m e d c

Missouri Economic Development Council

Logo Guidelines

As a member, your organization and community has the opportunity to show support and investment in MEDC by using the logo on printed and electronic materials as well as your website. The MEDC logo is available for download at **www.showme.org.**

Please refer to these guidelines when using the MEDC logo and brand.

If you have questions about logo guidelines, contact Pat Amick at 573.636.7383 or pat-amick@showme.org.

Graphic Elements: MEDC Logo

LOGO FONT

The font is clean and simple, easy to replicate in color and black and white. The logo lends itself well to communication materials or websites.

Rockwell
Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%^&*()@?+/
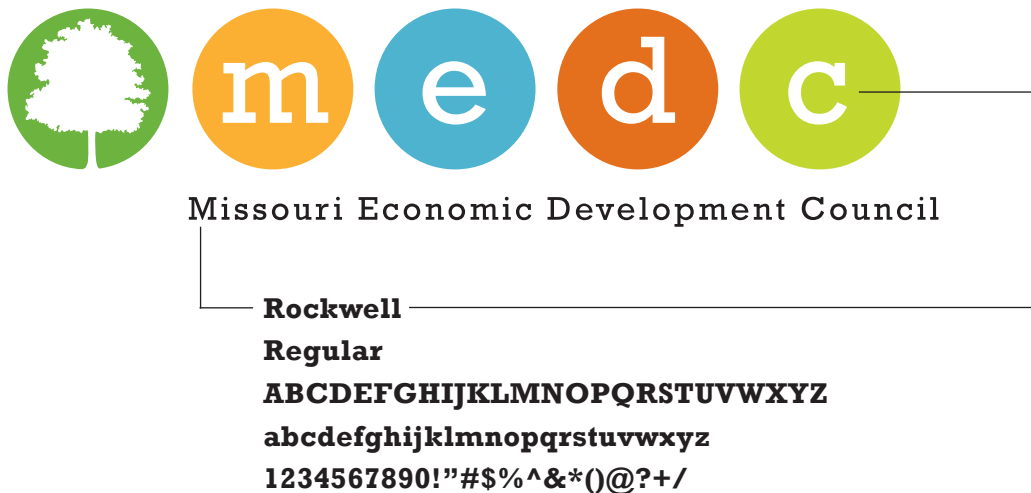
HOW NOT TO USE THE LOGO

Shown above is the preferred full-color version of the MEDC logo.

• Do not resize, crop, stretch or delete elements of the logo.
• Do not attempt to redraw or recreate the MEDC logo.
• Do not add elements to the logo.
• Do not use the logo on a field of color or a pattern where it blends in, resulting in poor readability.
• Do not add drop shadows or halo effect to increase readability; instead use the provided reverse color logo, place a white box behind the logo or choose a background with better readability.

Examples of what **not** to do:

Graphic Elements: MEDC Logo

LOGO CLEAR SPACE

Keeping a specific amount of clear space around the logo helps it stand out from other type and graphic elements. A 1/4" space should remain around the outside of the logo.

MINIMUM LOGO SIZE

The horizontal width of the logo on printed pieces should never be less than 1 1/2" wide.

1 1/2" wide

For web use, the logo should never be less than 220px wide at 72 dpi for best readability.

220px wide

Note: Promotional items, signage and apparel logo sizes may vary depending on application.

Graphic Elements: MEDC Logo

ACCEPTABLE LOGO USAGE

The primary logo should be used in all instances where color reproduction is available.

A secondary logo, black, should be used when color reproduction is not available.

A secondary logo, white, should be used in all instances where the logo appears on a dark field.

When a one-color logo is necessary, please use the all black or all white version.

Graphic Elements: MEDC Logo

LOGO COLOR

- Print logo in PANTONE® spot color for all stationery, business cards and building signs.
- When the specific PANTONE® color cannot be used, the logo may be printed in 4-color CMYK process using the tint mixes listed.
- For electronic communication or projections, use the RGB tint mixes listed.

COLOR PALETTE

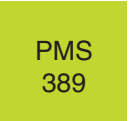The color palette for MEDC is contemporary with its use of jewel tones. The palette has a modern, clean feel.

LOGO COLORS

Swatch	RGB	CMYK	HEX	Name
PMS 368	R 108 / G 179 / B 63	C 59 / M 0 / Y 100 / K 7	61B544	GRASS
PMS 129	R 251 / G 176 / B 52	C 0 / M 35 / Y 90 / K 0	F7B446	GOLDENROD
PMS 2915	R 79 / G 179 / B 206	C 57 / M 0 / Y 63 / K 13	61B1E3	SKY
PMS 159	R 227 / G 111 / B 30	C 0 / M 66 / Y 100 / K 7	C9754A	RUST
PMS 389	R 193 / G 216 / B 47	C 29 / M 0 / Y 100 / K 0	BBDB0C	LIME

Logo Position: Example

The MEDC logo, when used on marketing materials or on a website, should be no less than 50% smaller than your organization or community logo, and should be placed at the bottom of the web page, flyers, ads and other marketing collateral.