

# brand guidelines

FEBRUARY 2018



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## MCN LOGO

The logo is the most important element of the MCN brand and should be used consistently across all media to maintain a unified brand.

Always use approved artwork when applying the logo. Do not attempt to re-create it.

Each logo version is available with and without the tagline.

## LOGO COLOR USAGE

The logos can be used in the following configurations:

### Color Logos

A two-color Pantone version and a CMYK version of the logo are available when printing commercially.

The CMYK version should be used when printing 4-color process.

The RGB versions should be used for on-screen and in-office uses.

### Black Logo and White Logo

A black version and a white version are available if you are unable to use the color logo options. The white version can be used if you are placing the logo on a dark background.

The black version is not available for on-screen use.

**NOTE:** See page 16 for all available file types.



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.75" for print  
54 pixels for on-screen



.5" for print  
36 pixels for on-screen

**CLEAR SPACE**

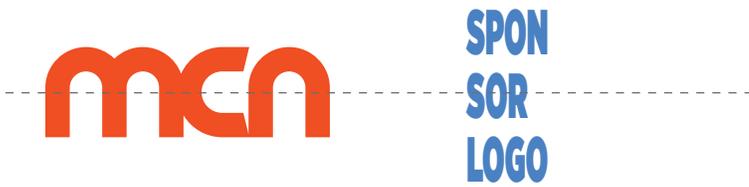
To ensure high visibility and an uncluttered presentation, always maintain “clear space” around the logo. The clear space should be free of all other logos, objects, and text. To determine the clear space for the logo, measure the height of the logo letters as shown. An area equal to these sizes should be kept clear on all sides of the logos.

Note that clear space will change, depending on the size of the logo.

**MINIMUM SIZE**

Minimum size standards have been established to ensure the clarity and integrity of the logo.

When using the version with the tagline, make sure the tagline is large enough to be legible. Do not make this version smaller than .75” wide for print applications or 54 pixels for on-screen use. When using the version without the tagline, do not make it smaller than .5” wide for print applications or 36 pixels for on-screen use.



### SPONSOR LOGOS

The MCN logo should appear to be 15-20% larger than a sponsor logo. If it is necessary to put the logos on the same line, align the logos at the baseline. If the sponsor logo is extremely vertical, then you can center the two logos to create a more balanced relationship. Always adhere to the clear space rules, outlined on page 3.



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#### MCN SUB BRAND LOGO: MCN PRO

A logo for the MCN sub brand MCN PRO is available.

Always use approved artwork when applying the logos. Do not attempt to re-create them.

Each logo version is available with and without the tagline.

#### LOGO COLOR USAGE

The logos can be used in the following configurations:

##### Color Logos

A two-color Pantone version and a CMYK version of the logo are available when printing commercially.

The CMYK version should be used when printing 4-color process.

The RGB versions should be used for on-screen and in-office uses.

##### Black Logo and White Logo

A black version and a white version are available if you are unable to use the color logo options. The white version can be used if you are placing the logo on a dark background.

The black version is not available for on-screen use.

**NOTE:** See page 16 for all available file types.



.75" for print  
55 pixels for on-screen



.75" for print  
55 pixels for on-screen

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Note that clear space will change, depending on the size of the logo.

**MINIMUM SIZE**

Minimum size standards have been established to ensure the clarity and integrity of the logo.

Do not make either version (with or without the tagline) smaller than .75" wide for print applications or 55 pixels for on-screen use.



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#### MCN SUB BRAND LOGO: MCN SIG

A logo for the MCN sub brand MCN SIG is available.

Always use approved artwork when applying the logos. Do not attempt to re-create them.

Each logo version is available with and without the tagline.

#### LOGO COLOR USAGE

The logos can be used in the following configurations:

##### Color Logos

A two-color Pantone version and a CMYK version of the logo are available when printing commercially.

The CMYK version should be used when printing 4-color process.

The RGB versions should be used for on-screen and in-office uses.

##### Black Logo and White Logo

A black version and a white version are available if you are unable to use the color logo options. The white version can be used if you are placing the logo on a dark background.

The black version is not available for on-screen use.

**NOTE:** See page 16 for all available file types.



.75" for print  
55 pixels for on-screen



.75" for print  
55 pixels for on-screen

**CLEAR SPACE**

To ensure high visibility and an uncluttered presentation, always maintain “clear space” around the logo. The clear space should be free of all other logos, objects, and text. To determine the clear space for the logo, measure the height of the logo letters as shown. An area equal to these sizes should be kept clear on all sides of the logos.

Note that clear space will change, depending on the size of the logo.

**MINIMUM SIZE**

Minimum size standards have been established to ensure the clarity and integrity of the logo.

Do not make either version (with or without the tagline) smaller than .75” wide for print applications or 55 pixels for on-screen use.



#### **MCN SUB BRAND LOGO: MCNx**

A logo for the MCN sub brand MCNx is available.

Always use approved artwork when applying the logos. Do not attempt to re-create them.

#### **LOGO COLOR USAGE**

The logos can be used in the following configurations:

##### **Color Logos**

A two-color Pantone version and a CMYK version of the logo are available when printing commercially.

The CMYK version should be used when printing 4-color process.

The RGB versions should be used for on-screen and in-office uses.

##### **Black Logo and White Logo**

A black version and a white version are available if you are unable to use the color logo options. The white version can be used if you are placing the logo on a dark background.

**NOTE:** See page 16 for all available file types.



**mcn**x  
London



.75" for print  
55 pixels for on-screen

### **CLEAR SPACE**

To ensure high visibility and an uncluttered presentation, always maintain "clear space" around the logo. The clear space should be free of all other logos, objects, and text. To determine the clear space for the logo, measure the height of the logo letters as shown. An area equal to these sizes should be kept clear on all sides of the logos.

Note that clear space will change, depending on the size of the logo.

### **MINIMUM SIZE**

Minimum size standards have been established to ensure the clarity and integrity of the logo.

Do not make the logo smaller than .75" wide for print applications or 55 pixels for on-screen use.



.75" for print

55 pixels for on-screen

### MCNx LOGO TEMPLATE

A logo template for the MCN sub brand MCNx is available.

The file is an Illustrator EPS file. The end user will need Illustrator 8 or newer or a similar application to edit this file.

The font for the City Name is Pill Gothic Bold and is supplied with the native file.

### CITY NAME

The city name should be in titlecase. Do not change the case, size, weight, position or color of the City Name

### LOGO COLORS

The template file is a CMYK file. If you need other color versions of the logo, refer to page 12 for the appropriate specifications.

### Color Logos

Pantone or CMYK colors should be used when printing commercially. CMYK should be used when printing 4-color process. RGB should be used for on-screen and in-office uses.

### Black Logo and White Logo

Black or white versions can be used if you are unable to use the color logo options. A white version can be used if you are placing the logo on a dark background.

**NOTE:** See page 16 for all available file types.

### CLEAR SPACE

Always maintain "clear space" around the logo. The clear space should be free of all other logos, objects, and text. To determine the clear space for the logo, measure the height of the logo letters as shown.

### MINIMUM SIZE

Minimum size standards have been established to ensure the clarity and integrity of the logo.

Do not make the logo smaller than .75" wide for print applications or 55 pixels for on-screen use.

**PRIMARY COLORS**



**PANTONE 1665**

**CMYK** 0C 85M 100Y 0K

**RGB** 240R 78G 35B

**HEX** f04e23



**PANTONE 213**

**CMYK** 0C 95M 20Y 0K

**RGB** 238R 42G 123B

**HEX** ee2a7b

**SECONDARY COLORS**

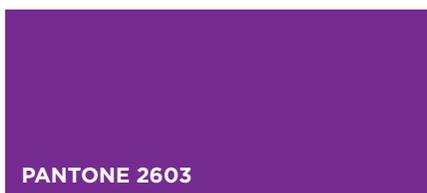


**PANTONE 7461**

**CMYK** 66C 45M 0Y 10K

**RGB** 0R 109G 176B

**HEX** 006db0

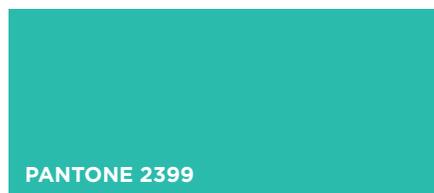


**PANTONE 2603**

**CMYK** 66C 100M 0Y 0K

**RGB** 118R 43G 144B

**HEX** 762b90



**PANTONE 2399**

**CMYK** 71C 0M 40Y 0K

**RGB** 43R 187G 173B

**HEX** 2bbbad



**PANTONE 432**

**CMYK** 82C 60M 55Y 45K

**RGB** 41R 64G 71B

**HEX** 294047

**COLOR PALETTE**

Brand colors, carefully applied, will impart a consistent look and feel to all MCN communications. Never substitute different colors for the identity colors.

**Color Usage**

- Use Pantone® colors when commercially printing spot colors.
- Use CMYK colors when printing four-color process.
- Use RGB colors when creating digital materials, such as PowerPoint presentations and graphics for the web.

**COMMERCIAL PRINTING**

**MAIN HEADLINES**

Pill Gothic 600mg Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**SMALLER HEADLINES AND BODY COPY**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**ON-SCREEN + IN-HOUSE**

Segoe UI Semilight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Segoe UI Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**TYPOGRAPHY**

The standard typefaces for MCN are Pill Gothic and Gotham. They should be used when creating materials that will be commercially printed. Consistent use of these type families will contribute to a unified brand image.

For basic applications (e.g., Word and PowerPoint presentations), please use Segoe UI.



POSITION 50



OC 95M 20Y OK

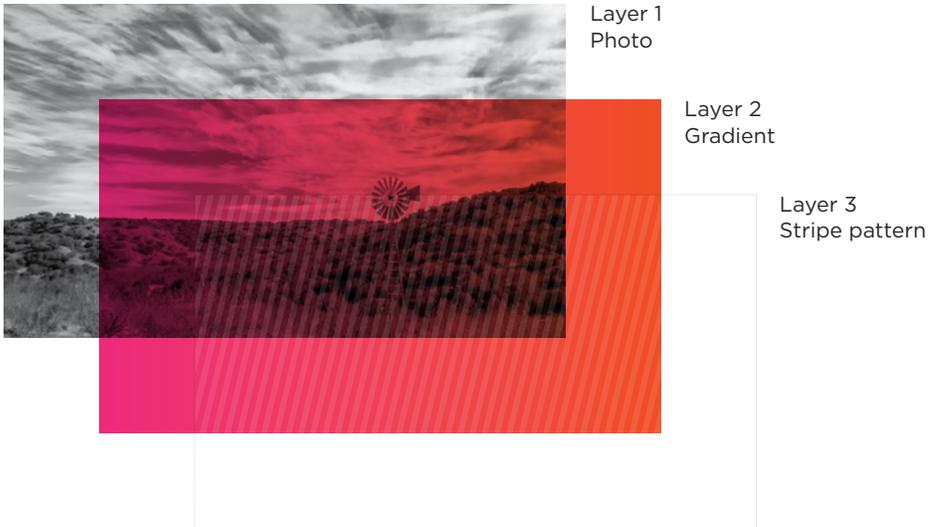
OC 85M 100Y OK

**GRADIENT**

A gradient using the two primary colors is an important part of the brand. You may layer the gradient over photography, the stripe pattern or use it on its own.

**STRIPE PATTERN**

A subtle stripe pattern is available for layering over photography, color fields or the blend. The pattern should be screened back so it appears as a subtle texture. The example shown here is screened to 7% opacity.



### LAYERING ELEMENTS

The gradient and stripe pattern can be layered over photography.

Begin with a high contrast grayscale photo. Layer the gradient ovetop, setting it to multiply over the photo. Then, if desired, layer the stripe pattern on top. If working in InDesign, make sure your stripe pattern PDF is set to have a transparent background when you import it into your file. Set the opacity of the stripe pattern to 7-10%.

**COMMERCIAL PRINTING****MCN**

MCN\_CMYK\_BLACK.pdf  
 MCN\_CMYK\_WHITE.pdf  
 MCN\_CMYK.pdf  
 MCN\_PANTONE.pdf  
 MCN\_TAG\_CMYK\_BLACK.pdf  
 MCN\_TAG\_CMYK\_WHITE.pdf  
 MCN\_TAG\_CMYK.pdf  
 MCN\_TAG\_PANTONE.pdf

**MCN PRO**

MCN\_PRO\_CMYK\_BLACK.pdf  
 MCN\_PRO\_CMYK\_WHITE.pdf  
 MCN\_PRO\_CMYK.pdf  
 MCN\_PRO\_PANTONE.pdf  
 MCN\_PRO\_TAG\_CMYK\_BLACK.pdf  
 MCN\_PRO\_TAG\_CMYK\_WHITE.pdf  
 MCN\_PRO\_TAG\_CMYK.pdf  
 MCN\_PRO\_TAG\_PANTONE.pdf

**MCN SIG**

MCN\_SIG\_CMYK\_BLACK.pdf  
 MCN\_SIG\_CMYK\_WHITE.pdf  
 MCN\_SIG\_CMYK.pdf  
 MCN\_SIG\_PANTONE.pdf  
 MCN\_SIG\_TAG\_CMYK\_BLACK.pdf  
 MCN\_SIG\_TAG\_CMYK\_WHITE.pdf  
 MCN\_SIG\_TAG\_CMYK.pdf  
 MCN\_SIG\_TAG\_PANTONE.pdf

**MCNx**

BLACK\_MCN\_X\_LONDON.pdf  
 CMYK\_MCN\_X\_LONDON.pdf  
 PANTONE\_MCN\_X\_LONDON.pdf  
 WHITE\_MCN\_X\_LONDON.pdf

**MCNx Logo Template**

MCN\_X\_LOGO\_TEMPLATE.eps

**ON-SCREEN + IN-OFFICE****MCN**

MCN\_RGB\_WHITE.png  
 MCN\_RGB.png  
 MCN\_TAG\_RGB\_WHITE.png  
 MCN\_TAG\_RGB.png

**MCN PRO**

MCN\_PRO\_RGB\_WHITE.png  
 MCN\_PRO\_RGB.png  
 MCN\_PRO\_TAG\_RGB\_WHITE.png  
 MCN\_PRO\_TAG\_RGB.png

**MCN SIG**

MCN\_SIG\_RGB\_WHITE.png  
 MCN\_SIG\_RGB.png  
 MCN\_SIG\_TAG\_RGB\_WHITE.png  
 MCN\_SIG\_TAG\_RGB.png

**MCNx**

BLACK\_MCN\_X\_LONDON.png  
 RGB\_MCN\_X\_LONDON.png  
 WHITE\_MCN\_X\_LONDON.png

**LOGO FILES**

A library of logos is available. Please refer to this guide when choosing the file type that is appropriate for your project.