



# BRAND STANDARDS GUIDE

Midwest Enviro Solutions | 2020

## LOGO

The logo can be resized as needed for different media applications, but it MUST maintain the same proportions as shown here to the right.

Additional approved brand color combinations are shown below. No other color combinations are recommended.

[Additional approved logos below are shown on an 80% black background for optimal visibility. This tertiary brand color is to be used sparingly.]



An additional approved logo layout is shown to the right and may be displayed in multi-color or one-color applications.

[For one-color imprints, this is the ONLY approved situation to display the MES Star in any other color than MES Cyan. In addition to white, the one-color imprint may also be shown in all MES Navy or all MES Cyan as the design allows.]



## COLORS

The two main colors for the MES brand are MES Cyan and MES Navy. White is also included as an approved brand color. Listed are the color break-ups as needed for outside vendors.

[80% Black, shown to the far right, is a tertiary option and may be used as needed for an alternate background color or apparel color ONLY.]

MES Cyan	MES Navy	Tertiary option
<b>CMYK:</b> 70, 15, 0, 0 <b>RGB:</b> 39, 170, 225 <b>HEX#:</b> 27aae1 <b>Pantone:</b> 298 C	<b>CMYK:</b> 98, 78, 33, 50 <b>RGB:</b> 55, 58, 54 <b>HEX:</b> 03294b <b>Pantone:</b> 7463 C	<b>CMYK:</b> 0, 0, 0, 80 <b>RGB:</b> 88, 89, 91 <b>HEX:</b> 58595b <b>Pantone:</b> 425 C

## FONTS

The font is **Galano Grotesque Medium** and is to be used for the logo wordmark ONLY.

Suitable alternate typefaces to use for print and online material includes any classic or readily available sans-serif font and is up to the discretion of the designer.

[Actual font point sizes will vary. The shown measurements are for proportional reference only.]



## BRAND ELEMENTS

The preferred tagline may be displayed in either of the approved color variations and layouts shown to the right.

The MES Star should ALWAYS be shown in the MES Cyan. It may also be shown alone.



The Shield of Sanitation is shown to the right. It may be displayed in either of the approved color combinations shown here.

Regardless of application, the MES Star should ALWAYS be shown in the MES Cyan on a solid white shield plate.

