



Updated Chapter Logos

Fresh new look for chapter logos

- Align with new MPI logo, launched October 2017
- Establish stronger Global and Chapters visual connection
- Rework logo “formula” to allow for better utility
 - Work within large formats (tradeshow exhibits, signage, etc.)
 - Work within small formats (web/mobile, stationary, etc.)
 - Flexibility for vertical and horizontal placements

Where we have been...

CHICAGO AREA
CHAPTER
 MPI

MEETING PROFESSIONALS INTERNATIONAL

2008

 MPI
CHICAGO AREA
CHAPTER

2016

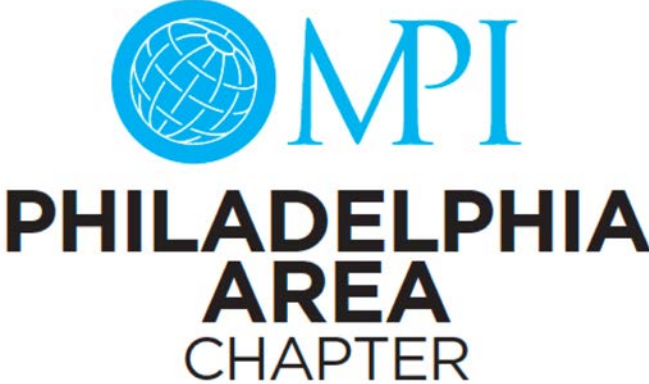
Where we have landed



Where we have landed



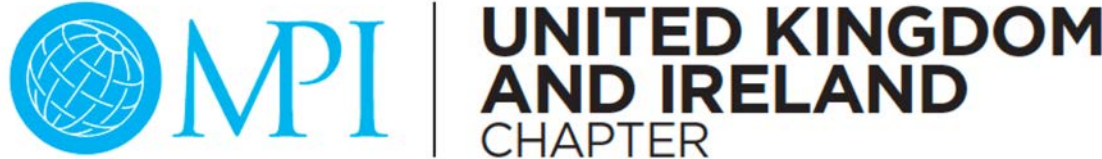
Where we have landed



Where we have landed



Where we have landed



The MPI Chapter Logo Build



Clear Space



Background Control



Reversed-Out Logo



Unacceptable Chapter Logo Uses



Do not change the colors of any element in the logo.



Do not remove any elements of the chapter logo.



Do not alter the arrangement of the logo elements.



Do not add any elements to the logo.



Do not outline any elements in the chapter logo.



Do not crop the logo in any way.



Do not use any individual element of the logo as a graphic design element.



Do not create a "read-through" headline or message with the logo.



Do not violate the logo's clear space with any text or design elements.



Roll out plan

- Logos launched in coordination with website migration schedule
- Comprehensive brand usage guidelines provided to all chapters
- Uniform implementation expected by end of 2018