



## 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 1¾".

MFG Day Logo



The Manufacturing Institute Logo



Vertical Presentation



The Manufacturing Institute "MI" mark



# Logo Usage Don'ts

Tilted



Resized Logo Elements



Rearranged Logo Elements



Recolored Logo



Unreadable Overlay



Stretched/Squeezed






Added Effects



# Color

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

Color Name	CMYK	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.

55 Roman  
75 Bold

56 *Italic*  
76 ***Bold Italic***

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## 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
vwxyz123456789!@#%&\*()

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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.

Bold-styled header

**Header**  
Body

Font size differentiation

Header  
Body

A combination of font case  
and style differentiation

**HEADER**  
Body

Italicized header

*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.

