

Visual Identity • Logo Colors and Usage

The official colors of the My Maryland Public Libraries **MPOWER Card** logo are Pantone 485 (red) and black. No other colors may be assigned to the logo. In instances where Pantone 485 is not available, the black version of the logo should be used.



2-color version

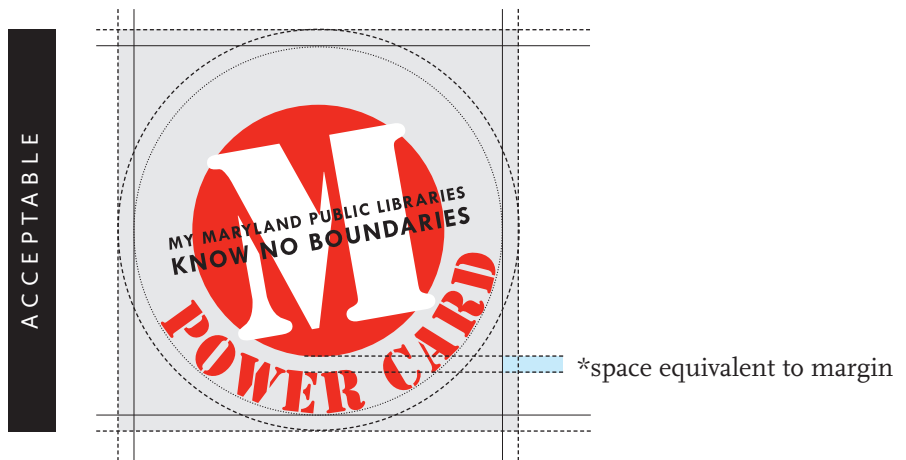


Black version
(100% and 40% black)

Visual Identity • Logo Application Guidelines

Clear Space

To enhance presentation and ensure readability, leave sufficient clear space around the **MPOWER Card** logo. The clear space surrounding the perimeter of the mark should be equivalent to the distance between circle and lettering, as shown*.



MY MARYLAND PUBLIC LIBRARIES

Minimum Size

The minimum size for using the logo in any print application is 1.25" in width.



Logo Application Guidelines

The following list represents incorrect uses of the logo.



The **MPOWER Card** logo's angle should not be altered. It should not be reproduced upside down or backwards.



Do not add movement, effects or drop shadows to the **MPOWER Card** logo.



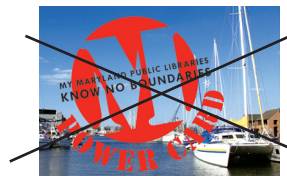
The **MPOWER Card** mark should not be used alone, without the logotype; likewise, the logotype should not be used alone, without the mark.



The **MPOWER Card** logo should stand alone, unless there is a co-branding relationship. Observe protected area when placing co-branding logos.



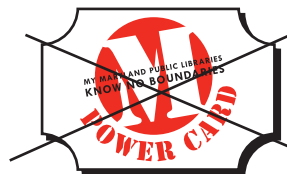
The 2-color **MPOWER Card** logo should always be printed at 100 percent ink density, and not screened back to a paler tint.



When the **MPOWER Card** logo overlaps other graphics, the large "M" must remain white.



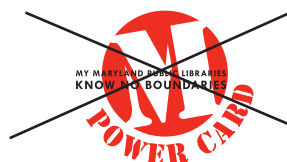
The **MPOWER Card** logo should not be stretched or reshaped.



The **MPOWER Card** logo should never be placed in any kind of box or shape.



Do not place text or additional graphics over the **MPOWER Card** logo.



Do not change the placement of the tagline in relationship to the mark.