

BRAND GUIDELINES





LOGO

The primary logo for Morgan Foundation to be used in most applications. It consists of two elements, the icon and wordmark. The wordmark should not be used on it's own without the icon. The icon can be shown by itself to reinforce the brand in some cases, but the full Morgan Foundation logo must also be included in the communications.





Using the logo consistently is critical to our brand. Following these simple rules will ensure a clear and compelling visual brand across all communications.

LOGO

LOGO SIZE

Whenever possible, use the logo at its preferred size, for all applications. Never reproduce the logo at widths smaller than 1.25 inches or 200 pixels. There is no maximum size limit, but use discretion when sizing the logo. The preferred print size is 2.25" wide.

CLEAR SPACE

Always allow the logo to be legible and have room to breathe by using the guidelines for clear space. Photos, type or graphic elements should not be within this area. Use the "m" from the wordmark as a guide.



ALTERNATIVE LOGO

The alternative horizontal logo is designed for special applications. It should be used only when space restrictions require it.





LOGO

The primary logo should appear only in the versions shown here.

COLOR

The color version of the logo is the most commonly used version.



PANTONE 655 PANTONE 7465 PANTONE 5135
PANTONE 1365 PANTONE Warm Red

1 COLOR

If printing restrictions are an issue, a one-color or black and white version can be used.



PANTONE 655



BLACK

WHITE

When placing the logo on a colored background, it should be reversed out to white, as shown. The background must be either an approved Morgan Foundation brand color or the darker area of a photo. Color logo can be used on PMS 655 Blue and Black backgrounds. Using the logo on any other Morgan Foundation brand color should be all white.





LOGO

LOGO WITH TAGLINE

The logo can be shown with the Champion the Entrepreneurial Spirit tagline as shown.



2.25"

Minimum size for tagline legibility

Champion the Entrepreneurial Spirit

PHOTOS

The color version of the logo can be placed on a light area of the photo as long as it has full visibility. The white logo should be used on darker photo areas.



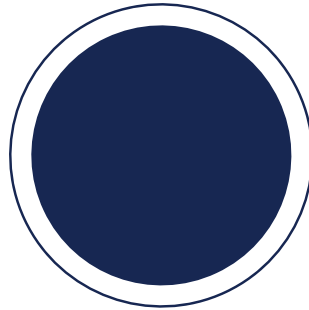
COLOR



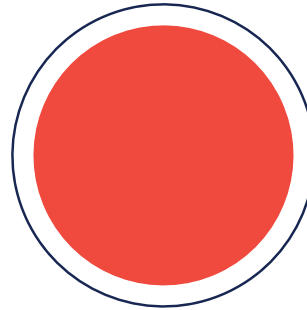
Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is diverse and flexible, but to maintain visual consistency across all Morgan Foundation materials, only use the colors outlined in this section.

Our color palette has two layers: the primary colors and a support palette. Lean heavily on our primary palette, but use the support palette to build color schemes that are complementary and balanced. This helps the primary palette adjust to meet the needs of our various communications.

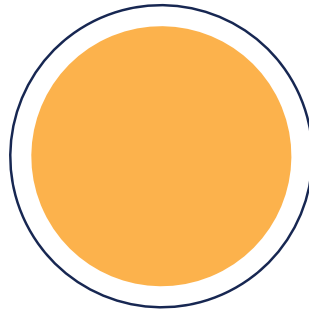
Primary color palette



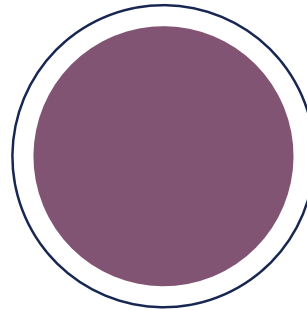
WISDOM & STABILITY



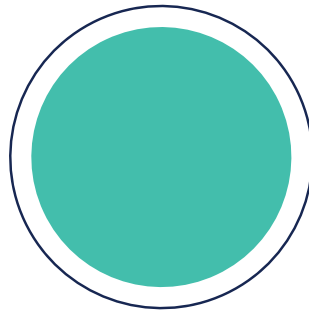
STRENGTH & ENERGY



CREATIVITY & QUALITY

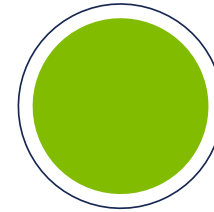


HISTORY & AMBITION

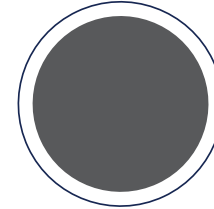


PROTECTION & HARMONY

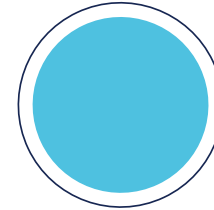
Support color palette



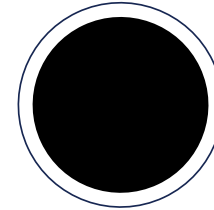
GROWTH



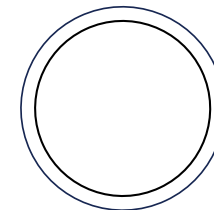
TECHNOLOGY



ECONOMIC HEALTH



DEPTH

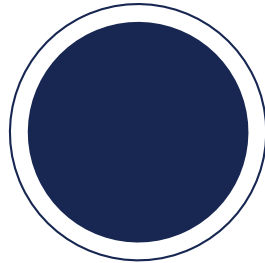


POSITIVITY

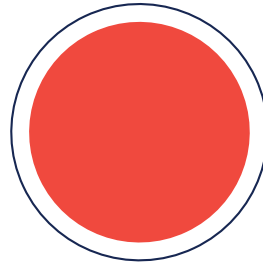
Our logo is built with 5 different colors for the Pantone Matching System (PMS), so spot color printing would not be economical. All colors for print should use the CMYK conversions shown here.

The RGB values are for on-screen viewing and the HTML number is for web site use.

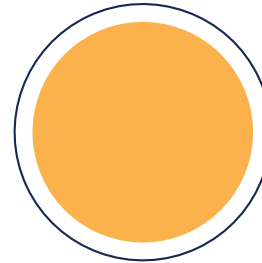
Primary color palette



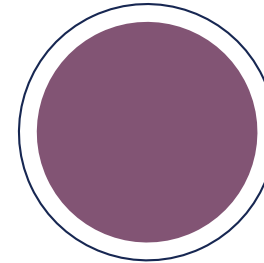
PMS: Pantone 655 C
CMYK: 100/89/36/37
RGB: 22/41/83
HTML: #162953



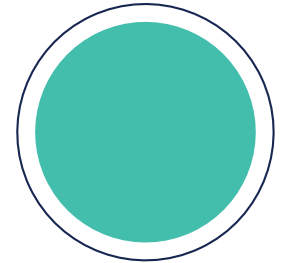
PMS: Warm Red C
CMYK: 0/87/79/0
RGB: 222/71/60
HTML: #de473c



PMS: Pantone 1365 C
CMYK: 0/33/80/0
RGB: 242/180/82
HTML: #f2b452

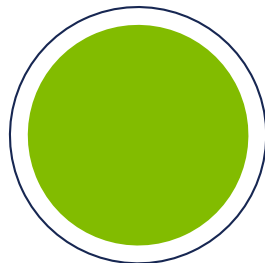


PMS: Pantone 5135 C
CMYK: 52/74/33/11
RGB: 117/85/115
HTML: #755573

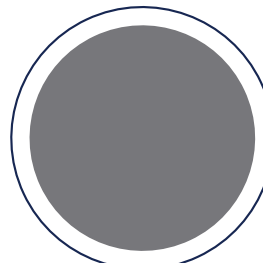


PMS: Pantone 7465 C
CMYK: 67/0/40/0
RGB: 117/190/173
HTML: #75bead

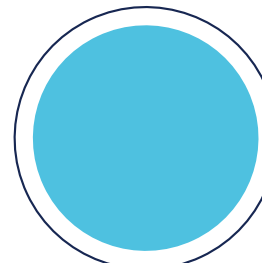
Support color palette



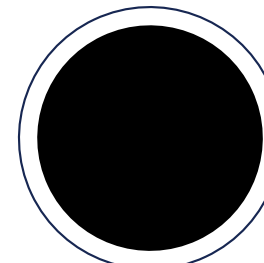
PMS: Pantone 376 C
CMYK: 47/0/100/0
RGB: 169/213/47
HTML: #a9d52f



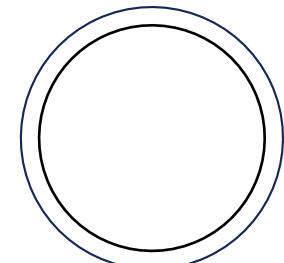
PMS: Cool Gray 11 C
CMYK: 66/57/51/29
RGB: 85/87/91
HTML: #55575b



PMS: Pantone 637 C
CMYK: 62/2/8/0
RGB: 122/192/223
HTML: #7ac0df



PMS: Process Black
CMYK: 0/0/0/100
RGB: 44/42/41
HTML: #2C2A26



White
CMYK: 0/0/0/0
RGB: 255/255/255
HTML: #FFFFFF

