



Brand Style Guide

Master Logo



Consistency is key when looking to apply the MEF brand mark. This brief guide will help in the general application of the MEF logo. The primary logo, above, is to be used for the majority of cases for MEF branding including, however not limited to, digital media, print, and material goods for the purpose of marketing and advertising MEF.

Logo Variations



MEF Flat Blue Logo



MEF Flat White Logo



MEF Flat Black Logo

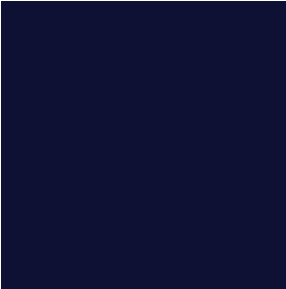


MEF Flat Yellow Blue Logo



MEF Flat Dark Blue Logo

Primary Colors



#000136

R0 G1 B54
C96 M91 Y42 K62



#3D7BC7

R61 G123 B199
C76 M48 Y0 K0



#790072

R121 G0 B114
C62 M100 Y22 K9



#FD7801

R253 G120 B1
C0 M66 Y100 K0

Secondary Colors



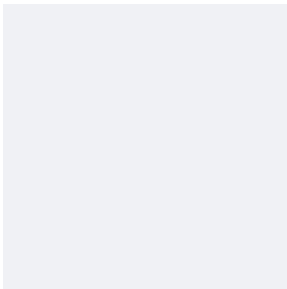
#555555

R85 G85 B85
C64 M56 Y55 K31



#A1A1A1

R161 G161 B161
C39 M32 Y32 K1



#F0F1F2

R240 G241 B245
C4 M3 Y1 K0

Accent Colors



#244E9E

R36 G78 B158
C95 M79 Y3 K0



#FEBF10

R254 G191 B16
C1 M27 Y99 K0

Primary Typeface

Sansation

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7
8 9 (@ & \$ * : ; ! ?)

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Where to Use

Heading & Subheading:
MEF Website, PPT, and
Print/Published Collateral

Body Font for Web

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9
(@ & \$ * : ; ! ?)

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Where to Use

Body Font: MEF Website
Usage Examples:
Webpages, online forms, etc.

Body Font for Print/Published Collateral

Avenir Next LT Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7
8 9 (@ & \$ * : ; ! ?)

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Where to Use

Body Font: Print/Published
Collateral and PPT
Usage Examples: FAQs
Whitepapers, Social graphics, etc.

Iconography



Imagery

