**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:

**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.