

Creative Style Guide



Logo Guidelines

The MFG Day logo is the most immediate representation of the brand and the centerpiece of its visual identity. It is a valuable asset that must be used consistently in the proper, approved forms.

Acceptable Logos

The orientation of the MFG Day logo is shown to the right.

The MFG Day logo must be used in conjunction with The Manufacturing Institute logo. Either of the presentations shown here are acceptable, with the horizontal version preferred. In some situations where space is limited, it is acceptable to utilize The Manufacturing Institute "MI" mark in place of the full logo.

Vector EPS files are available so that the logo can be resized proportionally. The minimum horizontal length of the logo is 134".

MFG Day Logo

The Manufacturing Institute Logo



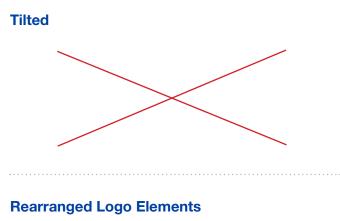
Vertical Presentation



The Manufacturing Institute "MI" mark



Logo Usage Don'ts





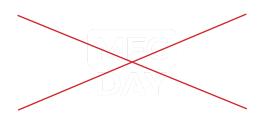
Resized Logo Elements



Recolored Logo



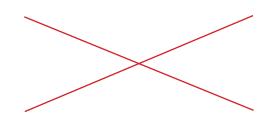
Unreadable Overlay



Added Effects



Stretched/Squeezed



Color

Below are the primary color definitions for the MFG Day visual brand.

Color Name		СМҮК	RGB	HEX #	PMS
	Orange	0-44-57-0	255-157-110	FF9D6E	163
	Dark Blue	100-80-0-12	0-50-160	0032A0	286
	Gray	12-8-9-23	187-188-188	bbbcbc	Cool Gray 4

Fonts & Typography

Primary Font

The type family used for the MFG Day brand is Helvetica Neue. Within the type family, the approved fonts for use in the brand are below.

45 Light 55 Roman 75 Bold

ABCDEFGHIJKLMNOPQESTU

VWXYZabcdefghijklmnopqrstu

vwxyz123456789!@#\$%^&*()

46 Light Italic 56 Italic **76 Bold Italic**

Alternative Fonts

In instances where the Helvetica Neue font is unavailable, the alternative fonts to be used are Helvetica and Arial. Below are examples of these typefaces.

Helvetica

Arial

ABCDEFGHIJKLMNOPQESTU VWXYZabcdefghijklmnopqrstu vwxyz123456789!@#\$%^&*()

Body Copy vs. Headlines

Fonts must be applied in a way that clearly differentiates headlines from body copy. This can be accomplished through differentiation of fonts, font styling, sizing and color; as shown in the examples below.

Header Body

Color differentiation

Bold-styled header

Header Body Font size differentiation

Header Body

Italicized header

Header Body

A combination of font case and style differentiation

HEADER Body

Avoid using:

 100% black text. Please opt for 90% black text instead (or the following CMYK and RGB values: C0,M0,Y0,K90 and R65,G64,B66).

Iconography

Below are examples of iconography styles for the MFG Day brand. Icons should be similar in style and appear as strokes/outlines.

