



Logo +  
Identity  
Standards  
for MPI  
Chapters

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### **MPI's Vision**

Lead and empower the meeting and event community to change the world.

### **MPI's Mission**

Connect the global meeting and event community to learn, innovate, collaborate and advocate.

## **Why Logo Standards Matter to MPI Chapters**

MPI is a global brand that represents the best people and professional development in the meeting and event industry around the world. Maintaining the integrity and consistency of the MPI logo is vital to reinforcing its value to our community, and that must be applied and maintained at the chapter level, as well.

To help our MPI Chapters provide a consistent brand experience across all Chapter and Global efforts, we are providing these logo standards for everyone to adhere to. The goal is to create a seamless MPI brand experience across all regions, programs and communications.

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# MPI Chapter Logo Guidelines

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# LOGO + IDENTITY STANDARDS FOR MPI CHAPTERS

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## THE MPI LOGO



An organization's brand is how one perceives the organization, and its logo is the most identifiable element of that brand.

This is not to say that the logo *is* the brand. An organization's brand is not how it looks, or what it says. The brand is how the organization acts, what it delivers, why it has value. Simply put, the brand is the full experience that is shared by the organization and its community.

The brand's logo is simply the "face" that comes to mind when thinking about the brand.

The MPI brand is the collective intelligence, experience and professionalism of the MPI community. MPI's brand promise is to provide its community with the best networking and education resources to ensure their success. Our logo is a symbol of that promise.

## THE MPI CHAPTER LOGOS



MPI Chapter logos are the primary means by which MPI Chapters can identify and associate themselves with MPI, therefore guidelines are essential in keeping brand integrity.

The Chapter logo must be displayed on all chapter Web sites, publications, announcements and collateral. To ensure brand consistency across all channels both global and local, MPI Chapters should adhere to the guidelines in this document.

**NOTE: MPI Chapters may not use the MPI Global logo unless they have obtained written permission from MPI's Marketing & Communications department.**

## CHAPTER LOGO BUILD

### HORIZONTAL LOGO

The horizontal MPI Chapter Logo design consists of three graphic elements:



- A MPI Brand Mark:** The main element in the MPI logo, it represents your global MPI community that is interwoven and interacting, symbolizing the importance of the meetings industry on a global scale.
- B Chapter Name:** This is the full chapter name. The region portion of the name takes visual precedence, with “Chapter” smaller so that the region stands out.
- C Dividing Line:** This separates the two main elements of the logo



### STACKED LOGO

The stacked MPI Chapter Logo design consists of two graphic elements:

- A MPI Brand Mark:** The main element in the MPI logo, it represents your global MPI community that is interwoven and interacting, symbolizing the importance of the meetings industry on a global scale.
- B Chapter Name:** This is the full chapter name. The region portion of the name takes visual precedence, with “Chapter” smaller so that the region stands out.

# LOGO + IDENTITY STANDARDS FOR MPI CHAPTERS



## CLEAR SPACE

Clear space is the minimum “breathing room” maintained around the MPI Chapter logo. It should be kept free of graphics, text and other elements. It also defines the minimum distance from the logo to the edge of a printed piece.

The minimum required clear space is defined by the measurement “X” as shown. This measurement of X is equal to 1/3 the diameter of the Brand Mark in the logo.

Always use at least the minimum required clear space when displaying your MPI Chapter logo.

## BACKGROUND CONTROL



The preferred background for MPI Chapter logos is white, but in some cases it is necessary to use the logo over colors or images. In these cases, it is extremely important to ensure the visibility and legibility of all logo elements. This chart, featuring various background colors, shows which background value ranges work and which do not. While this chart does not apply to every color, the rule of thumb is to use the best judgment on whether you can clearly see all the elements of the logo or not and that all the colors work together rather than contrast.



# LOGO + IDENTITY STANDARDS FOR MPI CHAPTERS

## REVERSED-OUT LOGO



A reversed-out version of the MPI Chapter logo is available for use on dark backgrounds. It must always be used as all-white and never as a combination of white and colors.

Note: For MPI brand consistency, the MPI Chapter logo must always be presented in either black, reversed-out white, or four-color. Presentation of the MPI Chapter logo using any other color scheme is prohibited, unless special permission is obtained, in advance, from MPI's Creative department. Please contact [creative@mpiweb.org](mailto:creative@mpiweb.org) for permission to use your chapter logo in a way that is different from the ways specified here.



## LOGO COLORS

The color in the MPI chapter logos are blue and black, as follows:

Color	Pantone Equivalent*	CMYK	RGB	Web Hex
 Blue	PANTONE 2995	C100 M0 Y0 K0	R0 G174 B239	00aeef
 Black	Black	C0 M0 Y0 K100	R35 G31 B32	231f20

The MPI Chapter logo must always be presented in either blue/black or white, depending on the background it's placed on. Presentation of the MPI Logo using any other color scheme is prohibited, unless special permission is obtained, in advance, from MPI's Marketing and Communications department.

# LOGO + IDENTITY STANDARDS FOR MPI CHAPTERS

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## ADDITIONAL UNACCEPTABLE LOGO RENDERINGS & USES



Do not change the colors of any element in the logo.



Do not remove any elements of the chapter logo.



Do not alter the arrangement of the logo elements.



Do not add any elements to the logo.



Do not outline any elements in the chapter logo.



Do not crop the logo in any way.



Do not use any individual element of the logo as a graphic design element.



Do not create a "read-through" headline or message with the logo.



Do not violate the logo's clear space with any text or design elements.

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# **MPI Brand Identity:** Chapter Names

Correct naming format and Web URLs

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### YOUR CHAPTER NAME

Remember, the MPI brand is always the main brand, and you should always lead with it. Therefore, the correct format of your chapter name is always, in this order:

**1) MPI 2) Region 3) Chapter**

*Examples:*

MPI Westfield Chapter

MPI Texas Hill Country Chapter

MPI Japan Chapter

MPI UK and Ireland Chapter

Any variations, abbreviations, acronyms or uses other than the above naming format are prohibited per MPI's logo standards.

### WEB: YOUR CHAPTER URL

Since your chapter name starts with the MPI brand, your chapter Web site's URL should *a/ways* do the same, followed by the region, and ending with ".org." (.com" is also allowed, but ".org" is the preferred suffix.) Since some Chapter names can get pretty long, you can shorten the region info for URL use. The use of a hyphen to separate "MPI" and the region info also helps with URL clarity.

There are also instances when URLs in different countries or regions are required to have the country or region reflected in the URL suffix. **(.nl for Netherlands, for example)**. In these cases, please use the required URL suffix, but always lead with "MPI" in the address (see example 4 below).

*Example 1: MPI Dallas/Fort Worth Chapter URL:*

Correct — **www.mpidfw.org** or **www.mpi-dfw.org**

Incorrect — **www.dfwmpi.org** or **www.dfw-mpi.org**

*Example 2: MPI Georgia Chapter URL:*

Correct — **www.mpiga.org** or **www.mpi-ga.org**

Incorrect — **www.gampi.org** or **www.ga-mpi.org**

*Example 3: MPI Westfield Chapter URL:*

Correct — **www.mpiwestfield.org** or **www.mpi-westfield.org**

Incorrect — **www.westfieldmpi.org** or **www.westfield-mpi.org**

*Example 4: Netherlands Chapter URL:*

Correct — **www.mpi-netherlands.nl** or **www.mpi.nl**

Incorrect — **www.netherlands-mpi.nl**

*Example 5: MPI UK and Ireland Chapter URL:*

Correct — **www.mpi-uk-ireland.org** or **www.mpiuki.org**

Incorrect — **www.uk-ireland-mpi.org**

*Example 6: MPI Japan Chapter URL:*

Correct — **www.mpijapan.com** or **www.mpi-japan.com**

Incorrect — **www.japanmpi.com** or **www.japan-mpi.com**

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# **Design:** MPI Chapter Programs and Events

Fonts, Design and Incorporating  
Your Chapter Logo into Your Promotions

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### FONTS

Gotham is the primary font used in the MPI Chapter logo. However, it is not required for you to use Gotham in your Chapter promotions and collateral.

If you want to use Gotham for your Chapter promotions and collateral, you will need to purchase it, as MPI cannot share its font files due to font publishing laws.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890”:!@#\$%^&\*?

**Gotham Book**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890”:!@#\$%^&\*?**

# LOGO + IDENTITY STANDARDS FOR MPI CHAPTERS

## MPI Chapter Programs and Events

When creating chapter programs or events and their corresponding promotions, there are several guidelines and rules that must be adhered to.

### Name

Since it is an chapter event, it must be named as such. It cannot be named an “MPI” event; it must be named an “MPI ABC Chapter” event (See examples 1 and 2).

The reason for this is to prevent confusion about what is an MPI Global event and what is an MPI Chapter event. This does not mean you need to have your chapter name in the event’s title, but you cannot use “MPI” on its own; you must use your MPI Chapter name to represent the MPI brand.

### Design

- The design of the event’s promotion is up to the chapter.
- The chapter name must be represented in the promotional design, either by:
  - incorporating the full chapter logo into the promotional design. (see example 3), or
  - including the chapter name in promotional design (see example 4).

Chapters may not use the MPI Global logo or any part of the MPI logo to build new logos for regional events or programs. If the desire is to have “an MPI logo” in the event or program logo, the full chapter logo must be used.

If there are ever any design-related questions regarding chapter publications, marketing or communication vehicles, please feel free to contact MPI’s Creative department at [creative@mpiweb.org](mailto:creative@mpiweb.org)

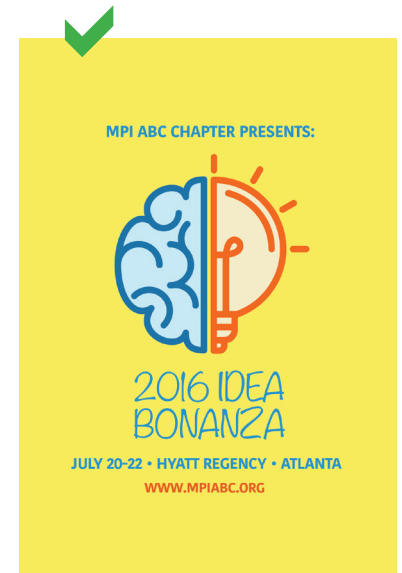
**Example 1**



**Example 2**



**Example 3**



**Example 4**



## How to Get Your Chapter Logos

Print-quality MPI Chapter logo files are available through the Chapter Leader Resource page here: **[www.mpiweb.org/chapteradmin](http://www.mpiweb.org/chapteradmin)**. You must be an MPI Chapter Leader and signed in as an MPI member to access this page.

A PDF of this Logo and Identity Standards document is also available for download.

If you have any questions concerning MPI Chapter logo usage or about this document, please contact MPI's Creative department at **972.702.3019** or at **[creative@mpi.org](mailto:creative@mpi.org)**