



west midlands
the regional council
for museums libraries
and archives

MLA Identity Guidelines
01/03

There are two primary versions of the MLA logo. With the full explanatory signature and an abbreviated version. Specific applications demonstrate their appropriate usage.

The version of the MLA logo with full explanatory type should be used in most instances where public knowledge of the MLA acronym is unknown. It should be used on all external communications.

The abbreviated version should be used when the MLA acronym is assured, primarily on internal documentation or internal pages of a report where the full logo has been used on front cover.

The MLA logo consists of the MLA acronym which has been created as a unique stylised symbol. This lock-up sits above the typography.

These elements, arranged in a fixed relationship, may not be altered in any way. Do not deconstruct, reassemble, proportionally resize or alter the Logo in any way. Always use the logo artwork provided.

The official colours for the MLA logo is black and red (Pantone® 484). The MLA red should never be substituted with another red, (or any another colour) if these two colours are unavailable then a single colour logo should be used.

Both logos have been prepared for MAC and PC and are available on CD.



The MLA logo should appear in two colour (black and Pantone® 484) wherever possible.

A single colour, black, logo is also available for use and can be used as solid black, or solid black with 50% tint value, as shown.

The logo can also be reversed out of a solid colour or image. Always ensure the colour or image is dark enough to hold the logo and that it is always legible.

All logos have been prepared for MAC and PC and are available on disk.



The minimum size of the logo is based on its width. For legibility reasons, the logo must never be used less than 10mm wide.



The MLA Logo should always be surrounded by a generous amount of clear space, free of any text or imagery. The example shown here illustrates the minimum amount of clear space around the logo. Clear space is measured by the height of the 'M' of the logo.



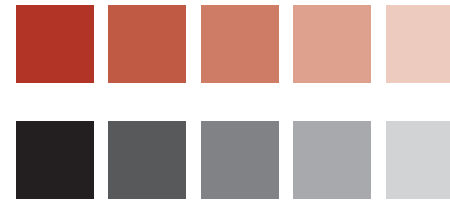
The primary colour palette consists of black and Pantone® 484. These colours should always be used 100% solid when used in the logo.



Tint values of 80%, 60%, 40% and 20% of these two colours are available for use in imagery or layouts.

There is also a secondary palette of colours that compliment the primary palette. The range consists of four deep, rich colours. Each of these colours may be used as a solid or tints of 80%, 60%, 40% and 20% as shown.

Values as Pantone, CMYK and web safe HTML have been given for each colour.



Pantone® 484
CMYK: 95%M 100%Y 29%K
HTML: 993333

Black



Pantone® 323
CMYK: 100%C 38%Y 47%K
HTML: 006666



Pantone® 5195
CMYK: 72%C 90%M 75%Y 15%K
HTML: 663366



Pantone® 463
CMYK: 30%C 56%M 100%Y 37%K
HTML: 666633



Pantone® 582
CMYK: 13%C 100%Y 46%K
HTML: 999900

The primary typeface for the MLA logo is Kievit Bold and Kievit Book. This contemporary sans-serif typeface has been selected for its distinct visual character, weight variations and legibility. This font is used as part of the logo, making up the signature text.

It should also be used wherever possible on all types of literature.

It is available through FontShop and can be purchased online at www.fontshop.com.

The MLA secondary font is Arial. This font should be used on all Word documents and where Kievit is unavailable for use.

ABCDE
abcde

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890 !@#£%&()”“

Kievit Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890 !@#£%&()”“

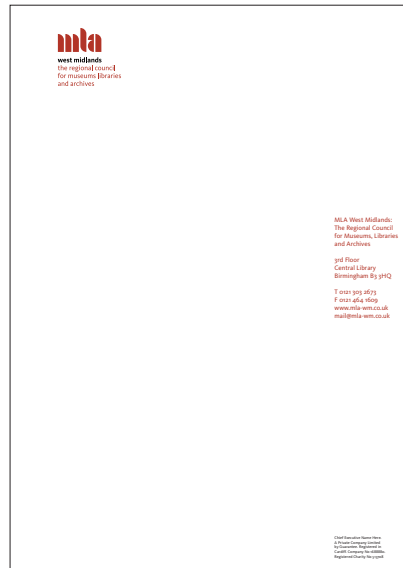
Kievit Book

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz
1234567890 !@#£%&()”“

Arial



The pre-printed, two colour letterhead shows the logo in the top left hand corner, with the address information to the right. This clean layout allows the logo to be staged in a position of maximum impact.

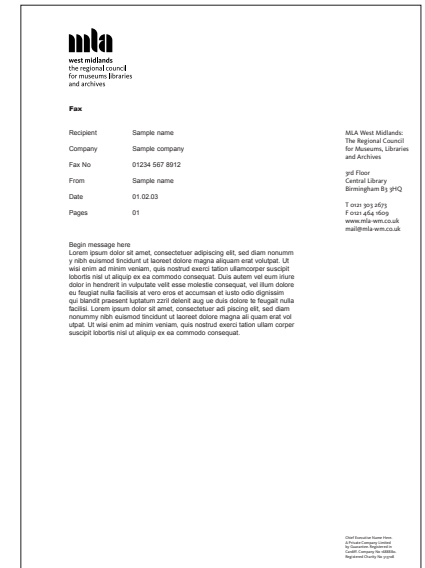


A Word template has been created for use with the pre-printed letterhead. Text has been styled at the correct size and position. The position of the address details of the recipient allows for both a window or a non-window envelope.

Two colour business cards are double sided.

A fax header has also been created as a Word template.

Word templates have been prepared for PC and are available on disk.



Style and content of imagery plays an important part in the MLA identity. Interesting perspective and unusual cropping of ordinary subject matter adds interest, drama and impact.

Images can be used full colour (CMYK), duotone or single colour. Always ensure that the most appropriate MLA logo is used, in a position of clarity and legibility.



Full colour (CMYK)

Example of the two colour MLA logo on a full colour (CMYK) background image.



Two colour

Example of a single colour MLA logo on a two colour (black and Pantone® 582) background image.



Single colour

Example of a single colour MLA logo on a single colour (Pantone® 484) background image.

Composition and layout captures the way all the elements of the MLA identity system come together.

Cover example: Content of imagery is bold and dramatic and the deep duotone allows for clear staging of the MLA logo.

Logo should range left on the page wherever possible (minimum clear space from the edge of the page should be observed).

Text page: The background colour selected from the MLA secondary colour palette, along with the MLA primary font gives a cohesive and branded look.





Word documents and reports should be kept simple and uncluttered. Use white space to create a feeling of openness and clarity and to draw attention to the content.

Type should align vertically off the MLA logo wherever possible, as shown.

