MPI

MEETING PROFESSIONALS INTERNATIONAL

Logo + Identity Standards for MPI Chapters

CONTENTS

MPI's Vision

To be the first choice for professional career development and a prominent voice for the global meeting and event community.

MPI's Mission

To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry.

Why Logo Standards Matter to MPI Chapters

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 Chapter
Logo Guidelines

THE MPI LOGO

An organization's brand is how one perceives the organization, and its logo is the most identifiable element of that brand.

This is not to say that the logo *is* the brand. An organization's brand is not how it looks, or what it says. The brand is how the organization acts, what it delivers, why it has value. Simply put, the brand is the full experience that is shared by the organization and its community.

The brand's logo is simply the "face" that comes to mind when thinking about the brand.

The MPI brand is the collective intelligence, experience and professionalism of the MPI community. MPI's brand promise is to provide its community with the best networking and education resources to ensure their success. Our logo is a symbol of that promise.

THE MPI CHAPTER LOGO

MPI Chapter logos are the primary means by which MPI Chapters can identify and associate themselves with MPI, therefore guidelines are essential in keeping brand integrity.

The Chapter logo must be displayed on all chapter Web sites, publications, announcements and collateral. To ensure brand consistency across all channels both global and local, MPI Chapters should adhere to the guidelines in this document.

MPI Chapters may not use the MPI Association logo unless they have obtained written permission from MPI's Marketing & Communications department.

CHAPTER LOGO BUILD

The MPI Chapter Logo design consists of four graphic elements:

A **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.

B **Regional Name:** This is the regional element of the Chapter name.

C **Graphic Bracket:** This element houses the Regional Name element and helps tie the entire logo build together

D **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.

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.

LOGO + IDENTITY STANDARDS FOR MPI CHAPTERS

REVERSED-OUT LOGO

A reversed-out version of the MPI Chapter logo is available for use on dark backgrounds. It must always be used as all-white and never as a combination of white and colors.
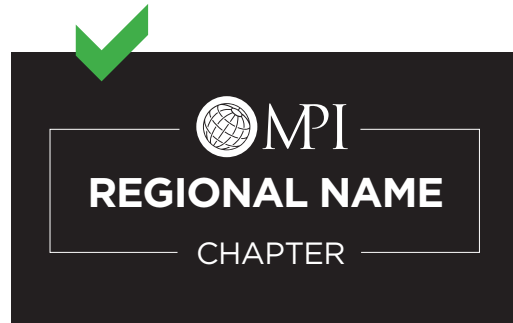
Note: For MPI brand consistency, the MPI Chapter logo must always be presented in either black, reversed-out white, or four-color. Presentation of the MPI Chapter logo using any other color scheme is prohibited, unless special permission is obtained, in advance, from MPI's Creative department. Please contact **creative@mpiweb.org** for permission to use your chapter logo in a way that is different from the ways specified here.

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.

UNACCEPTABLE LOGO RENDERINGS & USES

Do not remove any elements of the chapter logo.

Do not alter the arrangement of the logo elements.

Do not redraw any element of the logo.

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.

CHAPTER LOGOS FOR MILESTONE ANNIVERSARIES

MPI provides milestone anniversary logos to Chapters that have been in existence for 10, 25, 40 and 50 years and wants to help the Chapters celebrate. Please contact **creative@mpiweb.org** to request a milestone anniversary logo for your chapter.

MPI
10 YEARS
2006 - 2016
REGIONAL NAME CHAPTER

MPI
25 YEARS
1991 - 2016
REGIONAL NAME CHAPTER

MPI
40 YEARS
1980 - 2020
REGIONAL NAME CHAPTER

MPI
50 YEARS
1980 - 2030
REGIONAL NAME CHAPTER

MPI Brand Identity:
Chapter Names

Correct naming format and Web URLs

YOUR CHAPTER NAME

Remember, the MPI brand is always the main brand, and you should always lead with it. Therefore, the correct format of your chapter name is always, in this order:

1) MPI **2)** Region **3)** Chapter

Examples:
MPI Westfield Chapter
MPI Texas Hill Country Chapter
MPI Japan Chapter
MPI UK and Ireland Chapter

Any variations, abbreviations, acronyms or uses other than the above naming format are prohibited per MPI's logo standards.

WEB: YOUR CHAPTER URL

Since your Chapter name starts with the MPI brand, your chapter Web site's URL should *always* do the same, followed by the region, and ending with".org." (".com" is also allowed, but ".org" is the preferred suffix.) Since some Chapter names can get pretty long, you can shorten the region info for URL use. The use of a hyphen to separate "MPI" and the region info also helps with URL clarity.

There are also instances when URLs in different countries or regions are required to have the country or region reflected in the URL suffix. **(.nl for Netherlands, for example)**. In these cases, please use the required URL suffix, but always lead with "MPI" in the address (see example 4 below).

Example 1: MPI Dallas/Fort Worth Chapter URL:
Correct — **www.mpidfw.org** or **www.mpi-dfw.org**
Incorrect — **www.dfwmpi.org** or **www.dfw-mpi.org**

Example 2: MPI Georgia Chapter URL:
Correct — **www.mpiga.org** or **www.mpi-ga.org**
Incorrect — **www.gampi.org** or **www.ga-mpi.org**

Example 3: MPI Westfield Chapter URL:
Correct — **www.mpiwestfield.org** or **www.mpi-westfield.org**
Incorrect — **www.westfieldmpi.org** or **www.westfield-mpi.org**

Example 4: Netherlands Chapter URL:
Correct — **www.mpi-netherlands.nl** or **www.mpi.nl**
Incorrect — **www.netherlands-mpi.nl**

Example 5: MPI UK and Ireland Chapter URL:
Correct — **www.mpi-uk-ireland.org** or **www.mpiuki.org**
Incorrect — **www.uk-ireland-mpi.org**

Example 6: MPI Japan Chapter URL:
Correct — **www.mpijapan.com** or **www.mpi-japan.com**
Incorrect — **www.japanmpi.com** or **www.japan-mpi.com**

Design:
MPI Chapter Programs and Events

Fonts, Design and Incorporating
Your Chapter Logo into Your Promotions

FONTS

Gotham is the primary font used in the MPI Chapter logo. However, it is not required for you to use Gotham in your Chapter promotions and collateral.

If you want to use Gotham for your Chapter promotions and collateral, you will need to purchase it, as MPI cannot share its font files due to font publishing laws.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890":!@#$%^&*?

**Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890":!@#$%^&*?**

MPI Chapter Programs and Events

When creating Chapter programs or events and their corresponding promotions, there are several guidelines and rules that must be adhered to.

Name

Since it is a Chapter event, it must be named as such. It cannot be named an "MPI" event; it must be named an "MPI ABC Chapter" event (See examples 1 and 2).

The reason for this is to prevent confusion about what is an MPI Global event and what is an MPI Chapter event. This does not mean you need to have your Chapter name in the event's title, but you cannot use "MPI" on its own; you must use your MPI Chapter name to represent the MPI brand.

Design

- The design of the event's promotion is up to the Chapter.
- The Chapter name must be represented in the promotional design, either by:
  - incorporating the full Chapter logo into the promotional design. (see example 3), or
  - including the Chapter name in promotional design (see example 4).

Chapters may not use the MPI Global logo or any part of the MPI logo to build new logos for regional events or programs. If the desire is to have "an MPI logo" in the event or program logo, the full Chapter logo must be used.

If there are ever any design-related questions regarding Chapter publications, marketing or communication vehicles, please feel free to contact MPI's Creative department at **creative@mpiweb.org**
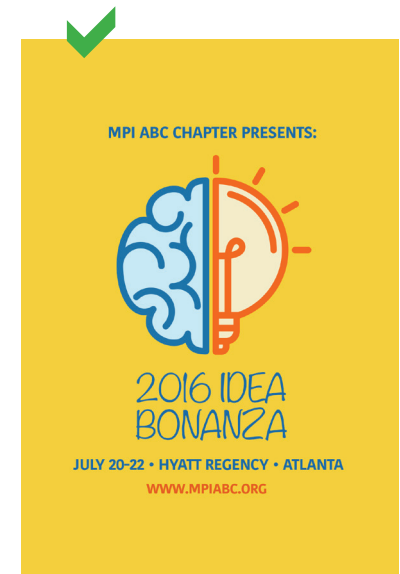
Example 1

MPI 2016 IDEA BONANZA
JULY 20-22 · HYATT REGENCY · ATLANTA

Example 2

MPI ABC CHAPTER 2016 IDEA BONANZA
JULY 20-22 · HYATT REGENCY · ATLANTA

Example 3

2016 IDEA BONANZA
JULY 20-22 · HYATT REGENCY · ATLANTA
MPI REGIONAL NAME CHAPTER
WWW.MPIABC.ORG

Example 4

MPI ABC CHAPTER PRESENTS:
2016 IDEA BONANZA
JULY 20-22 · HYATT REGENCY · ATLANTA
WWW.MPIABC.ORG

How to Get Your Chapter Logos

Print-quality MPI Chapter logo files are available through the Chapter Leader Resource page here: **www.mpiweb.org/chapteradmin**. You must be an MPI Chapter Leader and signed in as an MPI member to access this page.

A PDF of this Logo and Identity Standards document is also available for download.

If you have any questions concerning MPI Chapter logo usage or about this document, please contact MPI's Creative department at **972.702.3019** or at **creative@mpiweb.org**