

BRAND STYLE SHEET



LOGO REPRODUCTION

CLEAR SPACE



MINIMUM SIZE

The logo must be at least 1.0625" or 130 px wide in order to be completely legible.

LOGO USAGE

To maintain the equity and value of our brand, the MCI logo must never be redrawn or altered in any other way. Some, but not all, common misuses are listed on this page.

DO NOT...

- Alter the color of the logo.
- Alter the proportions of the symbol or wordmark.
- Recreate the logo in another typeface.
- Add or remove elements from the logo.
- Rotate the logo.
- Apply effects or outlines to the logo.
- Distort or stretch the logo.
- Place the logo on a background with insufficient contrast.

COLOR PALETTE

PRIMARY

PMS 288	CMYK 100/80/6/32 RGB 0/45/114	HEX #002D72
PMS 430	CMYK 33/18/13/40 RGB 124/135/142	HEX #7C878E

SECONDARY

PMS 1595	CMYK 0/71/100/3 RGB 216/96/24	HEX #D86018
PMS 7690	CMYK 95/41/10/0 RGB 0/118/168	HEX #0076A8
PMS 2925	CMYK 85/21/0/0 RGB 0/156/222	HEX #009CDE
PMS 437	CMYK 21/40/18/56 RGB 123/100/105	HEX #7B6469
PMS 446	CMYK 54/27/36/82 RGB 63/68/68	HEX #3F4444

TERTIARY

PMS 543	CMYK 37/9/0/1 RGB 164/200/225	HEX #A4C8E1
PMS 7528	CMYK 5/10/17/16 RGB 197/185/172	HEX #C5B9AC
PMS 428	CMYK 10/4/4/14 RGB 193/198/200	HEX #C1C6C8
WHITE	CMYK 0/0/0/0 RGB 255/255/255	HEX #FFFFFF

TYPOGRAPHY

PRINT

MCI uses the Texta font family as the primary typeface.

Texta Book

Texta Bold

Texta Black

MICROSOFT

The Tahoma font family has been selected for Microsoft usage when Texta is not available.

Tahoma Regular
Tahoma Bold