

BRAND GUIDELINES: Midwest Row Crop Collaborative

Logo Variations

Primary Logo Treatment

The dark grey logo is the default treatment and should be used whenever possible.



Black and White Treatment

Use the all black version of the logo when printing documents in black and white. This will prevent the logo from looking washed out when colors are converted to grayscale.



Reverse Treatment

To maximize contrast, on dark backgrounds, use the all white aka reverse version of the logo. When using it on top of a photograph, try to place it over the darkest part of the image and/or add a subtle drop shadow to the logo.



Logo Rules

Spacing

A space equal to the width of a "M" around the entire logo.



Alternative Color Combinations

The following are appropriate color combinations using the MRCC color scheme. All other colored backgrounds should be paired with a reverse/white version of the logo to achieve appropriate contrast and maximum readability:



Do Not

Never alter the logo in the following ways:



Not enough contrast between background and logo

Placing logo over pattern competes for attention

Photo Treatments

The full logo can be used as a graphical overlay on imagery or placed on a color band. Typically the all-white version of the logo is the best for photo+logo combinations.

A subtle dropshadow may be necessary to make the logo pop against the background. The logo should always appear in a corner of the image, never the center. Never place the logo on a busy photo background, or over people.



Brand Files

Logo Files: [MRCC Logo Treatments](#)

Font Files: [Lato Font Family](#)

Iconography: [MRCC Icons Folder](#)

Powerpoint: [MRCC Powerpoint](#)

Collateral: [General Two Pager](#)

Collateral: [Membership Two Pager](#)

Collateral: [Theory of Change](#)

Report: [2020 Impact Report](#)

Photography and Video: Please contact Environmental Initiative's marketing team for photographs and video assets