



Meeting Professionals International

BRAND GUIDE

VISUAL & LANGUAGE STYLE GUIDE
FEBRUARY 2021



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VISION

Leading and empowering the meeting and event community to change the world.

MISSION

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



1.0 OUR BRAND STORY

When we meet face-to-face, it empowers us to stand shoulder-to-shoulder.

That's why MPI strives to lead the world in the development and application of innovative solutions that advance not only the meeting and event industry, but the careers of the professionals in it. Through MPI's network of local chapters around the world, we activate, educate, support and connect the connectors—the people who are passionate about bringing people together.



1.0 Our Brand Story

MPI serves the entirety of the meeting and event industry, regardless of need, audience or specialization. MPI delivers leadership and education that are more than just credible—they're actionable. We empower connectors to visualize and execute never-before-seen, one-of-a-kind experiences that inspire people to evolve their outlooks, reexamine their preconceptions and take positive action.

Because when we meet, we think in ways previously unthought. Because when we meet, we break through barriers that kept us apart.

**Because when we meet,
we change the world.**



Thankyou

Our Brand Story:

BRAND ATTRIBUTES

1.0 Our Brand Story: Brand Attributes

MPI is ...

INNOVATIVE

Without innovation, our industry remains stagnant. So MPI embraces the new and seeks to drive the seemingly impossible. While others may be averse to change, scared to push boundaries and get stuck on the limits of technology, MPI sees it as a starting line.

EMPOWERING

No other organization or association fosters stronger interpersonal connections between and among meeting and event professionals than MPI. As a member of MPI, you can “find your group” with other MPI members and communities, be they communities of culture or professional specialization.



MPI is ...

GLOBAL

MPI is the definitive global powerhouse in the meetings space, with an active membership that includes 17,000 members in 67 chapters across 19 countries. Its influence spans a direct community of 60,000 people and, indirectly, hundreds of thousands more.

CREDIBLE

Since 1972, MPI's reputation for credible data, educational content and event programming has been unassailable. When MPI speaks, it is with a trusted authority earned over nearly five decades of unbiased truth-telling.

MPI delivers ...

ACTIONABLE EDUCATION

Where other education providers offer up DIY lessons, MPI provides a career path. More than clock hours and credits, MPI delivers advancement and action, jobs and profits, corporate improvement and sustainable, positive change.

A CAREER HOME

MPI is the world's "go-to" organization for meeting and event professionals, delivering value at every stage of their careers. Once someone joins, they often remain involved and highly active with MPI for decades.

THOUGHT LEADERSHIP

MPI is the global meeting and event thought leader, an organization that empowers the world's best and brightest individuals to become agents of change and reinvent the world through the events they plan.



MPI delivers ...

INDUSTRY ADVOCACY

When MPI speaks, the industry takes notice. MPI is the voice of meeting and event professionals around the world, advocating for the industry and its significant economic impact.

RETURN ON INVESTMENT

Dollar for dollar, no professional investment delivers more value than an MPI membership. MPI provides an unparalleled level of growth and advancement, both personally and professionally. And the people you meet could be lifelong friends.

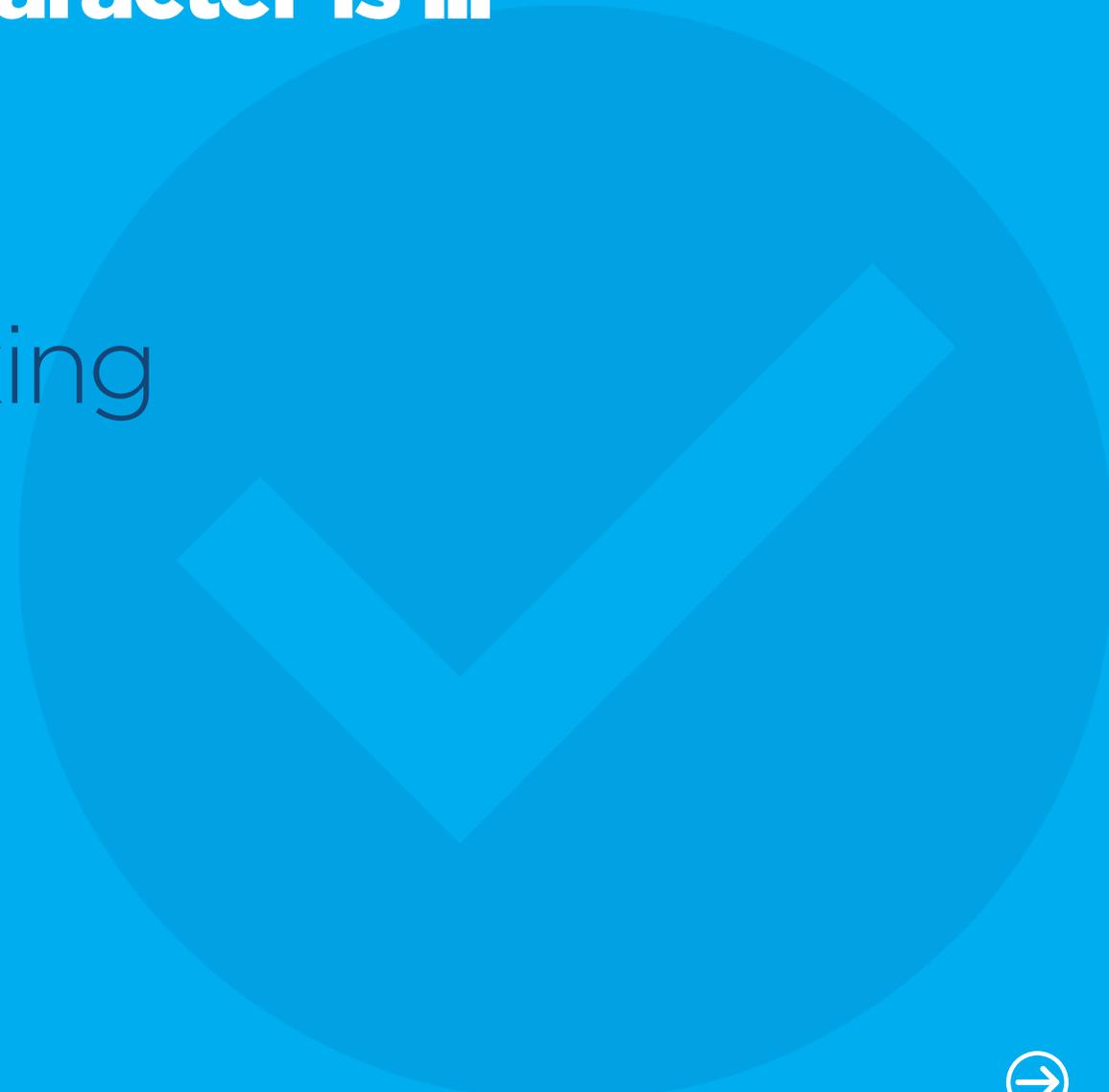


Our Brand Story:

**BRAND
CHARACTER
& VOICE**

MPI's Brand Character is ...

collaborative
confident
forward-thinking
grassroots
inclusive
lively
smart
social
undisputed



MPI's Brand Character is not ...

arrogant
boring
cliquey
disorganized
indecisive
restrictive
stodgy
trivial
unrealistic



Because of MPI's Brand Character, MPI's Brand Voice is ...

PROACTIVE

We're more than helpful; we're here to provide solutions. We use problem-solving language and intuitive explanations to answer the questions before you ask them.

CONVERSATIONAL

We prefer everyday words to corporate jargon and marketing speak.

DIRECT

We are thorough and get straight to the point— and straight to the value—never dancing around what we mean or what we provide.

RELATABLE

We know what's keeping you up at night. We hear you—and speak your language.

CREDIBLE

We back up statements and promises with proof points and real results.

WORDS WE USE

connection
create
engage
experience
face-to-face
gather
inspire
meaningful
participant
people
personal
positive
powerful
relevant
share
solutions
strategic
together
unique

WORDS WE LOSE

actioning
and/or
bandwidth
core-competency
digital landscape
disruption
game-changer
ideation
innovate
leverage
optimize
outside-the-box
solutioning
synergy
targeting
utilize



2.0 OUR LOGO

THE MPI LOGO

MPI's brand is the collective intelligence, experience and professionalism of its connected community of members. Its brand promise is to connect the global meeting and event community with education, networking and business opportunities to help change the world through innovative event experiences.

Our logo is a symbol of that promise. It conveys global connectivity and represents a dynamic community of people—people who are passionate about connecting people.



2.0 Our Logo



LOGO LOCKUP BUILD

The logo is the most fundamental element of our brand and should appear in a prominent location on all communications. It cannot be replaced by a standard typeface.

The MPI logo consists of two distinct elements:

- A Symbol:** The Globe. This dynamic symbol represents a global community that is interwoven and interacting, symbolizing the both the energy of the global MPI community and its impact on the world.
- B Lettermark:** The initials MPI. Not simply three letters, but a custom-designed graphic element.
- C Trademark:** The ® registered trademark symbol *must* accompany the logo at all times.

MINIMUM LOGO SIZE

As the primary symbol of MPI, the logo should be as visible as possible whenever it is used, but never smaller than its minimum size.

Minimum size for the logo is:
1 inch wide (25.5 mm; 72 pixels)



1 inch wide
(25.5 mm; 72 pixels)

LOGO COLOR

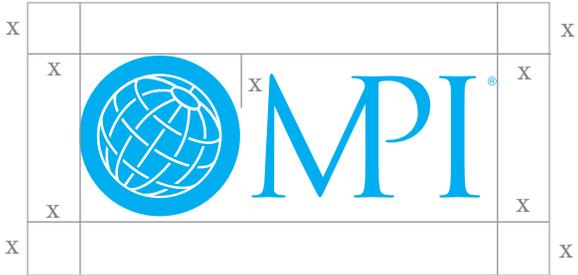
Color	Pantone Equivalent*	CMYK	RGB	Web Hex
 Blue	PANTONE 2995	C100 M0 Y0 K0	R0 G177 B235	00A8FF

The MPI logo must always be presented in either blue 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 CLEAR SPACE

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

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 Symbol (Globe) in the logo.



2.0 Our Logo

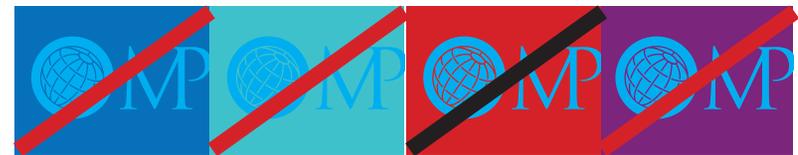
LOGO BACKGROUND CONTROL

The preferred background for the MPI Logo 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 of all logo elements**.

These charts shows which backgrounds work for the blue logo and which work for the white/reversed logo. While these charts do not represent 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, especially at the logo's minimum size.



DON'T



DON'T

MPI LOGO DON'TS



Do not use the logo without the registered trademark



Do not use the old version of the MPI logo.



Do not alter the arrangement of the logo elements.



Do not use the Symbol (Globe) without the Lettermark (MPI) and vice versa.



Do not outline the logo.



Do not violate the logo's clear space with another logo or design element.



Do not redraw any element of the logo, or use alternate fonts for the Lettermark



Do not crop the logo in any way.



Do not add new elements to the logo.



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



3.0 BRAND TAGLINE

BRAND TAGLINE

When people get together for a common cause, they can do great things. The facilitation of “getting people together” is the reason the meeting and event community exists. It’s a community that needs education and resources to do what they do—to keep people meeting.

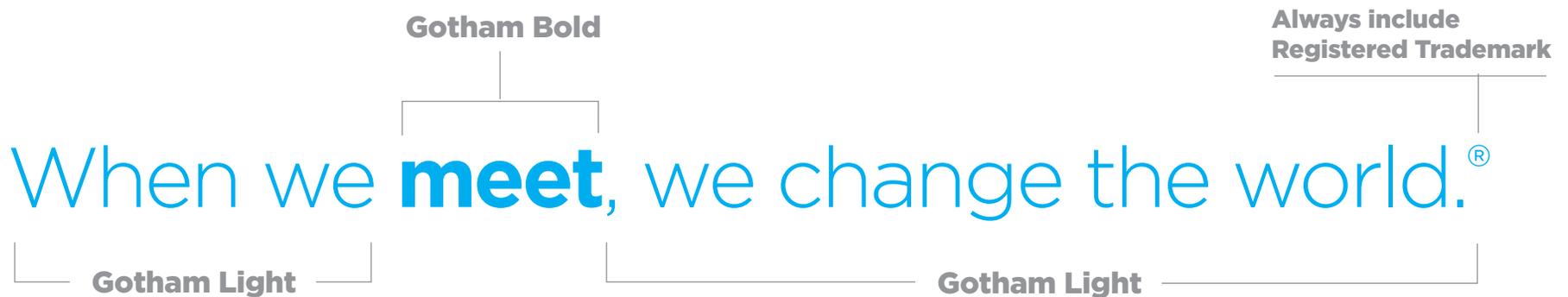
This is the reason MPI exists; to connect the people that are passionate about connecting people. And that’s why MPI’s brand tagline is:

When we **meet**, we change the world.®

3.0 Brand Tagline

BRAND TAGLINE TYPOGRAPHY IN DESIGN

In design, it is important to always present the brand tagline consistently across all applications. Below is a breakdown of the typefaces used to create the tagline.



The word “meet” must always be emphasized. In copy, please use italics to emphasize “meet.” In typography design, always use Gotham Bold for “meet” and Gotham Light for the rest. Depending on the background, it is also okay to change the color of “meet” for emphasis, but always stay within brand color guidelines (see section 4.0).

The ® registered trademark must appear at the end of the brand tagline in copy and design, in superscript. No exceptions.

BRAND TAGLINE DOs and DON'Ts

✓ It is permissible to stack the tagline on two lines, but always break after “meet”



✓ It is permissible to reverse out the tagline on a dark background/photo as long as the typography rules are being adhered to.



✗ Do not violate the typography emphasis rules.

When we meet, we change the world.®

When we meet, we change the world.®

3.0 Brand Tagline” Alternate logo & tagline lock-up

ALTERNATE LOGO & TAGLINE LOCK-UP



When we **meet**, we change the world.®

There are some instances when a lock-up of the MPI logo and the brand tagline can be used. These instances are usually when there’s a large space for the logo and tagline to be displayed, with plenty of clear space. A good rule of thumb is if the tagline is too small to be read, it’s too small to be used as a logo & tagline lock-up.

The typography emphasis rules apply when used as a lock-up with the logo.

LOGO & TAGLINE LOCK-UP: Size of Tagline



The size of the tagline in relation to the logo should always be as follows:

- The distance from the outer edge of the logo to the outer edge of the tagline should **always** be equal to the radius of the Globe Mark circle, in this case defined as “X”
- The distance between the logo and the tagline should always be the height of the “W” in the tagline, in this case defined as “Y”



It is also acceptable to use a logo & tagline lockup with the tagline stacked. When stacked, the width of the tagline should **always** be equal to the width of the logo.

Logo & Tagline DON'TS



Do not stack the tagline on more than two lines.



Do not position the tagline to the side of the logo.



Do not make the tagline too small



4.0 COLOR PALETTE

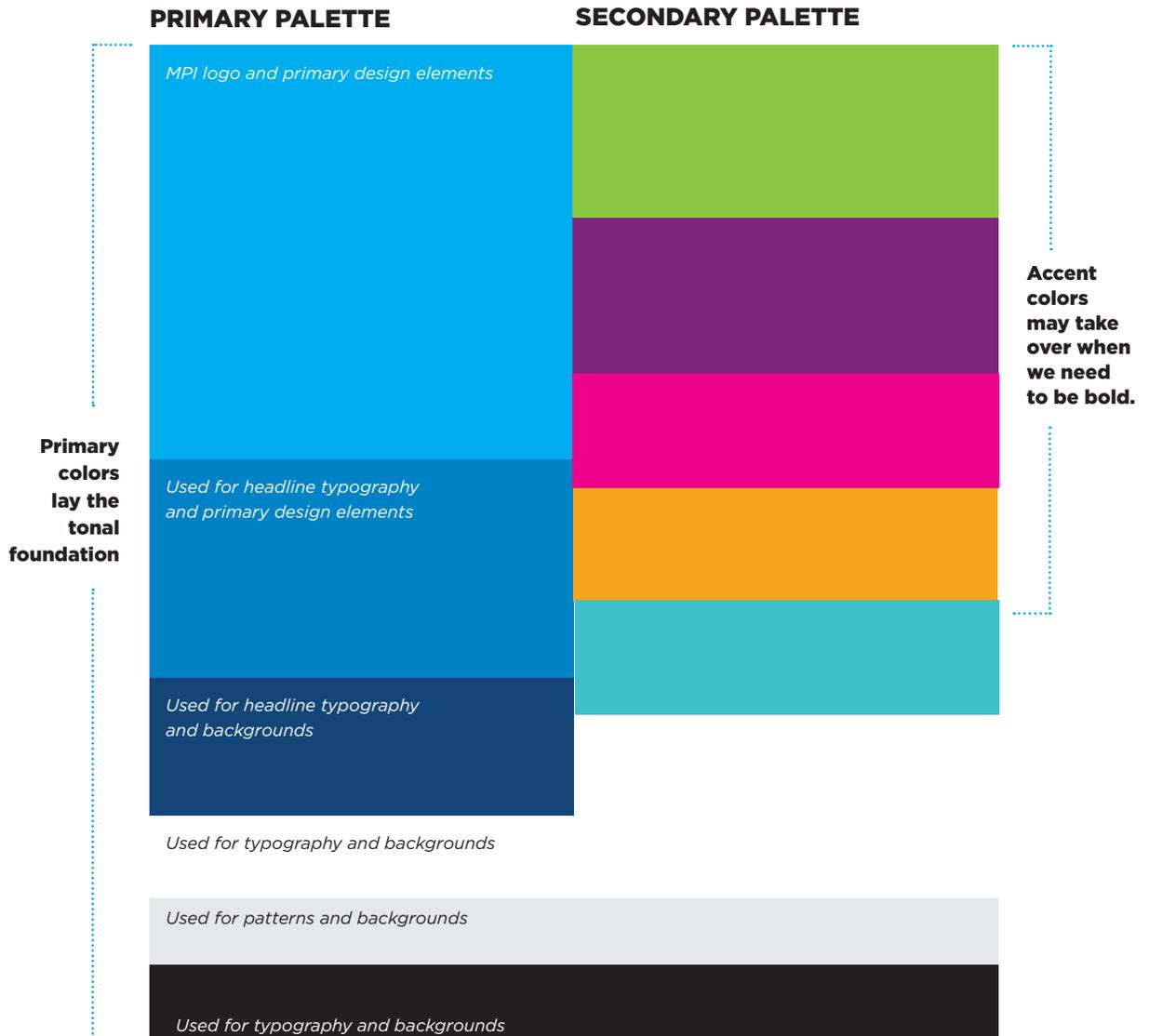
BRAND COLOR PALETTE

Blue is the color of stability, inspiration and depth. It often symbolizes the positive human qualities of trust, loyalty, confidence and intelligence. It is the color of the sky and the ocean, symbolizing possibility, depth and exploration.

It only makes sense that MPI's primary colors carry these attributes, as meetings and events foster trust, build confidence, establish loyalty and create deep human connections while opening up a sky of possibilities.

MPI uses shades of blue as its primary brand color. Black should never be used in a large field of color. If you need a dark color, use dark blue. The secondary palette is a vibrant set of bright, exciting colors, representing our vibrant, diverse community of meeting and event professionals. The secondary palette is used for accent colors in typography, icons, charts, rules and backgrounds.

The size of the blocks at right represents the general ratio of how frequently they are used.



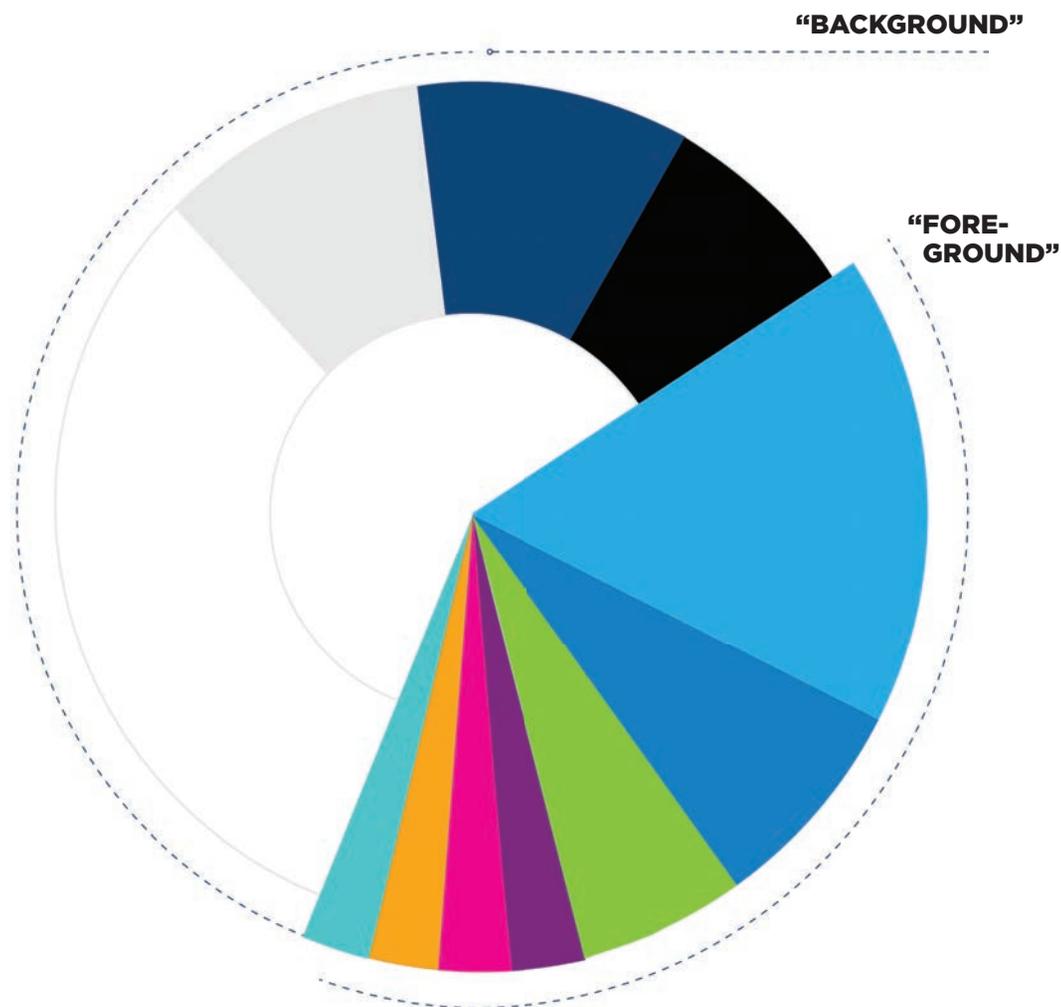
4.0 Color Palette

BRAND COLOR WHEEL

It helps to think of color usage in terms of “foreground” and “background.”

The background colors are foundational; white, black, gray and dark blue.

The foreground colors are the main players; the primary blue and the vibrant, secondary colors.



PRIMARY COLOR PALETTE

	Bright Blue	HEX: #00A8FF RGB: 0 163 255 CMYK: 100 0 0 0	USED FOR: LOGO USAGE, TYPOGRAPHY, BACKGROUNDS
	Medium Blue	HEX: #0081c7 RGB: 0 129 199 CMYK: 83 41 0 0	USED FOR: TYPOGRAPHY HEADLINES, LARGE AREA BACKGROUNDS
	Dark Blue	HEX: #114778 RGB: 17 71 120 CMYK: 100 78 28 12	USED FOR: TYPOGRAPHY HEADLINES, LARGE AREA BACKGROUNDS
	White	HEX: #FFFFFF RGB: 255 255 255 CMYK: 0 0 0 0	USED FOR: TYPOGRAPHY, BACKGROUNDS
	Light Gray	HEX: #E6E6E6 RGB: 230 230 230 CMYK: 17 12 13 0	USED FOR: PATTERNS, GRAPHIC ACCENTS
	Black	HEX: #000000 RGB: 0 0 0 CMYK: 70 50 30 100	USED FOR: BODY COPY, SMALL AREA BACKGROUNDS

SECONDARY COLOR PALETTE

	Green	HEX: #8AC540 RGB: 138 197 64 CMYK: 50 0 100 0	USED FOR: GRAPHIC ACCENTS, PATTERNS, TYPOGRAPHY ACCENTS, DATA, STATISTICS & INFOGRAPHICS
	Purple	HEX: #7C257E RGB: 124 37 126 CMYK: 62 100 14 2	
	Magenta	HEX: #EC008C RGB: 236 0 140 CMYK: 0 100 0 0	
	Orange	HEX: #FAA61A RGB: 250 166 26 CMYK: 0 40 100 0	
	Aqua	HEX: #30D1D4 RGB: 48 209 212 CMYK: 65 0 22 0	

5.0 TYPO- GRAPHY

5.0 Typography

TYPEFACES

HEADLINE & SUBHEAD TYPEFACE

A key component of the MPI's visual system is our primary typeface, Gotham. With its bold yet approachable style—much like the style of many in the MPI community—Gotham appropriately communicates the right personality.

Gotham makes whatever we have to say easy for our audience to read. We use it in big or small headlines.

BODY COPY and WEB TYPEFACE

Another component of our visual system is the use of Lato in combination with Gotham. We use it with smaller text such as body copy to complement the bold look of Gotham. For Web applications, we use the Lato font family as the primary font.

GOTHAM BLACK
BOLD
MEDIUM
BOOK
LIGHT

Lato Black
Bold
SemiBold
Regular
Italic
Light

TYPE HIERARCHY

This page demonstrates a standard type hierarchy between Gotham and Lato. When setting up styles, be sure to create a clear hierarchy and limit the number of sizes or weights.

HEADLINES

- Use all caps on headlines
- Be concise and allow headlines to pop
- Keep the leading tight and tracking set to -20 to -30
- In most cases, headlines are left aligned

SUBHEADS

- The subhead is optional
- Use end punctuation only if it's a complete sentence

BODY COPY

- The leading is more tracked out than the headlines and subheads for better legibility
- Body copy should range from 9–12 pt. font depending on the size of the composition

Standard Headlines / Gotham Black

**HEADLINES ARE
BOLD, SIMPLE
AND DIRECT**

Subheads / Gotham Bold or Gotham Medium

**Subheads clarify, continue the
thought or add meaningful detail.**

Body Copy / Lato

Body copy tells the relevant story about our brand, tailored to the audience and digs into the detailed value of what we offer for them.



6.0 PHOTO- GRAPHY

HOW WE DEFINE OUR PHOTOGRAPHY

OUR COMMUNITY IN ACTION

Photos should capture the people in the MPI community in real moments in time—moments of engagement, connection, inspiration or learning—that give a relatable peek into the professional lives of the people in the MPI community. Images should be global in their diverse representation and show collaboration and innovation among people.

- Photos can range from the relatable, to the aspirational.
- Highlight diversity—whether it's ethnicity, gender, age, physical capability or otherwise.
- Both candid and posed photos, usually captured from MPI events, are acceptable.



OUR INDUSTRY IN ACTION

Showing meetings and events in action prove the value of our profession to those outside our profession, and reinforce its value to those in it.

- Images should always show:
 - 1)** the tangible and emotional value of face-to-face experiences; the energy that results when people “get in the room” together, or
 - 2)** professionals planning or producing events; the people doing what it takes to make events happen.
- Scenes from the many regions, communities and verticals we serve, and new places that show our reach and opportunity potential.



THE MPI COMMUNITY IN ACTION



A photograph of a group of people sitting around a table in a conference setting. They are engaged in conversation and looking at each other. There are drinks and papers on the table.

THE MEETING & EVENT INDUSTRY IN ACTION





7.0 PUTTING IT ALL (DESIGN) TOGETHER

DESIGN

This section demonstrates what MPI's branded promotions and campaigns look like when brand characteristics, voice, typography, color and photography guidelines are followed. The result is a refreshing blue sky of design possibilities, not limits. Let's take a look at some examples:

SOCIAL MEDIA POST DESIGN

Social media graphics should be vibrant and eye-catching. Sometimes, using the secondary color palette in a primary fashion accomplishes this while staying on-brand.



Keyline frames the design and connects to MPI logo

Secondary color

Photo: Event Planner

Headline: Gotham and Brand Voice

Secondary color

Brand Logo

7.0 Putting it All Together: Design

MPI ACADEMY EMAIL DESIGN

This email sample successfully demonstrates what it looks like when brand, logo, typography, color and photography rules are followed, resulting in a clean yet vibrant design that is in accordance with MPI's brand attributes.



Primary color

Photo: Event Planner

Headline: Gotham and Brand Voice

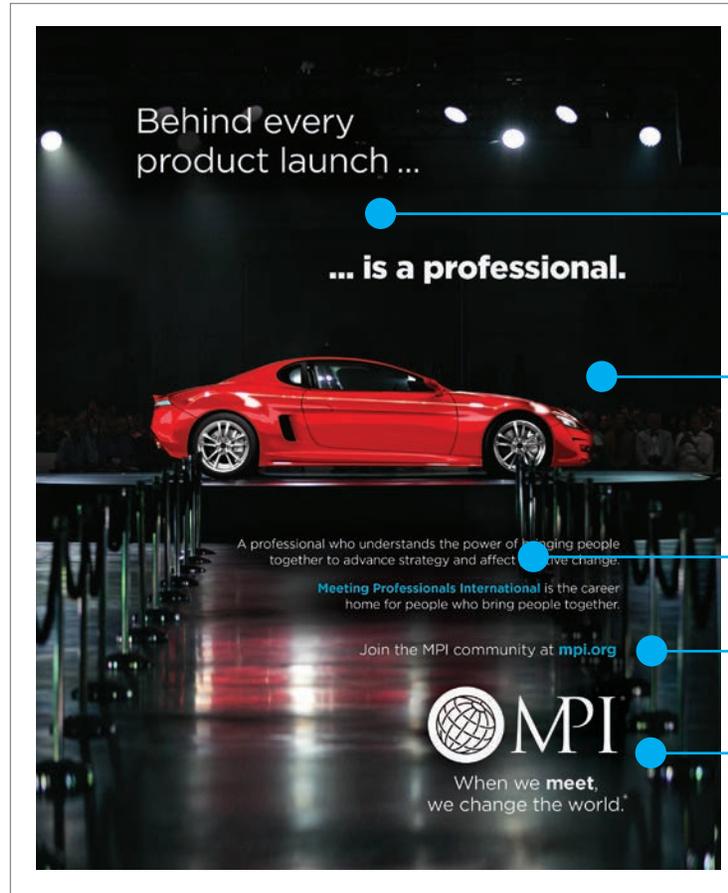
Secondary color

Body Copy: Lato

Brand Logo

BRAND AD DESIGN

For print ads, less is indeed more. This membership-driving ad successfully demonstrates the power of headline + image, relying on little body copy to get in the way. The result is a striking ad consistent with MPI's brand and design guidelines.



Headline: Gotham and Brand Voice

Photo: Trade show Event

Copy: Gotham

URL: Primary color

Brand logo and tagline lock-up

7.0 Putting it All Together: Design

Primary Color

Headline: Gotham and Brand Voice

Brand Logo

Photo: MPI Members

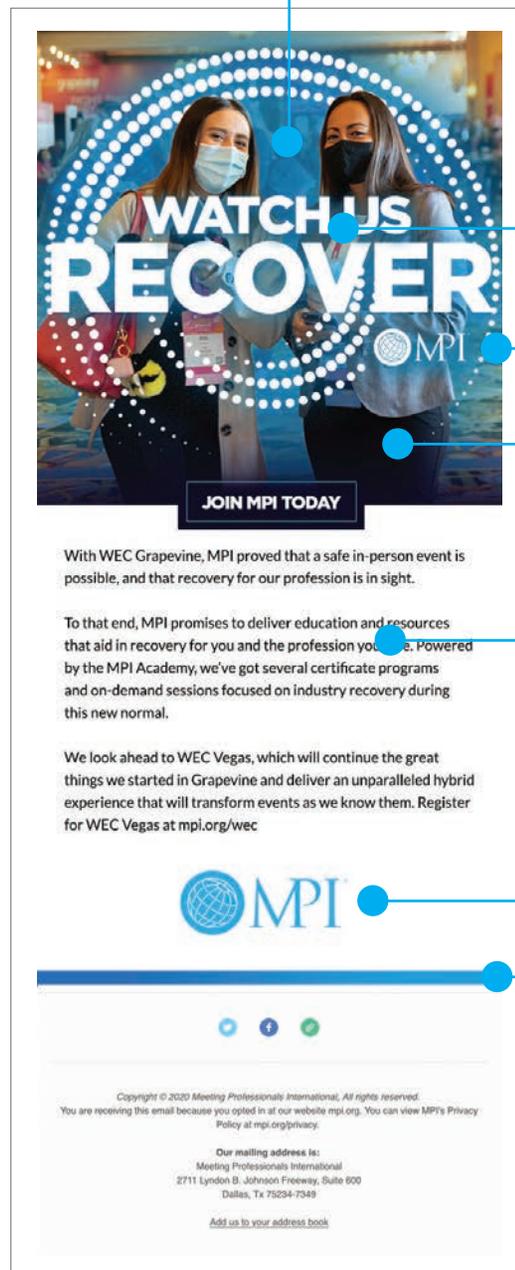
Body Copy: Lato

Brand Logo

Line Graphic: Primary Color

MEMBER- SHIP EMAIL DESIGN

Growing the MPI community works best when we show the MPI community. This membership-driving email boasts actual photography of MPI members at an MPI event, paired with an impactful headline and brand colors.



SALES BROCHURE DESIGN

Engaging our supplier community through sales and sponsorship opportunities requires collateral and tools. This brochure design features actual MPI event photography and an impactful headline tied together by a branded color gradient.



Primary colors

Headline: Gotham and Brand Voice

Photo: MPI Event

Brand Logo



8.0 MPI CHAPTERS

MPI CHAPTER LOGOS

For the majority of the MPI community, MPI Chapters are the main activation of—and often their only exposure to—MPI.

MPI Chapters are the strongest extension of the MPI brand, so naturally the logo design should communicate the strong partnership between the chapter and the brand. The chapter logo is the primary way that an MPI Chapter can identify and associate themselves with MPI. Therefore, logo 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 on these pages.

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



8.0 MPI Chapters: Logos

CHAPTER LOGO LOCKUP BUILD

HORIZONTAL LOGO

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



- A MPI Brand Mark:** The main element in the MPI logo, it represents your global MPI community, interwoven, interacting and symbolizing the importance of the meeting and event 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 Trademark:** The ® registered trademark symbol must accompany the logo at all times.
- D Dividing Line:** This separates the two main elements of the logo

STACKED LOGO

The stacked 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, interwoven, interacting and symbolizing the importance of the meeting and event 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 Trademark:** The ® registered trademark symbol must accompany the logo at all times.

CHAPTER LOGO 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 or digital layout.

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 the 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.

8.0 MPI Chapters: Logos

REVERSED-OUT CHAPTER LOGOS

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 for permission to use your chapter logo in a way that is different from the ways specified here.



CHAPTER 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 G163 B255	00A8FF
 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 Chapter logos using any other color scheme is prohibited, unless special permission is obtained, in advance, from MPI's Marketing and Communications department.

MPI CHAPTER LOGO DON'TS



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, color or design elements.

CHAPTER NAMES

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 branding standards.

NAMING 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 DO and DON’T” examples.)

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

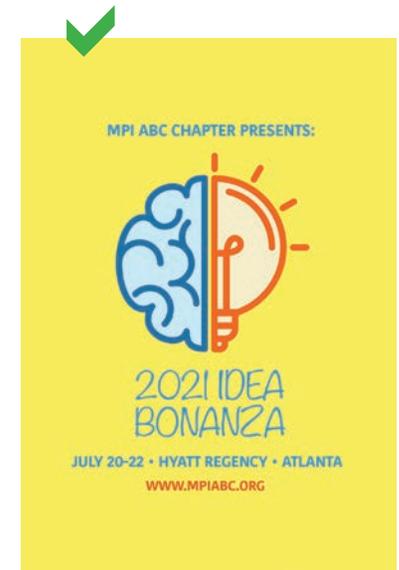
DO



DON’T



Example 3



Example 4

8.0 MPI Chapters: Web URLs

WEB: CHAPTER URL

Since chapter names starts with the MPI brand, 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, it is permissible to 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).

Here are some examples of correct URL naming:

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**

9.0 MPI COMMUNITIES

9.0 MPI Communities: Logos

MPI COMMUNITIES LOGOS

MPI is committed to being the “career home” for meeting and event professionals of all professional and cultural walks of life. MPI Communities were created so our members could find their kindred spirits, direct peers and career goals.

Much like the MPI Chapter logos, the MPI Communities logos represent a partnership between specialized groups and the MPI brand, aligning the two. The result are logos that reinforce to these communities that “MPI has their back” and is dedicated to creating high-level value and connecting them with other people “who speak their language.”

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



LOGO LOCKUP BUILDS

HORIZONTAL LOGO

Each horizontal MPI Communities Logo design consists of four graphic elements:



- A MPI Brand Mark:** The MPI brand logo
- B Community Name:** This is the full Community name. The professional or cultural portion of the name takes visual precedence, with “Community” smaller so that the segment stands out.
- C Trademark:** The ® registered trademark symbol must accompany the logo at all times.
- D Dividing Line:** This separates the two main elements of the logo

STACKED LOGO

Each stacked MPI Communities Logo design consists of three graphic elements:



- A MPI Brand Mark:** The MPI brand logo
- B Community Name:** This is the full Community name. The professional or cultural portion of the name takes visual precedence, with “Community” smaller so that the segment stands out.
- C Trademark:** The ® registered trademark symbol must accompany the logo at all times.

9.0 MPI Communities: Logos

LOGO CLEAR SPACE

Clear space is the minimum “breathing room” maintained around any MPI Community 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 or digital layout.

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 any MPI Community logo.



BACKGROUND CONTROL



The preferred background for any MPI Community logo 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.

REVERSED-OUT LOGOS

Reversed-out versions of all MPI Communities logos 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 Community logo must always be presented in either black, reversed-out white, or four-color. Presentation of the MPI Community 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 for permission to use your chapter logo in a way that is different from the ways specified here.



LOGO COLORS

The colors in the MPI Communities logos are blue and black, as follows:

Color	Pantone Equivalent*	CMYK	RGB	Web Hex
 Blue	PANTONE 2995	C100 M0 Y0 K0	R0 G163 B255	00A8FF
 Black	Black	C0 M0 Y0 K100	R35 G31 B32	231f20

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

9.0 MPI Communities: Logos

MPI COMMUNITIES LOGO DON'TS



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 create a "read-through" headline or message with the logo.



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

10.0 MPI ACADEMY

10.0 MPI Academy: Logo

THE MPI ACADEMY LOGO

An extension of the MPI brand, the MPI Academy fuels MPI's education and professional development programs to help our community succeed professionally and personally.

The MPI Academy logo is a simple extension of the brand logo.



LOGO LOCKUP BUILD

The logo is the most fundamental element of the MPI Academy brand and should appear in a prominent location on all communications. It should not be replaced by a standard typeface.

The MPI Academy logo consists of three distinct elements, the first two already established with the MPI brand logo:



- A Symbol**
- B Lettermark**
- C Academy Name**



1 inch wide
(25.5 mm; 72 pixels)

MINIMUM LOGO SIZE

As with the MPI brand logo, all elements of the MPI Academy logo should be as visible as possible whenever used, but never smaller than its allowed minimum size.

Minimum size for the logo is:
1 inch wide (25.5 mm; 72 pixels)

10.0 MPI Academy: Logo

LOGO CLEAR SPACE

Clear space is the minimum “breathing room” maintained around the MPI Academy 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 or digital layout.

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 the MPI Academy logo.



BACKGROUND CONTROL



The preferred background for MPI Academy logo 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.

REVERSED-OUT LOGO

The MPI Academy logo is available in full color and reversed-out options. The reversed-out version must always be used as all-white and never as a combination of white and colors.

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



LOGO COLOR

The color in the MPI Academy logos is blue, as follows:

Color	Pantone Equivalent*	CMYK	RGB	Web Hex
 Blue	PANTONE 2995	C100 M0 Y0 K0	R0 G163 B255	00A8FF

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

MPI ACADEMY LOGO DON'TS



Do not change the colors of any element in the 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 violate the logo's clear space with another logo.



Do not redraw any element of the logo, or use alternate fonts for the Lettermark



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



Do not crop the logo in any way.

CHECK OUT THE



TODAY!

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

11.0 MPI FOUNDATION

11.0 MPI Foundation: Logo

THE MPI FOUNDATION LOGO

An extension of the MPI brand, the MPI Foundation advances the meeting and event profession by investing in meeting and event professionals. By funding grants, scholarships and pan-industry research, the MPI Foundation gives back to the meeting and event profession more than any other organization.

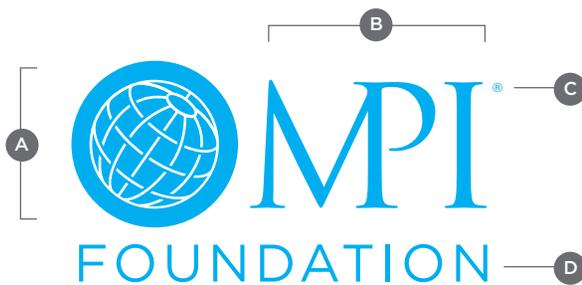
The MPI Foundation logo is a simple extension of the brand logo.



LOGO LOCKUP BUILD

The logo is the most fundamental element of the MPI Foundation brand and should appear in a prominent location on all communications. It should not be replaced by a standard typeface.

The MPI Foundation logo consists of three distinct elements, the first two already established with the MPI brand logo:



- A Symbol**
- B Lettermark**
- C Registered Trademark**
- D Foundation Name**



1 inch wide
(25.5 mm; 72 pixels)

MINIMUM LOGO SIZE

As with the MPI brand logo, all elements of the MPI Foundation logo should be as visible as possible whenever used, but never smaller than its allowed minimum size.

Minimum size for the logo is:
1 inch wide (25.5 mm; 72 pixels)

11.0 MPI Foundation: Logo

LOGO CLEAR SPACE

Clear space is the minimum “breathing room” maintained around the MPI Foundation 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 or digital layout.

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 the MPI Foundation logo.

BACKGROUND CONTROL



The preferred background for MPI Foundation logo 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.

REVERSED-OUT LOGO

The MPI Foundation logo is available in full color and reversed-out options. The reversed-out version must always be used as all-white and never as a combination of white and colors.

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



LOGO COLOR

The color in the MPI Foundation logo is blue, as follows:

Color	Pantone Equivalent*	CMYK	RGB	Web Hex
 Blue	PANTONE 2995	C100 M0 Y0 K0	RO G163 B255	00A8FF

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

MPI FOUNDATION LOGO DON'TS



Do not change the colors of any element in the 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 violate the logo's clear space with another logo.



Do not redraw any element of the logo, or use alternate fonts for the Lettermark



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



Do not crop the logo in any way.



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

12.0 MPI EXCHANGE

12.0 MPI Exchange: Logo

THE MPI EXCHANGE LOGO

An extension of the MPI brand, the MPI Exchange exists to create live event-based opportunities for planners and suppliers to meet face-to-face and get business done. Through a series of Hosted Buyer and networking-based programs, the MPI Exchange connects vetted, qualified planners (buyers) with the suppliers and vendors that can help make their meetings and events strategically successful.

The MPI Exchange logo is a simple extension of the brand logo.



LOGO LOCKUP BUILD

The logo is the most fundamental element of the MPI Exchange brand and should appear in a prominent location on all communications. It should not be replaced by a standard typeface.

The MPI Exchange logo consists of three distinct elements, the first two already established with the MPI brand logo:



- A Symbol**
- B Lettermark**
- C Registered Trademark**
- D Exchange Name**



1 inch wide
(25.5 mm; 72 pixels)

MINIMUM LOGO SIZE

As with the MPI brand logo, all elements of the MPI Exchange logo should be as visible as possible whenever used, but never smaller than its allowed minimum size.

Minimum size for the logo is:
1 inch wide (25.5 mm; 72 pixels)

12.0 MPI Exchange: Logo

LOGO CLEAR SPACE

Clear space is the minimum “breathing room” maintained around the MPI Exchange 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 or digital layout.

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 the MPI Exchange logo.



BACKGROUND CONTROL



The preferred background for MPI Exchange logo 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.

REVERSED-OUT LOGO

The MPI Exchange logo is available in full color and reversed-out options. The reversed-out version must always be used as all-white and never as a combination of white and colors.

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



LOGO COLOR

The color in the MPI Exchange logo is blue, as follows:

Color	Pantone Equivalent*	CMYK	RGB	Web Hex
 Blue	PANTONE 2995	C100 M0 Y0 K0	R0 G163 B255	00A8FF

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

12.0 MPI Exchange: Logo

MPI EXCHANGE LOGO DON'TS

EXCHANGE



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

EXCHANGE



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 violate the logo's clear space with another logo.



Do not redraw any element of the logo, or use alternate fonts for the Lettermark



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



Do not crop the logo in any way.

APPLY FOR THE



TODAY!

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

**FOR BRAND-RELATED
QUESTIONS, PLEASE
GET IN TOUCH.**



JEFF DAIGLE

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DREW HOLMGREEN

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