

Wisconsin Minority-Owned Business Enterprise

LOGO + USAGE GUIDELINES

Approved full-color Minority-Owned Business Enterprise (MBE) Logos should:

- Be printed in full-color printing applications;
- Be placed on appropriate background colors or solid area of a given image; and
- Have the specified spacing, proportions, color(s), and arrangements, with no alterations.

Full Color Logo:

Minority-Owned Business Enterprise Logo



All White Logo:

For use over dark backgrounds



All Black Logo:

For use over light backgrounds



All White Logo:

For use over dark backgrounds



Examples of Proper Usage:



Spotlight on Minority-Owned Business Enterprise Logo

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Proper provision of adequate clear space between the logo and other design elements.



Proper placement of logo on space free of patterns, or design elements that could reduce readability of the logo.



Proper usage of the all white logo for use over darker background colors.

Examples of Improper Usage:



Do not distort the logo proportions.



Do not place logo over distracting imagery; or over imagery of the US American Flag.



Do not alter the colors of the logo using effects/filters or for printing purposes.

Minimum Size:



minimum size for logo placement



minimum size for logo placement



minimum size for logo placement

The **minimum logo Size** is **1 inch wide** placed proportionally.

Minimum Clear Space:

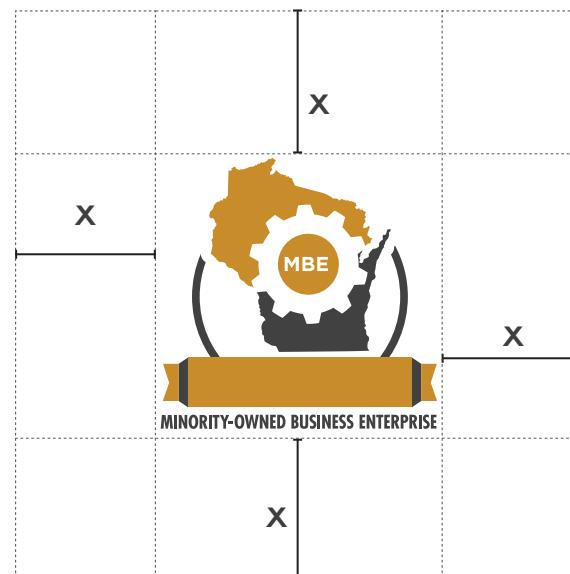
The “**clear space**” is the space maintained surrounding the entire logo, free of any design. It ensures clear readability and greater impact of the logo free from competition with other elements.

X The clear space around the logo should be equal to the half the width of the logo.



$x = 1/2$ the width of the placed logo

For example: if the width of the placed logo is 1 inch. Then a 1/2 inch of clear space should be provided (free of design) on each side of the logo.



For example: if the width of the placed logo is 1.5 inches. Then a 0.75 inch of clear space should be provided (free of design) on each side of the logo.

LOGO MISUSAGE

Do not distort the Logo in any of the following ways.



Do not alter the “MBE logo”. The MBE banner and Wisconsin icon must be used together.



Do not change the colors of the MBE Logo.



Do not distort the MBE logo.



Do not reposition the elements of the MBE logo or enlarge/reduce any portion.

Color Standards:



Yellow:

Pantone Solid Coated: 7556 C

Pantone Solid Uncoated: 7550 U

R: 198

G: 140

B: 043

C: 021%

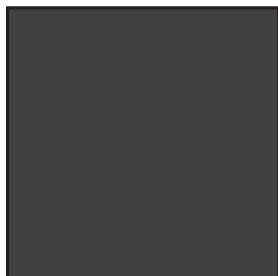
M: 046 %

Y: 100%

K: 003%

HEX: #c68c2b

WEBSAFE: #cc9933



Gray:

Pantone Solid Coated: 446 C

Pantone Neutral Black U

R: 66

G: 66

B: 66

C: 067%

M: 060%

Y: 059%

K: 046%

HEX: #424242

WEBSAFE: #333333



Black (*for use in all black logo only*):

Pantone Solid Coated: Pantone Black 6 C

Pantone Solid Uncoated: 5463 U

R: 16

G: 24

B: 32

C: 100%

M: 79 %

Y: 44%

K: 93%

HEX: #101820

WEBSAFE: #000033

Font:

Gotham Bold:

RBNO2 LIGHT

FUJIYAMA BOLD

Font used for the creation of the logo. Suggested font for use in supporting documents and files.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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