MANRRS

2021 BRAND GUIDE

CHANGING THE FACE OF AGRICULTURE
BY LINKING HANDS AROUND THE WORLD.

MANRRS

The MANRRS mission is to promote academic and professional advancement by empowering minorities in agriculture, natural resources, and related sciences. To achieve this goal, the right tools and rules must be available to promote and present the MANRRS brand consistently.

These guidelines have been developed so that you can become familiar with and use the MANRRS brand with consistency, accuracy, and purpose. This document will focus on the core elements of the brand including logo usage, color palettes, typefaces and photography direction.

IDENTITY + BRAND SYMBOLS

MANRRS™

MANRRS™

BRAND SYMBOL

The brand symbol can only be used by itself if the complete MANRRS logo is present somewhere else on the branded piece. Once more equity is built into the MANRRS brand, the brand symbol may be used by itself. The brand symbol may appear in black or white.

JUNIOR
MANRRS

JUNIOR
MANRRS

For specific efforts related to Junior MANNRS we have a specific logo solution prepared.
Please follow all main brand guidelines for implementation.

MANRRS
TUSKEGEE UNIVERSITY

MANRRS
UNIVERSITY OF KENTUCKY

MANRRS

MANRRS

UNIVERSITY ADAPTATION

To support our chapters further, we have added flexibility within our logo solutions to provide universities room to make MANRRS feel a part of their own story.

GUIDELINES FOR UNIVERSITY USAGE

1. Keep "MANRRS" typography black, along with school name typography.

2. Use the font included in the template for school name - do not customize.

3. Edit colors of the brand mark into no more than 2 colors *(keeping the "front" hands matching, as well as the "back", respectively)*.

4. If a school color is white, use a black outline *(included in template file)*.
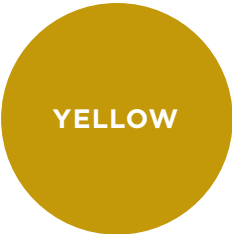
COLOR

SINGLE COLOR USAGE

For uses where the logo needs to placed on a solid color or an image, white, black, or grey may be used.
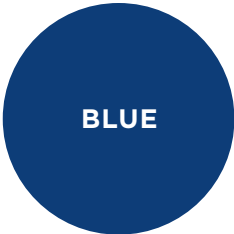*The logo must be legible and appropriate contrast must be apparent.*

GREEN

C	**74**	R	**72**
M	**33**	G	**117**
Y	**96**	B	**58**
K	**20**		

YELLOW

C	27	R	184
M	43	G	40
Y	100	B	45
K	5		

LIGHT BLUE

C	**55**	R	**115**
M	**10**	G	**184**
Y	**32**	B	**178**
K	**0**		

BLUE

C	**100**	R	**13**
M	**85**	G	**61**
Y	**26**	B	**120**
K	**12**		

GREY

C	**64**	R	**85**
M	**56**	G	**85**
Y	**55**	B	**86**
K	**31**		

COLOR PALETTE

COLOR HIERARCHY

Green and gold represent the primary color palette and should represent 75% of the colors used on any branded materials. Light blue, grey and blue should make up the additional 25% and should be used as accent only. Avoid large floods of color using these accent colors.

GUIDELINES + USAGE

REQUIRED MARGINS

The MANRRS logo requires a minimum amount of clear space surrounding the logo proportionate to the height of the M in the logo. Nothing should intrude into this defined space.

Do not distort, skew or alter

Do not use without brand symbol

Do not apply a stroke or any other effects

Do not rearrange logo or change proportions

Do not alter the colors

Do not use any unapproved colors

Do not use as an outline

Do not substitute fonts

Do not lighten or change saturation

LOGO DON'Ts

To ensure that the MANRRS brand remains unified across all applications, please follow the guidelines as shown in the examples above.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

PHOTOGRAPHY INSPIRATION

Please use these photos as a guide for choosing photography. MANRRS does not own these photos and they should only be used for inspirational purposes. Choose photos that show a diverse range of gender, ethnicity and environments.

EXAMPLES OF BRAND APPLICATION

The MANRRS brand symbol may appear on the front by itself because the complete logo is on the back.