

MEMBER LOGO USE

Logo Elements

The Member logo consists of the globe icon and wordmark. These elements appear in a fixed relationship to one another and should never be altered, modified or repositioned. To ensure accurate reproduction, always use approved art files.



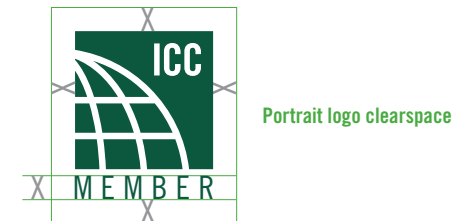
Logo Clearspace

To maintain the logo's prominence, a generous clearspace must be maintained. Failure to maintain this space will diminish the impact of the logo. Do not allow text, graphics, photography or backgrounds to violate the minimum clearspace as specified on this page.

The minimum clearspace indicated for the logo is defined in relation to the height of the "M" in the word MEMBER referred to here as "X".

The Member logo minimum clearspace is equal to the X height.

Please note that the minimum clearspace should not be viewed as an ideal clearspace; in most cases a more generous clearspace is preferred.



MEMBER LOGO USE

Logo Options

For all full color print, web or video the Member logo should appear in Pantone 7729C or its equivalent: CMYK 89/40/80/36, RGB 11/89/64, HEX #0B5940.

The preferred options are green on a white background or white on a green background. When color is limited to one or two colors, it is permissible for the logo to appear in black on a white background or white on a black background.

If a color or photographic background is used the white box version should be applied. Gray has been used here as an example only.



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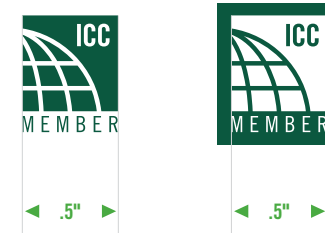
Logo Size Requirements

Never reproduce the Member logo at sizes smaller than those indicated here. Doing so will cause the logo to become unreadable or unrecognizable.

Recommended sizes for 8½" x 11" collateral



Minimum sizes for all uses



VERTICLE LOGO
Desktop Use
Minimum Height 50px

Mobile Use
Minimum Height 33px