

MPI MN STYLE GUIDE

IT'S VITAL FOR THE INTEGRITY OF MPI THAT THE NAMES AND TERMS AFFILIATED ARE USED CORRECTLY IN ALL INSTANCES. THE FOLLOWING BREAKS DOWN THE CORRECT WAY TO WRITE MPI TERMS.

Appropriate Use of Terms

MPI

Write out the full name on the first reference, i.e., Meeting Professionals International (MPI). MPI is acceptable on second and proceeding references. The acronym MPI should always be capitalized.

MPI Board of Directors

Capitalize terms MPI Board of Directors on first use, but on second and proceeding references use board of directors.

Committees

Capitalize particular committee names, such as Communications Committee, but lowercase if it is proceeding the name.

Example: Joanie Smith, vice president, communications committee

Personal Titles

Capitalize all titles preceding the name:

Example: MPI MN President Joanie Smith, CMP

Lowercase all titles if it is proceeding the name:

Example: Joanie Smith, CMP, MPI MN president

CHAPTER LOGO AND USES

WHY LOGO STANDARDS MATTER

MPI MINNESOTA CHAPTER LOGO GUIDELINES

USING COLOR WITH THE MPI MN LOGO

MPI MN COLOR PALLET

Why Logo Standards Matter

- MPI is a global brand that represents the best people and professional development in the meeting and event industry around the world. Maintaining the integrity and consistency of the MPI logo is vital to reinforcing its value to our community, and that must be applied and maintained at the Chapter level, as well.
- To help our MPI Chapters provide a brand experience consistent with MPI Global efforts, we are providing these logo standards for everyone to adhere to.
- The goal is to create a consistent and seamless MPI brand experience, from programs and initiatives driven from the global level to offerings and events produced at the Chapter level, across all regions.

MPI MN Chapter Logo Guidelines

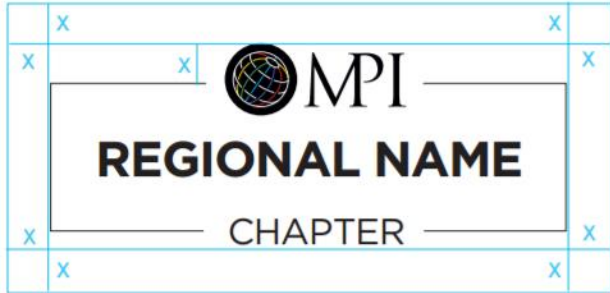


The MPI Chapter Logo design consists of four graphic elements:

- **MPI Brand Mark:** This element is the main element in the MPI logo, representing a global community that is interwoven and interacting, symbolizing the importance of the meetings industry on a global scale.
- **Regional Name:** This is the regional element of the Chapter name.
- **Graphic Bracket:** This element houses the Regional Name element and helps tie the entire logo build together
- **Chapter Word Element:** Rounding out the Chapter logo build, this element is the other half of the full chapter name, and is visually tied to the Brand Mark by the Bracket, signifying that this is an MPI Chapter.

Using Color with the MPI MN Logo

CLEAR SPACE



Clear space is the minimum “breathing room” maintained around the MPI Chapter logo. It should be kept free of graphics, text and other elements. It also defines the minimum distance from the logo to the edge of a printed piece.

The minimum required clear space is defined by the measurement “X” as shown. This measurement of X is equal to 1/2 the diameter of the Brand Mark in the logo.

Always use at least the minimum required clear space when displaying your MPI Chapter logo.

BACKGROUND CONTROL



The preferred background for the Chapter logo is white, but in some cases it is necessary to use the logo over colors or images. In these cases, it is extremely important to ensure the visibility and legibility of all logo elements. This chart, featuring dark colors when they are at 100%, shows which background value ranges work and which do not. While this chart does not apply to every color, the rule of thumb is to use the best judgment on whether you can clearly see all the elements of the logo or not, especially at the logo's minimum size.

MPI MN Color Palette

COLOR

The colors in the MPI Chapter Logo symbolize both the global community and the various segments of the meetings industry, both vital aspects of MPI's brand personality. The colors used in the MPI Chapter logo are as follows:

Globe Color	Pantone Equivalent*	CMYK	RGB	Web Safe Hex
 Globe Yellow	PANTONE 107	C0 M10 Y100 K0	R255 G221 B0	FFCC00
 Globe Red	PANTONE 186	C15 M100 Y100 K0	R210 G34 B41	CC3333
 Globe Green	PANTONE 361	C75 M5 Y100 K0	R64 G173 B73	339933
 Globe Blue	PANTONE 2995	C80 M5 Y0 K0	R0 G177 B235	0099FF
 Globe Violet	PANTONE 2728	C75 M60 Y0 K0	R81 G107 B179	6666CC
 Globe Black		C70 M70 Y0 K100	R0 G0 B0	000000

* PANTONE colors are shown only to provide an equivalent spot color. The full-color MPI Chapter logo is built in CMYK (4-color process) and should never be presented using PANTONE (spot) colors.