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

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

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

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

Minimum size for tagline legibility:
2.25"

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: #75557b

- **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: #5575b

- **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