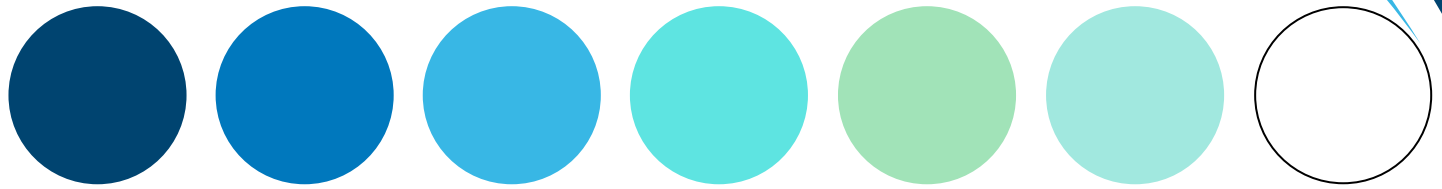


# BRAND GUIDELINES



# COLOUR PALETTE



#004470

#0078bd

#38b7e5

#5ee4e1

#a1e3b8

#a1e8df

#ffffff

# CONTRAST SAMPLES

White text on dark blue
White text on blue
White text on sky blue
Dark blue text on cyan
Dark blue text on light green
Dark blue text on mint
Dark blue text on white

# FONTS

**TITLE/HEADER**

**EARLY MAN REGULAR**

Body/Text

Montserrat

---

**"THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG"**

"The quick brown fox  
jumps over the lazy dog"

Logo/Website url/Social Media Posts

Berlin Sans Fb

---

"The quick brown fox jumps over  
the lazy dog"



All of our fonts are available for download from the  
Resources Hub on the MPA Day website.

# OUR LOGO



**Blue circle with white text:**

Used over images where they might detract attention from the logo.



**White circle with blue text:**

Used over images where they might detract attention from the logo.



**Blue with transparent background:**

Used over light images or backgrounds.



**White with transparent background:**

Used over dark/multi-colored images or backgrounds.



All of our logos can be found in png format from the Resources Hub on the MPA Day website.

# LOGO USAGE EXAMPLES



Make sure the logo is still readable over the image or background



Remember to give credit to the photographers when using their picture

# CAMPAIGN TONE



## DO

- Use positive and uplifting messages
- Focus on solutions
- Use engaging and attention-grabbing wording
- Use fact-based information



## AVOID

- Alarming and sensationalist jargon
- Focusing on problems
- Heavy use of technical language
- False claims