Marketing Innovators
Brand Guidelines

Last edited Aug. 2018

These guidelines provide basic information for the use and display of the Marketing Innovators identity. Not all situations and applications are covered within and certain scenarios may require more guidance or the need to submit concepts for approval. In addition, the MI brand will continue to evolve as we refine our messaging and add to our products and services, so please check for up-to-date guidelines and downloadable art files at www.mibrandguide.com.

For questions and/or approvals, please contact one of the individuals listed on the final page of this document.

INDEX

MI Brand Guidelines

Brand Position is defined as a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

MI's current Brand Position:

In the business world, a meaningful connection is hard to come by, and impossible to fake. We help you build a bridge between the cold, hard facts of bottom lines and the authentic connections of people who feel valued.

MI's current tagline:

Connect. Reward. Grow.

The MI logo consists of specially modified and carefully spaced letterforms. It's based on the bold weight of the Google font: ASAP and includes subtle "humanizing" elements that hint at a smile and a handshake. Importantly, there are two different versions of the MI logo, the letters "MI" and the full name "Marketing Innovators," and each one has different intended contexts.

Best use cases for the "MI" logo:

- When the logo is very small or in competition with other bold logos in a tight space.

- When the viewer has already been introduced to the MI brand in some way and the logo now serves a less prominent role on the page.

- When a large and/or bold branding element is needed, but is not the only brand exposure a viewer will have, meaning that there will still be an opportunity for the viewer to see the full logo at some point within this brand touchpoint.

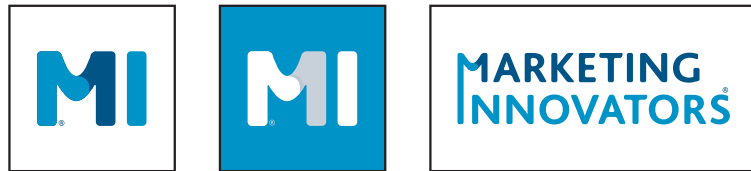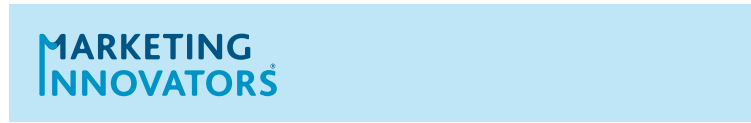**Best use cases for the "Marketing Innovators" logo:**

- When there is only one chance in this brand touchpoint to display MI branding, and it won't be too small (less than 1 inch).

- When the logo is being displayed to a viewer for the first time and the need to be clear about our name is paramount.
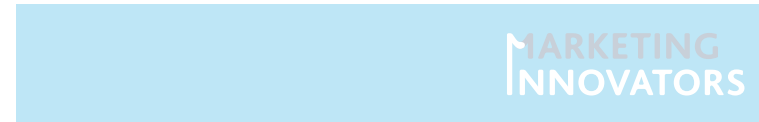
MI Logo & Usage

Be sure to give the appropriate amount of breathing room around the logo. Shown below are rough guides for how much space to allow when placing the logo near other logos or design elements.

Size of
Safe Spacer:
Top of M

Size of
Safe Spacer:
"O" from
Innovators

Safe
Area

MI Logo & Usage

Examples of proper logo use/placement:

What NOT to do:

MI Logo & Usage

Primary Logo:

Highlight Blue
PMS: 639C
CMYK: 100, 20, 10, 0
RGB: 0, 148, 201
HEX: 0094c9

Primary Blue
PMS: 7692C
CMYK: 100, 70, 24, 7
RGB: 0, 84, 134
HEX: 0d5789

Reverse (White) Logo:

White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

Main Gray
CMYK: 20, 12, 9, 0
RGB: 201, 209, 218
HEX: c9d1da

Shadow Gray
CMYK: 16, 9, 5, 10
RGB: 192, 199, 209
HEX: c0c7d1

Blue Background/Container:

CMYK: 23, 0, 2, 0
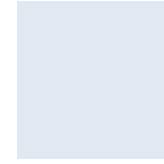RGB: 191, 230, 245
HEX: bfe6f5

Grays:

Gray 1 - Text
CMYK: 24, 14, 10, 72
RGB: 79, 84, 91
HEX: 4f545b

Gray 2
CMYK: 34, 17, 25, 0
RGB: 171, 189, 186
HEX: abbdba

Gray 3
CMYK: 18, 7, 14, 0
RGB: 207, 220, 215
HEX: cfdcd7

Gray 4
CMYK: 8, 0, 6, 0
RGB: 232, 243, 238
HEX: e8f3ee

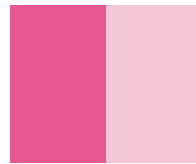## Secondary colors - for highlights and design elements (vibrant and pastel versions):

Highlight Yellow
CMYK: 2, 24, 89, 1
RGB: 247, 194, 56
HEX: f7c136

Orange
CMYK: 2, 80, 96, 0
RGB: 235, 90, 41
HEX: eb5a29

CMYK: 2, 43, 39, 0
RGB: 242, 163, 143
HEX: f2a38f

Pink
CMYK: 4, 80, 12, 0
RGB: 229, 90, 145
HEX: e55a91

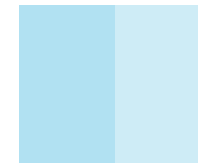CMYK: 1, 27, 2, 0
RGB: 245, 197, 215
HEX: f5c5d7

Green
CMYK: 52, 0, 56, 0
RGB: 127, 200, 146
HEX: 7fc892

CMYK: 28, 0, 32, 0
RGB: 185, 222, 188
HEX: b9debc

Grey Blue
CMYK: 80, 67, 44, 31
RGB: 59, 72, 91
HEX: 3b485b

CMYK: 56, 48, 34, 6
RGB: 121, 123, 139
HEX: 4f545b

Light Blue
CMYK: 28, 0, 4, 0
RGB: 178, 226, 241
HEX: b2e2f1

CMYK: 17, 0, 2, 0
RGB: 207, 236, 245
HEX: cfecf5

MI Colors

Open Sans is the primary type family for all MI marketing communications. This type family includes the Light, Regular, Semibold, Bold and Extrabold fonts along with the Italic versions of each. All page headlines are set in the type family Lato, usually in all CAPS, bold. But there are often exceptions to general guidline.

Open Sans is a Google font, which means you can download it or link to it for web-based designs. Go to this link to learn more or to download it for yourself: https://fonts.google.com/specimen/Open+Sans

Open Sans Light
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Light Italic
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Regular
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Regular Italic
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Semibold
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Semibold Italic
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Bold
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Bold Italic
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Extraold
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Open Sans Extraold Italic
Connect. Reward. Grow.
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

MI Typefaces/Fonts

There are times when the Open Sans font is not an option:

• You can't download the Open Sans font from the link on the previous page.

• You are creating documents that will be shared with people that don't have access to the Open Sans font.

• Font compatibility/conflict issues, not enough storage, etc.

In such cases, an acceptiable substitute font is **Calibri**, which is MS Office compatible.

Calibri Regular

Connect. Reward. Grow.

1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Calibri Italic

Connect. Reward. Grow.

1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Calibri Bold

Connect. Reward. Grow.

1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

Calibri Bold Italic

Connect. Reward. Grow.

1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ? + =

MI Typefaces/Fonts

This is a sampling of the types of images MI uses to convey brand messaging. We try to use full environmental scenes with professional employees in a working/interacting role. These are generally stock images but it is important to spend a little extra time searching for images that don't look too generic and/or "cheesy." Some important points to keep in mind with image searching: diveristy is paramount, modern workplaces are preferred, modern computers/phones/equipment/etc., dynamic angles/colors/activity/filters/etc. are very effective. The stock service we usually use is iStock (www.istockphoto.com) and we have many images on hand for use so feel free to request help from Jason when looking for the perfect image.

MI Imagery

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