MPI

Branding Integrity Guide | 2021

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Logo

lo·go *a graphic representation or symbol of a company name, trademark, abbreviation, etc. It is often uniquely designed for ready recognition.*

Primary Logo / No Tagline

MPI

Secondary Logo / Tagline

MPI

MAKING A POSITIVE IMPACT

Color

col·or *A significant impact on people's emotional state. Color can trigger an emotion and evoke a brand association. Ex: According to color therapy studies, shades of blues in a logo exude confidence and trust.*

Logo / White Background

MPI

MPI

MAKING A POSITIVE IMPACT

*The teal dot in the "I" symbolizes the importance of the word **"IMPACT"** and the **"POSITIVE IMPACT"** MPI's services provide daily for each Individual or client.*

Background Color Palette

1) Navy | Pantone 308C

MPI

2) Teal | Pantone 3252C

3) Dark Navy | Pantone 316C

HEX: #FFFFFF
CYMK White

HEX: #00587C
CMYK: Pantone 308C

HEX: #2AD2C9
Pantone 3252C

HEX: #da291c
Pantone 485C

HEX: #ffb500
Pantone 7549C

HEX: #a4bcc2
Pantone 7542C

HEX: #004851
Pantone 316C

MPI Mission

mis·sion *MPI is a committed to partner and strives to deliver on our mission every day. We are a Milwaukee based professional services organization/business partner offering outsourced sales and customer support. Via the telephone and internet, we drive revenue and create happy customers through strategic and profitable engagements.*

MPI

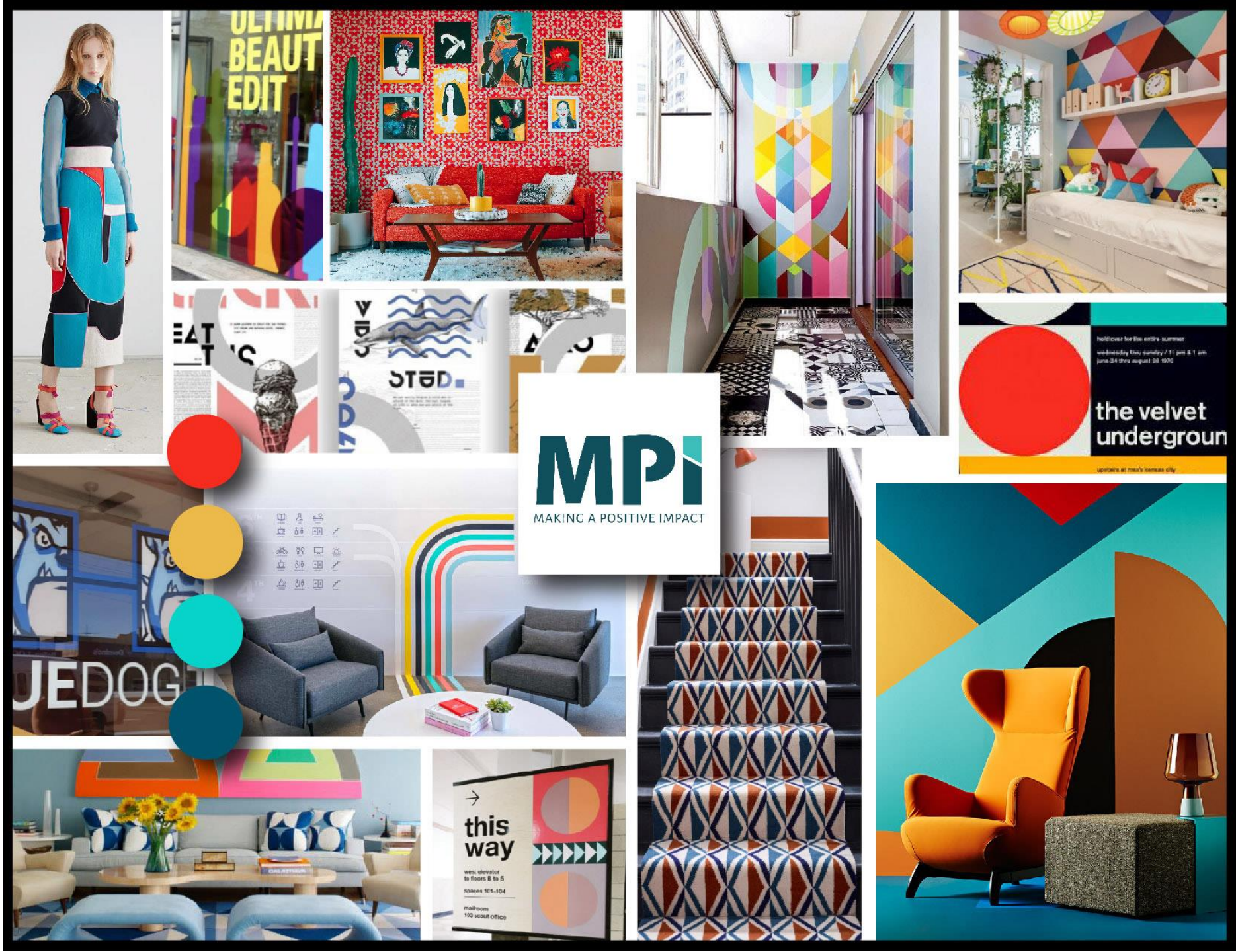
MPI's Mood

Creative professionals create **mood boards** to communicate the "feel" of an idea. They can be a powerful starting point in a creative project—a visual reference for the team and a springboard for new ideas.

Creative Focus :

- *Current trends / pop culture*
- *Graphic design*
- *Fashion*
- *Fine art*
- *Product design*
- *Interior design*

It all starts with a **mood board** and then the development of visuals tailored to MPI begins.



MPI's Brand

MPI recognizes the value of a midwestern work ethic alongside a healthy appetite for fun, which is why our branding reflects the city's spirit.

The design attracts with overlays of bold color, transparency and vivid imagery of sales, tech & MKE hotspots.

The various colors and scale represent the unique services offered at MPI.

Typography

typo · graphy *Typography has two main purposes in graphic design. The first is to promote legibility. The second is to help communicate the messaging, tone, and sentiment of a design piece.*

Primary | Headlines | Subheads

Bitter Bold (print spacing 50) (presentations 0)
Bitter Regular (print spacing 50) (presentations 0)
Bitter Medium (print spacing 50) (presentations 0)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12345678910 | 12345678910

Secondary | Body

Open Sans Bold (print spacing 50) (presentations 0)
Open Sans Regular (print spacing 50) (presentations 0)
Open Sans Italic (print spacing 50) (presentations 0)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

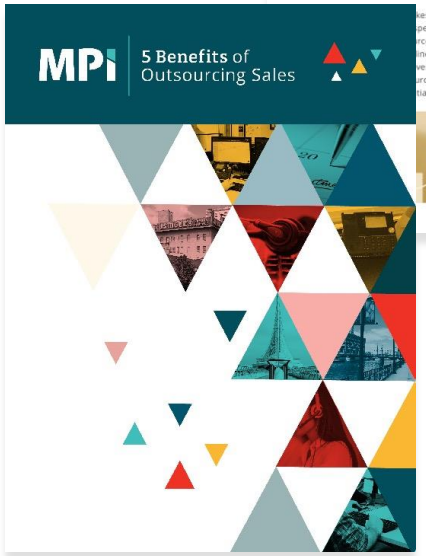
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12345678910 | 12345678910

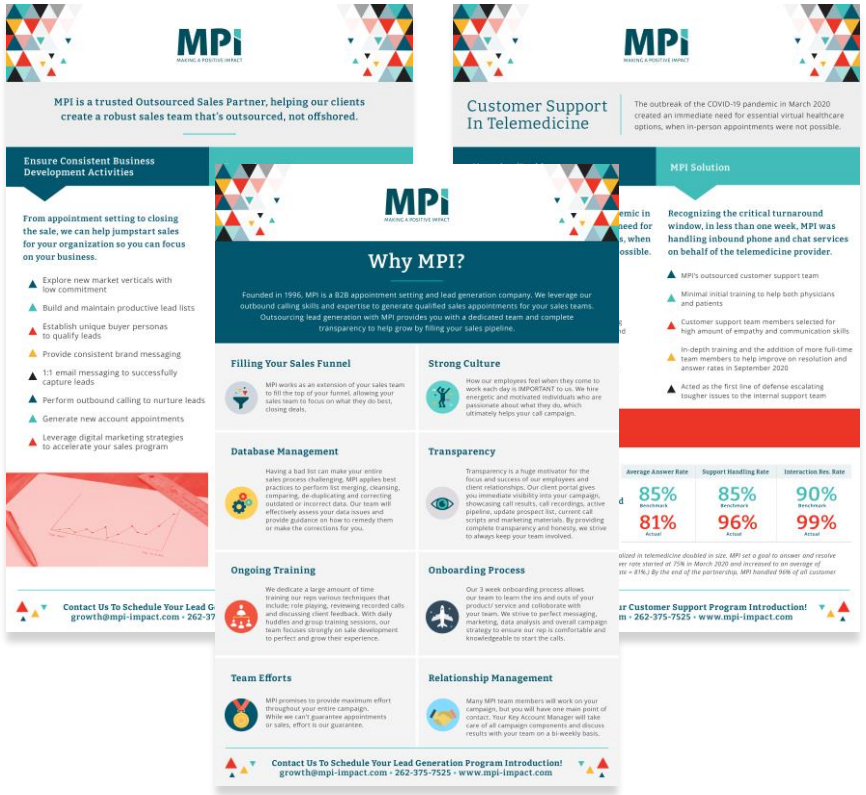
Print Design | Marketing Collateral

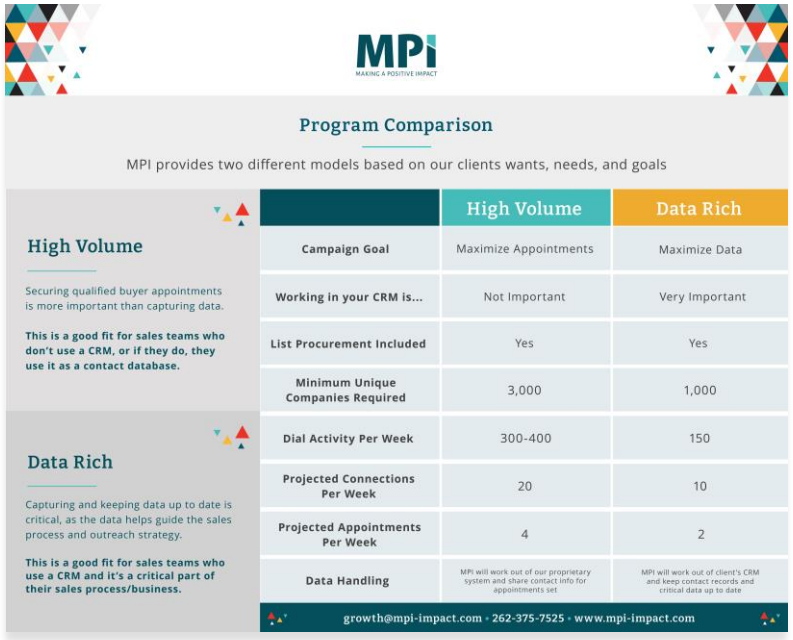
Text layout with call outs and imagery.



Cover design for Whitepapers and/or Case Studies, etc.

Design format for documents.





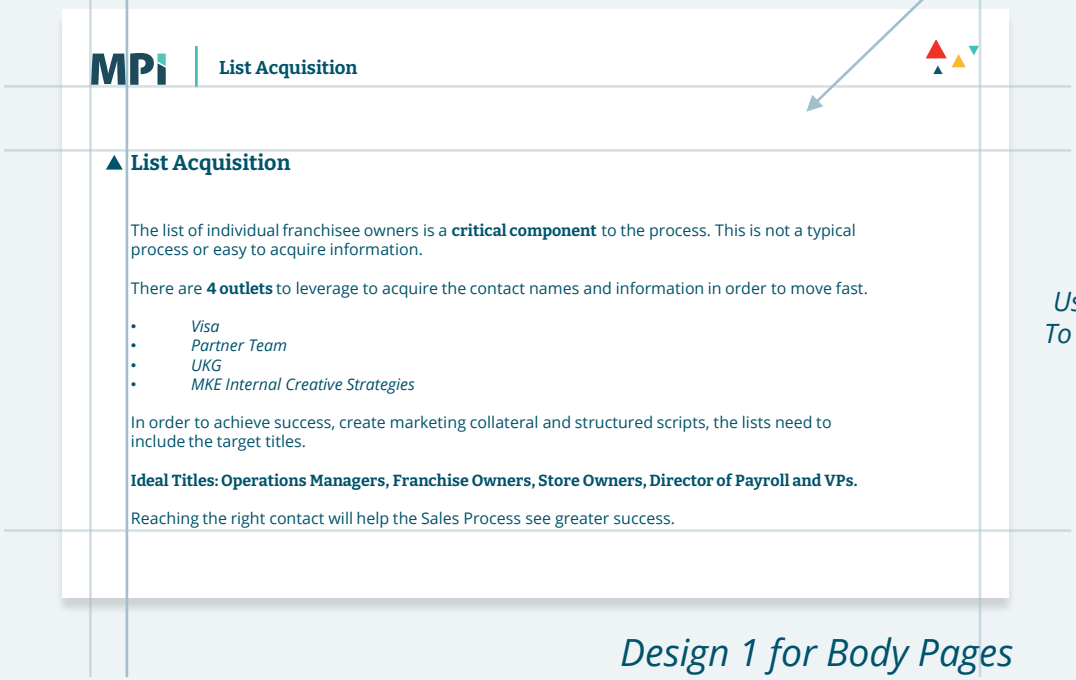
Design format for print charts.

Presentation | Design Do's

Presentation Cover

Logo placed same width from edge.

Header placed in same space that makes up the bottom.



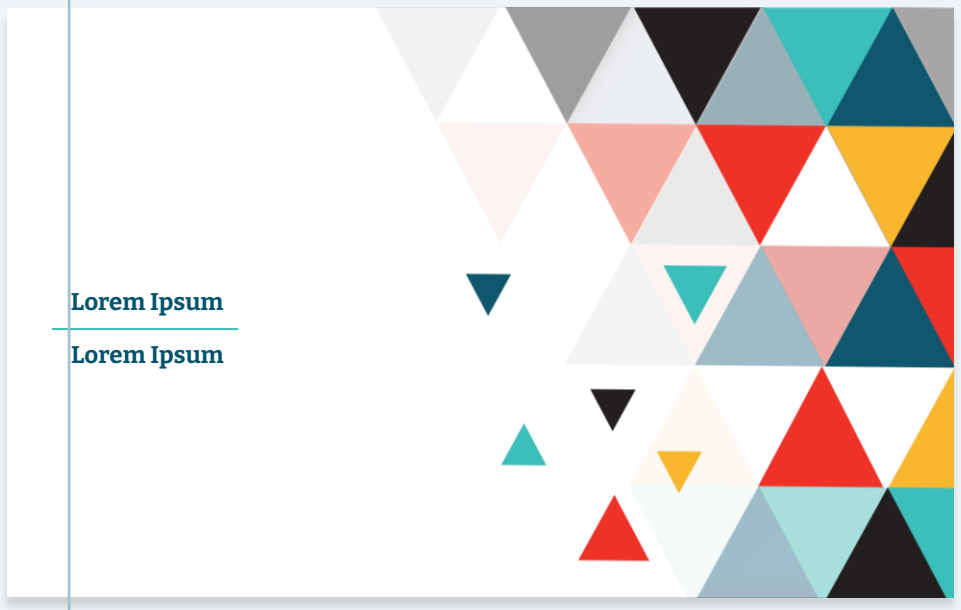
Use Bitter Bold font To emphasize words.

Design 1 for Body Pages

Indentation Line

Presentation | Design Do's

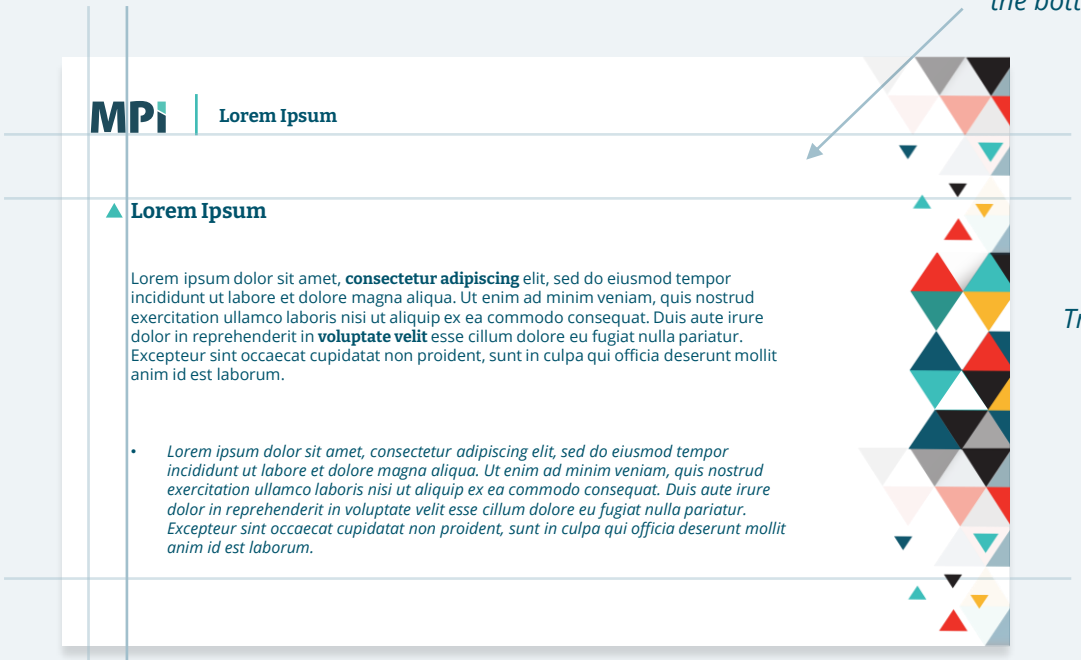
Break / Title Pages



Triangles placed to the right

Indentation Line

Header placed in same space that makes up the bottom.



Triangles placed to the right. Copy not to overlay.

Design 2 for Body Pages

Indentation Line

Presentation | Design Do's

Triangles placed to the right. Copy not to overlay.

Design 3 for Body Pages

Indentation Line

Chart Design

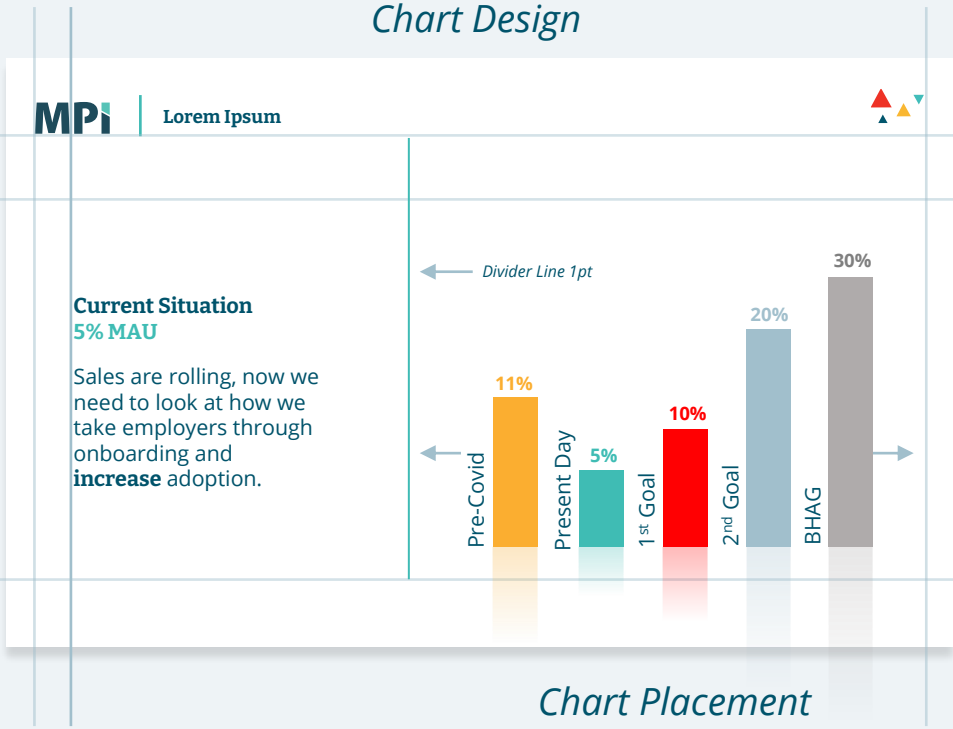
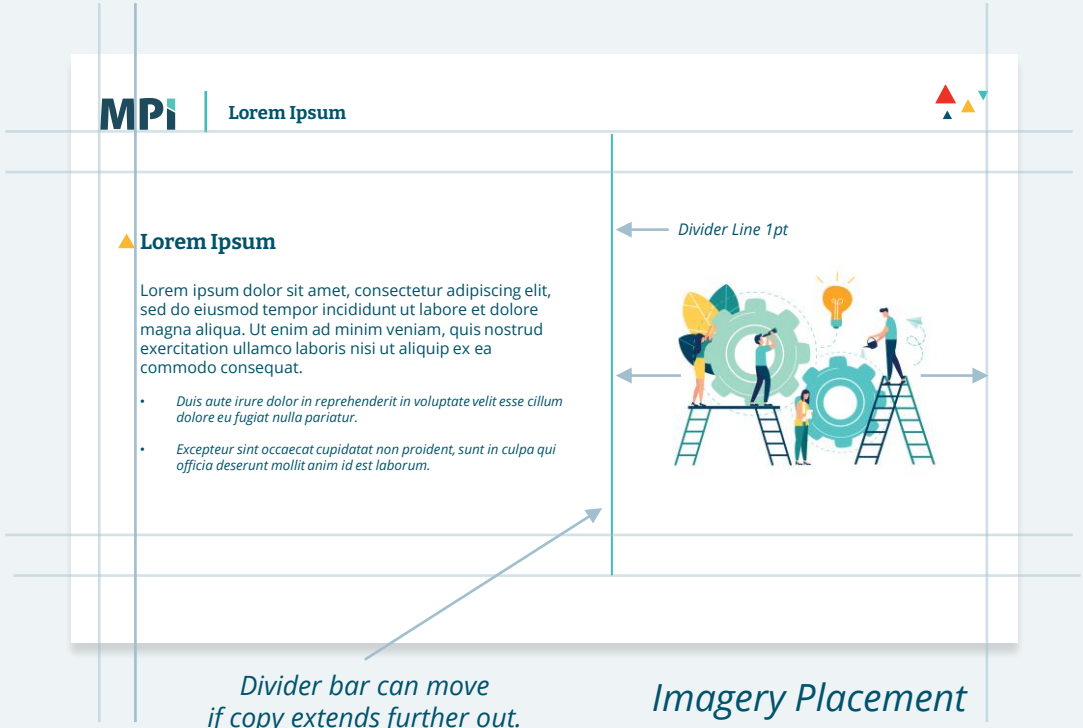


Chart Placement

Indentation Line

Presentation | Design Do's



Divider bar can move if copy extends further out. Do not overlay copy on bar or images.

Imagery Placement

Vector illustrations are preferred.

Presentation Back

Indentation Line

Icons

ic · ons *Numerous vector-based sales related icons inspired by MPI mission, core values and new business development team to use in presentations, marketing collateral and digital mediums.*

Icon Use | Presentations | Marketing Materials | Website

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www.mpi-impact.com

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