

Miracles for Kids

Basic Identity Guide

Introduction

A clear, cohesive and consistent visual identity is a significant component to building Miracle for Kids (MFK) name and brand to our audiences, both internal and external. This guide should serve to improve the quality and efficiencies of all materials executed with the MFK brand name. Continual adherence to the MFK logo, color guidelines and fonts will create a strong identity.

MFK Logo

Our logo is one of our most valuable assets. To ensure that it represents our organization effectively, we must present it carefully and consistently across all channels of communication – from stationery to advertising to signage to electronic presentations

Primary Identifier



PMS 295



PMS 292

Usage

PMS 295 and PMS 292 are the primary and preferred colors for the MFK logo on white or light colored background applications.

No alteration to the MKF logo colors are allowed.



K 100



K 50

100% Black and 50% Black are the preferred colors for the MKF logo on black and white applications.



White

White is the preferred color for the MFK logo on dark colored background applications.

MFK Colors

Primary

PMS 295 C 100 R 0 Websafe #003366
 M 69 G 40
 Y 8 B 85
 K 54

PMS 292 C 59 R 105 Websafe #66ccff
 M 11 G 179
 Y 0 B 231
 K 0

Secondary/Complimentary

PMS 165 C 0 R 255 Websafe #ff6633
 M 60 G 103
 Y 88 B 31
 K 0

PMS 155 C 0 R 239 Websafe #ffcc99
 M 13 G 209
 Y 33 B 159
 K 6

PMS 367 C 41 R 164 Websafe #99cc66
 M 0 G 214
 Y 68 B 94
 K 0

MFK Fonts

Primary

Raleway Thin

Raleway Extra Light

Raleway Light

Raleway Regular

Raleway Medium

Raleway Semi Bold

Raleway Bold

Raleway Extra Bold

Raleway Heavy

Secondary

Helvetica Light

Helvetica Light Oblique

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Tertiary

Harris