Logo Guidelines

Standards for use of the Military Families Learning Network Logo
Corporate identity is vital to establishing and reinforcing MFLN brand awareness and position. Consistency is key to building a strong MFLN brand, and it is important that all of the organization’s materials have a consistent look. These guidelines will help to ensure consistency in the use of the MFLN logo and ultimately, will lead to the success of our branding effort.

The following guidelines introduce the elements of the MFLN identity and have been developed to preserve the integrity of the brand. Please review the guidelines carefully and follow them consistently, as they are designed to maintain a cohesive and professional image throughout our internal and external communications.

Any deviations from these guidelines must be reviewed on a case-by-case basis. Please contact MFLN communications with any questions.
Logo

The MFLN logo consists of two elements: the pentagon icon graphic and the type treatment of “Military Families Learning Network.” The logo should be used exactly as provided in the supplied files and not distorted or manipulated in any way. Exceptions may include special printing processes such as foil stamping, embossing, metallic signage and other approved uses. Do not attempt to recreate the logo; please contact MFLN Communications for electronic logo files.

LOGO COLORS

MFLN’s identity is built upon the purple and gray colors shown here. Never attempt to “guess” in matching the colors of the logo palette. Color breakdowns are provided in the accompanying chart to provide the most accurate color representation. It is preferred that the CMYK version of the logo be used whenever possible and that it is placed against a white or very light background for optimal viewing.

BLACK

The MFLN logo can be reproduced in grayscale or full black as shown. The grayscale version should only be used when placed against a white background. Otherwise, the full black version should be used to maintain contrast integrity.

REVERSED

The knocked-out (white) version may be used against black or dark backgrounds.

WHAT IS CMYK?

CMYK refers to the four colors used in process printing: cyan, magenta, yellow and black. The CMYK values are already embedded in the four-color logo art files and therefore do not need to be recreated when reproducing the logo in process (CMYK) color.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>CMYK</th>
<th>HTML</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>60.90.0</td>
<td>7F3F98</td>
<td>127.63.152</td>
</tr>
<tr>
<td>Grey</td>
<td>0.0.80</td>
<td>58595B</td>
<td>88.89.91</td>
</tr>
</tbody>
</table>

Purple

CMYK 60.90.0
HTML 7F3F98
RGB 127.63.152

Black

CMYK 0.0.0.80
HTML 58595B
RGB 88.89.91
Logo Usage

LOGO AREA OF ISOLATION
To maintain the integrity of the logo and avoid visual clutter, care should be taken to adhere to the positioning guidelines. It is important to maintain a comfort zone (defined as “x”) around the logo. No copy, images or other graphic elements should infringe upon this area. The restriction also includes using the logo as part of a headline or sentence.

LOGO MINIMUM SIZE
When using the logo in printed material, it should appear no smaller than the size shown to the right. On the web, the logo should be no smaller than the size shown to the right as well.

Determining the area of isolation

Measuring the “x” dimension

Minimum Size

1.5 in / 3.81 cm

195 pixels
Logo Improper Use

The MFLN logo and corresponding concentration area logos should be reproduced only from supplied files and should never be modified or changed in any way.

**DON’T:**

- DON’T stretch or distort the logos.
- DON’T rearrange the type and graphic elements.
- DON’T reset the name or attach the graphic element to any other elements or words.
- DON’T use the graphic element in reverse. Note that it may be used alone only as a social media icon and must be from the supplied file as a purple icon on a white background.
Concentration Area Logos

MFLN's Concentration Areas use a variation of the “parent logo” for their identity.

This is the only case where a variation of the logo may be created, and must follow the standards as described here.

Creating Concentration Area logos

Typeset the Concentration Area name in Berthold Akzidenz Grotesk (Bold Condensed), to match the height of “FAMILY TRANSITIONS” and other examples shown here.
MFLN in Social Media

MFLN’s consistent identity in social media is key to its success.

The identity includes a collection of background photos representing multiple branches and demographics. Photos are prepared sized and cropped to the specifications for social media sites including:

- Facebook
- Google+
- Twitter
- LinkedIn
- Pinterest

It is recommended that the photos be changed out on occasion to demonstrate diversity and to provide refreshed visuals. The photos should not be cropped, added to or otherwise edited.

No other photos should be used as background images on social media sites.

**NAMING CONVENTION**

MFLN’s concentration areas should follow consistent naming guidelines in social media to always begin with **MFLN:**

MFLN Child Care

**Background Images**

MFLN's profile image should always be the logo icon in purple on a white background. It should not include any words or other elements.

Files to proper specifications for each site are provided.