

MBA MEMBER LOGO GUIDE

MEMBER LOGO &
IDENTITY GUIDELINES
JULY 2015

PRIMARY LOGO



BUILD WITH US.

The MBA has a legacy of being the most active resource for the construction industry in Marin County since 1958. This legacy is embodied in the logo of the MBA.

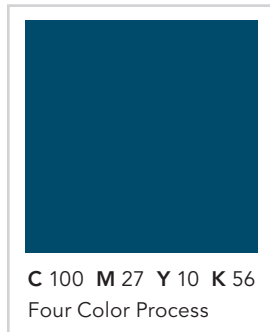
Use of the MBA logo is a benefit reserved for active MBA members only. The logo may be used on letterhead, business cards, signs, brochures, websites and other business related materials. No other use of the logo may be made without approval by the MBA in writing.

Logos can be found at marinbuilders.org/mba-member-logo

COLORS



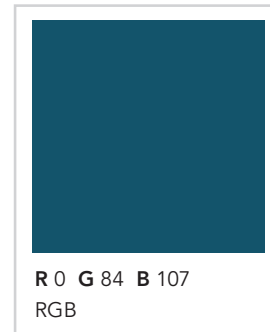
PANTONE 3025 C
Spot Color



C 100 M 27 Y 10 K 56
Four Color Process



#00546B
HEX



R 0 G 84 B 107
RGB

DON'T ABUSE OUR LOGO

Do's & Dont's

Treatment of the master logo. The following illustration demonstrates incorrect renderings of the Marin Builders Association member logo. While it does not cover every possible scenario, you will have a good idea of what is acceptable and what is not.



DON'T STRETCH OR DISTORT



DON'T CHANGE COLOR



DON'T ADD WORDING