

MMDA
MANITOBA MOTOR
DEALERS ASSOCIATION

BRAND GUIDELINES

BRAND ELEMENTS

LOGO

PRIMARY VERTICAL LOGO

Full Colour



Black



Reversed



PRIMARY HORIZONTAL LOGO

Full Colour



Black



Reversed



TAGLINE

Driving Excellence

Gotham Book

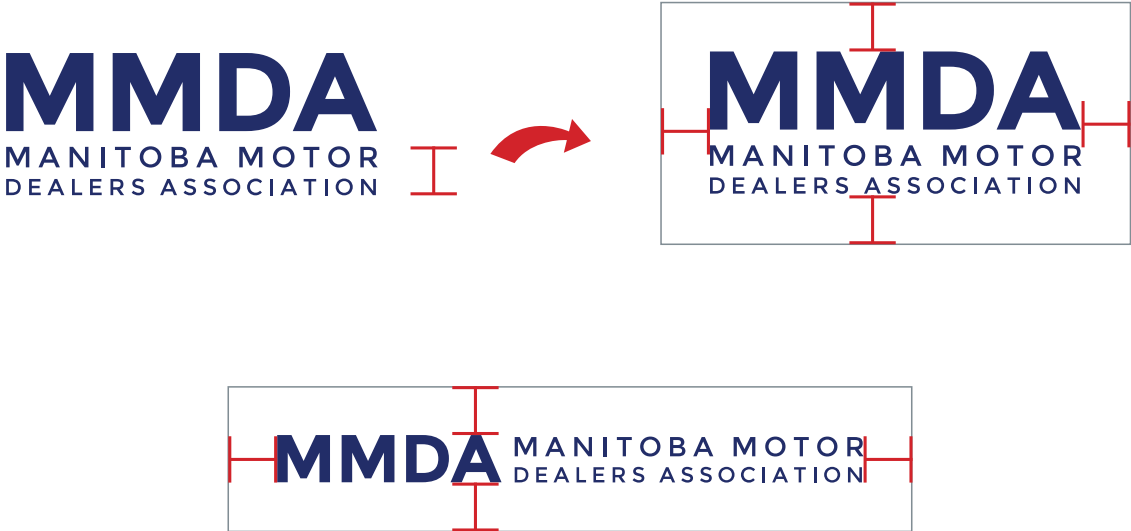
Driving Excellence

BRAND ELEMENTS

LOGO

PROTECTED SPACE

The logo must have protected space around it equivalent to the size of the height of the stacked text within the logo



MINIMUM SIZING

In order to maintain legibility, the logo must not be used smaller than these sizes.










BRAND ELEMENTS

IMPROPER USE OF LOGO

Ensure sufficient contrast with background. If necessary, the designer can use of a very slight Charcoal drop shadow is allowed to increase contrast over a photograph.

The logo, logomark, or tagline should **NOT** be altered or presented in any of the following formats:

Pixelated		Stretched or skewed	
Flipped or mirrored		Surrounded by a border or frame	
Tilted or rotated		Rearranged	
With different colours		With different typefaces	

BRAND ELEMENTS

COLOUR PALETTE

PRIMARY COLOURS



MIDNIGHT

PMS 2748
CMYK 100/93/24/23
RGB 34/45/104
HEX #222d68



SLATE

PMS 430
CMYK 55/40/37/0
RGB 124/134/141
HEX #7c868d



IRON

PMS Black 6
CMYK 82/71/59/75
RGB 16/24/32
HEX #111921

SECONDARY COLOURS



ROYAL

CMYK 96/78/0/0
RGB 27/81/163
HEX #1b51a3



SKY

CMYK 56/22/0/0
RGB 107/168/219
HEX #6aa9df



BRICK

CMYK 0/100/88/41
RGB 156/7/24
HEX #9c0718

BRAND ELEMENTS

TYPOGRAPHY

Any weight, as applicable, can be used of the following typefaces. Italics may also be used.

Compressed, narrow, extended, or wide versions should not be used.

PRIMARY TYPEFACE

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

WEBSAFE TYPEFACE

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

BRAND ELEMENTS

PHOTOGRAPHY

Where possible in photos, paint an overall picture telling the story of the situation.

STYLE

Photos should be brightly lit (with natural lighting wherever possible).

When shooting individuals, one-on-one interactions or small groups, use shallow depth of field to focus on interactions and soften background elements.

Focus on moments where subjects are not acknowledging the camera (in most cases)

ADDITIONAL

When shooting individuals (or minors) outside of public events, it's advised they fill out a consent/release form.

Professional photography is not always required. Group photos of celebration events do not need to be professional.



BRAND ELEMENTS

SALES PROGRAM LOGO

VERTICAL LOGO

Full Colour Logo



Black Logo



Reversed Logo

