

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.



reverse logo treatments

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

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Colors

Color plays an important role in MRCC's brand identity. The red should be used on all collateral materials. A variety of warm and cool hues are available to give flexibility in the brand identity and reflect the agriculture hues found in rural environments.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to Pantone (PMS) or CMYK swatches. Always print with PMS or CMYK colors and request printed proofs whenever possible. The Pantone swatches are part of the solid-coated formula guide.



PMS: 174 C
C: 69 **M:** 62 **Y:** 60 **K:** 49
R: 157 **G:** 64 **B:** 39
Hex: #9D4027



PMS: 377 C
C: 41 **M:** 0 **Y:** 100 **K:** 22
R: 119 **G:** 153 **B:** 3
Hex: #779903



PMS: 632 C
C: 87 **M:** 8 **Y:** 14 **K:** 7
R: 2 **G:** 132 **B:** 163
Hex: #0284A3



PMS: 124 C
C: 0 **M:** 29 **Y:** 100 **K:** 1
R: 218 **G:** 165 **B:** 3
Hex: #DAA503



PMS: 7540 C
C: 67 **M:** 54 **Y:** 46 **K:** 40
R: 60 **G:** 61 **B:** 62
Hex: #3C3D3E



PMS: 7535 C
C: 25 **M:** 21 **Y:** 31 **K:** 3
R: 153 **G:** 150 **B:** 131
Hex: #999683

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family "Lato" is recommended for use across all collateral materials.

The font family includes 10 different weights. Lato Bold or Black should be used for Headings in both print and digital collateral. Lato Regular is most appropriate for paragraph copy and smaller headings. "Hairline" and "Hairline Italic" are not recommended because they are too light for easy readability.

Lato can be downloaded for free from Google Fonts at <https://fonts.google.com/> or found in the shared EI drive.

Lato Samples

Lato - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

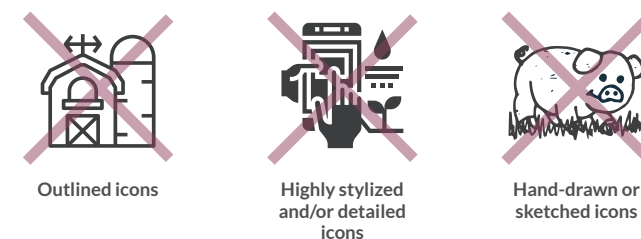
Midwest Row Crop Collaborative has a growing stock of iconography that can be used for presentations or documents. Our main brand icons are "stamp" style which means each icon is simple, clean, and fully colored.

Icons may be any of the brand colors included in this document but should only be one color. Icons may stand alone or be encompassed in a square with rounded corners. Icons should always be aligned to the bottom of each other. Please note the icons below that do not align with our brand style. Please consult with the marketing team before using a new icon.

Brand Appropriate Icons



Icon styles that are unacceptable for MRCC



Outlined icons

Highly stylized and/or detailed icons

Hand-drawn or sketched icons