MTS BRAND GUIDELINES

To ensure a consistent brand across all internal and external communication activities, we have prepared this "at-a-glance" MTS Brand Guide. It is important that at every opportunity the right choice is made in terms of the logo to use, the colors to employ and the fonts to select by adhering to the following guidelines.

LOGO USAGE

The official logo of the Marine Technology Society is the logo with the brand "semaphore" centered over the fully spelled-out name. This logo should be the primary logo of choice whenever and wherever possible. The logo should not be altered in any way; however, the tagline and rule over the tagline may be omitted when the width of the logo is less than two inches or 192 pixels.

Where necessary, because of space restraints or audience awareness of the MTS acronym, the logo that features MTS to the right of the brand semaphore and with the full name may be used. Acceptable uses of the MTS acronym include internal documents, signage, etc. and where there is a clear understanding of what the acronym means. The tagline and rule may be omitted when the width of the logo is less than 1.75 inches or 168 pixels.

In Small Spaces

Occasionally, there will be a need to use a small version of the logo such as on lapel pins, pens, in web badges or in other areas where space is extremely limited. In these cases you may choose from the acronym version without the name and tagline, or the version with Marine Technology Society stacked and to the right of the brand semaphore.

COLOR PALETTE

Below are the official MTS brand colors which should be used exclusively. Running copy in documents and online should always be set in black. Headlines, subheads, bullet colors, etc. can be drawn from these four colors but should be chosen carefully for readability.

Note: The logos featured above are created in 4-color process (CMYK) but are available in 2-color and black and white versions.

PMS 2768	PMS 285	PMS 144	PMS 123
RGB: R: 0/G: 45/B: 106	**RGB:** R: 0/G: 125/B: 195	**RGB:** R: 248/G: 151/B: 29	**RGB:** R: 253/G: 187/B: 48
CMYK: C: 100/M: 78/Y: 0/B: 44	**CMYK:** C: 89/M: 43/Y: 0/B: 0	**CMYK:** C: 0/M: 48/Y: 100/B: 0	**CMYK:** C: 0/M: 29/Y: 91/B: 0
HEX: 002D6A	**HEX:** 007DC3	**HEX:** F8971D	**HEX:** FDBB30

FONTS

Calibri Font Family: The font "Calibri" is to be used for headlines, subheads and other text besides body text.

Helvetica Neue Font Family: Body, or "running" text, should be set in Helvetica Neue. If Helvetica Neue is not available, Helvetica is acceptable.

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