

MWMO CORPORATE IDENTITY

COLOR / FORMAT



Protect it. Pass it on.

**MISSISSIPPI
WATERSHED
MANAGEMENT
ORGANIZATION**

← Brand or identification mark associated with a service. This means it has protection under the copyright law.

← This protection also includes the tag line, an integral part of the logo.

This is the MWMO logo which incorporates the tag line, "Protect it. Pass it on." The logo should ALWAYS be used in its entirety – NEVER separate elements.

COLOR DESIGNATIONS:

The MWMO logo art exists for print as gray-scale (one color), three spot colors, CMYK (four-color process); and RGB for electronic publications.

MWMO BLUE:

PMS: 2925 BLUE
CMYK: 100 - 25 - 0 - 0
RGB: 0 - 143 - 212



MWMO GREEN:

PMS: 376 GREEN
CMYK: 50 - 0 - 100 - 0
RGB: 140 - 198 - 63



MWMO GRAY SCALE:

PMS: BLACK
AND 60% TINT



PLEASE NOTE:

Never use the logo in colors other than as designated. If the logo must go in one color other than black, use the darkest color in the document.



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**MISSISSIPPI
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(MWMOcmyk.eps)



Protect it. Pass it on.

**MISSISSIPPI
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(MWMOgs.eps)



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(MWMOblack.eps)

Native files of the logo can be obtained by contacting the MWMO.

Files available are:

For 4-color printing:
MWMOcmyk.eps

For 1-color printing:
MWMOgs.eps
MWMOblack.eps

For internet use:
MWMOrgb.jpg or MWMOrgb.gif

For PowerPoint:
MWMO.jpg

Please contact the MWMO for formats suitable for alternate uses and resolutions.

REVERSING ART FROM A BLACK BACKGROUND:

Use the following art when reversing the logo from a black background.



(MWMOcmyk_rev.eps)



(MWMOgs_rev.eps)

MWMO CORPORATE IDENTITY

SIGNATURE / SIZE



Do not use the logo any smaller than 25% or approximately 1" wide

Please use this format for address and phone numbers:

2522 Marshall Street NE
Minneapolis, Minnesota 55418

(612) 465-8780
(612) 465-8785 fax

MWMO PREFERRED SIGNATURE: VERTICAL FORMAT



Keep all images and type this minimum distance from all sides of the logo

CONTACT INFORMATION

2522 Marshall Street NE
Minneapolis, Minnesota 55418

(612) 465-8780
(612) 465-8785 fax

www.mwmo.org

Franklin Gothic Demi

2522 Marshall Street NE
Minneapolis, Minnesota 55418

Franklin Gothic Book
60% tint of black (optional)

(612) 465-8780
(612) 465-8785 fax

MWMO OPTIONAL SIGNATURES: HORIZONTAL FORMAT



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