

Brand Guide Reference Sheet

MOPS INTERNATIONAL - 2020

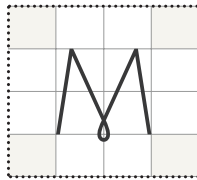
PLEASE DO

Replace any old MOPS logos with the new logomark. If using the logomark over an image, the contrast should be enough to see the logo clearly. Pay attention to clearspace around the logomark.

LOGO



LOGO CLEARSPACE



PLEASE DON'T

Use old versions of our logo. Squash, rotate, change opacity, change color to a non-brand color, add gradient, outline, create a word, thicken, combine the logomark with the secondary wordmark.



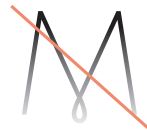
SQUASH

Do not squash, squeeze or non-proportionally transform the logo.



CREATE WORD

Do not use the logomark in conjunction with a word or phrase. The logo should always stand alone. Do not combine logomark with the secondary wordmark.



CHANGE COLOR

Do not add a gradient, tint or change the color shade of the logo outside the brand color palette.

COLOR PALETTE

SOFT BLACK



CMYK C0 M0 Y0 K92
RGB R59 G59 B60
WEB #3B3B3C

LIGHT TAN



CMYK C5 M6 Y10 K0
RGB R239 G233 B224
WEB #EFE9E0

LILAC



CMYK C15 M21 Y17 K0
RGB R215 G197 B196
WEB #D7C5C4

PLUM



CMYK C32 M52 Y38 K21
RGB R147 G110 B114
WEB #936E72

MAUVE



CMYK C26 M62 Y41 K2
RGB R185 G116 B124
WEB #B9747C

LIGHT MAUVE



CMYK C9 M19 Y20 K0
RGB R229 G206 B194
WEB #E5CEC2

LIGHT PEACH



CMYK C5 M31 Y31 K0
RGB R237 G184 B166
WEB #EDB8A6

PEACH



CMYK C2 M56 Y56 K0
RGB R240 G138 B110
WEB #F08A6E

TYPOGRAPHY

Crimson *

ADRIANNA**

*zojja light pro***

* FREE FONT ** PAID FONT

Before creating custom MOPS swag for your group, please send us an email with the proposed design attached. We will take a look to make sure it meets our brand requirements and get back to you in a jiffy! logo@mops.org

For more information on how to use the MOPS logo:
leaders.mops.org/mops-logo

For theme graphics:
leaders.mops.org/theme-graphics