Logo Guidelines

Standards for use of the Military Families Learning Network Logo
Introduction

Corporate identity is vital to establishing and reinforcing MFLN brand awareness and position. Consistency is key to building a strong MFLN brand, and it is important that all of the organization’s materials have a consistent look. These guidelines will help to ensure consistency in the use of the MFLN logo and ultimately, will lead to the success of our branding effort.

The following guidelines introduce the elements of the MFLN identity and have been developed to preserve the integrity of the brand. Please review the guidelines carefully and follow them consistently, as they are designed to maintain a cohesive and professional image throughout our internal and external communications.

Any deviations from these guidelines must be reviewed on a case-by-case basis. Please contact MFLN communications with any questions.
Logo

The MFLN logo consists of two elements: the pentagon icon graphic and the type treatment of “Military Families Learning Network.” The logo should be used exactly as provided in the supplied files and not distorted or manipulated in any way. Exceptions may include special printing processes such as foil stamping, embossing, metallic signage and other approved uses. Do not attempt to recreate the logo; please contact MFLN Communications for electronic logo files.

LOGO COLORS

MFLN’s identity is built upon the purple and gray colors shown here. Never attempt to “guess” in matching the colors of the logo palette. Color breakdowns are provided in the accompanying chart to provide the most accurate color representation. It is preferred that the CMYK version of the logo be used whenever possible and that it is placed against a white or very light background for optimal viewing.

BLACK

The MFLN logo can be reproduced in grayscale or full black as shown. The grayscale version should only be used when placed against a white background. Otherwise, the full black version should be used to maintain contrast integrity.

REVERSED

The knocked-out (white) version may be used against black or dark backgrounds.

WHAT IS CMYK?

CMYK refers to the four colors used in process printing: cyan, magenta, yellow and black. The CMYK values are already embedded in the four-color logo art files and therefore do not need to be recreated when reproducing the logo in process (CMYK) color.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK</th>
<th>HTML</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>60.90.0.0</td>
<td>#7F3F98</td>
<td>127.63.152</td>
</tr>
<tr>
<td>Grey</td>
<td>0.0.0.80</td>
<td>#58595B</td>
<td>88.89.91</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Logo images and color codes]
**Logo Usage**

**LOGO AREA OF ISOLATION**

To maintain the integrity of the logo and avoid visual clutter, care should be taken to adhere to the positioning guidelines. It is important to maintain a comfort zone (defined as “x”) around the logo. No copy, images or other graphic elements should infringe upon this area. The restriction also includes using the logo as part of a headline or sentence.

**LOGO MINIMUM SIZE**

When using the logo in printed material, it should appear no smaller than the size shown to the right. On the web, the logo should be no smaller than the size shown to the right as well.

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**Determining the area of**

![Diagram of logo area of isolation]

**Measuring the “x” dimension**

![Diagram of measuring the x dimension]

**Minimum Size**

1.5 in / 3.81 cm

![Diagram of minimum size]

195 pixels
Concentration Area Logos

MFLN’s Concentration Areas use a variation of the “parent logo” for their identity.

This is the only case where a variation of the logo may be created, and must follow the standards as described here.

Creating Concentration Area logos

Typeset the Concentration Area name in Berthold Akzidenz Grotesk (Bold Condensed), to match the height of “FAMILY TRANSITIONS” and other examples shown here.