



MANRRS

2017 BRAND GUIDE

The background is a solid yellow color with a repeating pattern of stylized hands holding up a globe. The hands are arranged in a grid, with each hand holding a small globe. The pattern is subtle and covers the entire background.

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



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.

The background of the entire slide is a repeating pattern of stylized, light gray hands. Each hand is depicted with fingers spread, palms facing each other, and is oriented diagonally. The pattern is consistent across the entire page.

IDENTITY + BRAND SYMBOLS



STACKED LOGO

This is the stacked version of the primary logo. The stacked and horizontal versions of the logo may be used interchangeably depending on placement restrictions.



HORIZONTAL LOGO

This is the horizontal version of the primary logo. The stacked and horizontal versions of the logo may be used interchangeably depending on placement restrictions.



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.



COLOR

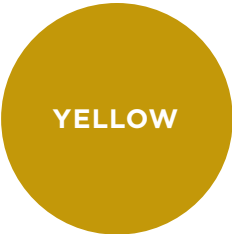


SINGLE COLOR USAGE

*For uses where the logo needs to be 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.*



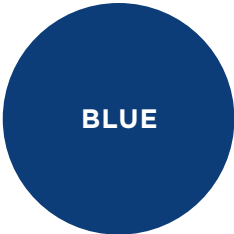
C 74 R 72
M 33 G 117
Y 96 B 58
K 20



C 84 R 64
M 73 G 79
Y 29 B 120
K 13



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



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



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



MANRRS

Do not use without brand symbol



Do not apply a stroke or any other effects



MANRRS



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.

DESIGNED PRINT PIECES:

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

POWERPOINT, WORD & EMAIL:

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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.