#D1D3D4

Font Use Guidelines

MPB's Primary Font is PBS Explorer. It can be downloaded at the Source at source.pbs.org.

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Black:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Usage questions

If you have any questions about usage, please don't hesitate to reach out the communications department for clarification.

