



Branding Manual & Style Guide

THE LEADING MANUFACTURER OF
WAX-ROOM EQUIPMENT WORLDWIDE

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Communicating the MPI Brand

The MPI, Inc. brand is an expression of the company's entrepreneurial spirit, it personifies our beliefs and represents our personality. It represents expertise, reliability and unmatched quality. Our message is carried through all mediums of communications through the use of color, typography and other MPI brand elements. Proper usage is important to ensure a memorable experience for every MPI customer and potential customer.

The brand elements include: the official MPI corporate logo, Automation logo, Smart Systems logo, Pattern Production logo, and the Support Services logo as well as other branding elements such as the GSS logo, Fly & Try logo, MPI Worldwide Map, the 'Leading manufacturer of wax-room equipment worldwide' tag, typefaces and URL.

The Map



The map should be used in backgrounds only and preferably over MPI cool blue. The map represents that MPI is the leading manufacturer of wax-room equipment worldwide. The map image is set to the correct opacity and should never be altered.

Phone Number

The MPI Phone number must always be in this format: (845) 471-7630

Company Tag

The company tag "THE LEADING MANUFACTURER OF WAX-ROOM EQUIPMENT WORLDWIDE" shall be in Trajan Pro Bold font and in all caps. WAX-ROOM shall be hyphenated and WORLDWIDE shall be one word.

URL

The URL shall always be written as "www.mpi-systems.com" and be all lower case. The url should be used on every single piece of print material and with anything that the logo shows up on.

Social Media

YouTube and LinkedIn logos should be used appropriately on pieces of marketing such as literature and website.

Color Palette



MPI Cool Blue

Pantone 7461

C=78, M=28, Y=0, K=0

R = 1, G = 148, B = 211

hex 0194d3

MPI Stern Blue

Pantone 303

C=100, M=11, Y=0, K=74

R = 0, G = 63, B = 95

hex 003f5f

MPI Cool Blue and MPI Stern Blue are to be used in the logo and all creative materials when applicable.

MPI Machine Ivory

RAL 9001

C=0, M=0, Y=10, K=5

R=243, G=240, B=221

hex f3f0dd

MPI Machine Grey

RAL 7043

C= 30, M=10, Y=20, K=80

R = 58, G = 70, B = 70

hex 3a4646

MPI Machine Ivory and MPI Machine Grey are to be used on all images of machines moving forward.

MPI Deep Red

C=25, M=100, Y=100, K=23

R=155, G=28, B=32

hex 9b1c20

MPI Green

C=70, M=0, Y=100, K=0

R=81, G=184, B=72

hex 50b848

MPI Deep Red and MPI Green are secondary colors. MPI Deep Red is used in Fly and Try materials and MPI Green has been used in print ads as well as the website.

Official Corporate Logo



MPI Cool Blue

Pantone 7461

C=78, M=28, Y=0, K=0

R = 1, G = 148, B = 211

hex 0194d3

.....
Pantone colors are the primary choice for printing unless cmyk is required due to cost. Approved Logo may be found for download at www.mpi-systems.com/logo or by contacting Momentum Advertising & Design at (845) 896-1010.
.....

MPI Stern Blue

Pantone 303

C=100, M=11, Y=0, K=74

R = 0, G = 63, B = 95

hex 003f5f

Official Black Logo of MPI
(To be used on b/w prints and faxes)



Official White Logo of MPI (To be used on darker backgrounds)



FILE NAMING

MPI-Corporate-logo-pantone.eps

MPI-Corporate-logo-CMYK.eps

MPI-Corporate-logo-BW.eps

MPI-Corporate-logo-white.eps

When scaled, the logo
MUST maintain aspect ratio.

Division Logos



Automation Division



MPI Cool Blue

Pantone 7461

C=78, M=28, Y=0, K=0

R = 1, G = 148, B = 211

hex 0194d3

Pantone colors are the primary choice for printing unless cmyk is required due to cost. Approved Logo may be found for download at www.mpi-systems.com/logo or by contacting Momentum Advertising & Design at (845) 896-1010.

MPI Stern Blue

Pantone 303

C=100, M=11, Y=0, K=74

R = 0, G = 63, B = 95

hex 003f5f

Official Black Automation Logo of MPI
(To be used on b/w prints and faxes)



Official White Automation Logo of MPI (To be used on darker backgrounds)



APPLICATIONS

The Automation Division logo is to be used in place of the Official Logo for Automation-specific materials.

FILE NAMING

MPI-Automation-logo-pantone.eps
MPI-Automation-logo-CMYK.eps
MPI-Automation-logo-BW.eps
MPI-Automation-logo-white.eps

When scaled, the logo
MUST maintain aspect ratio.

Smart Systems Division



MPI Cool Blue

Pantone 7461

C=78, M=28, Y=0, K=0

R = 1, G = 148, B = 211

hex 0194d3

.....
Pantone colors are the primary choice for printing unless cmyk is required due to cost. Approved Logo may be found for download at www.mpi-systems.com/logo or by contacting Momentum Advertising & Design at (845) 896-1010.
.....

Official Black Smart Systems Logo of MPI
(To be used on b/w prints and faxes)



MPI Stern Blue

Pantone 303

C=100, M=11, Y=0, K=74

R = 0, G = 63, B = 95

hex 003f5f

.....
Official White Smart Systems Logo of MPI (To be used on darker backgrounds)



APPLICATIONS

The Smart Systems Division logo is to be used in place of the Official Logo for Smart Systems-specific materials.

FILE NAMING

MPI-Smart-Systems-logo-pantone.eps
MPI-Smart-Systems-logo-CMYK.eps
MPI-Smart-Systems-logo-BW.eps
MPI-Smart-Systems-logo-white.eps

When scaled, the logo
MUST maintain aspect ratio.

Division Logos



Technology Center Division



Technology Center

MPI Cool Blue

Pantone 7461

C=78, M=28, Y=0, K=0

R = 1, G = 148, B = 211

hex 0194d3

.....
Pantone colors are the primary choice for printing unless cmyk is required due to cost. Approved Logo may be found for download at www.mpi-systems.com/logo or by contacting Momentum Advertising & Design at (845) 896-1010.
.....

Official Black Technology Center Logo of MPI
(To be used on b/w prints and faxes)



MPI Stern Blue

Pantone 303

C=100, M=11, Y=0, K=74

R = 0, G = 63, B = 95

hex 003f5f

.....
Official White Technology Center Logo of MPI (To be used on darker backgrounds)



APPLICATIONS

The Technology Center Division logo is to be used in place of the Official Logo for Technology Center-specific materials.

FILE NAMING

MPI-technology-center-logo-pantone.eps
MPI-technology-center-logo-cmyk.eps
MPI-technology-center-logo-black.eps
MPI-technology-center-logo-white.eps

When scaled, the logo
MUST maintain aspect ratio.

THE LEADING MANUFACTURER OF
WAX-ROOM EQUIPMENT
WORLDWIDE

The MPI logo is rendered in a bold, white, sans-serif font. The letters 'M' and 'P' are connected at the base. The 'I' is a simple vertical bar with a small square at the top. The logo is set against a blue background that features a faint, stylized world map and a large, semi-transparent 'MPI' watermark.

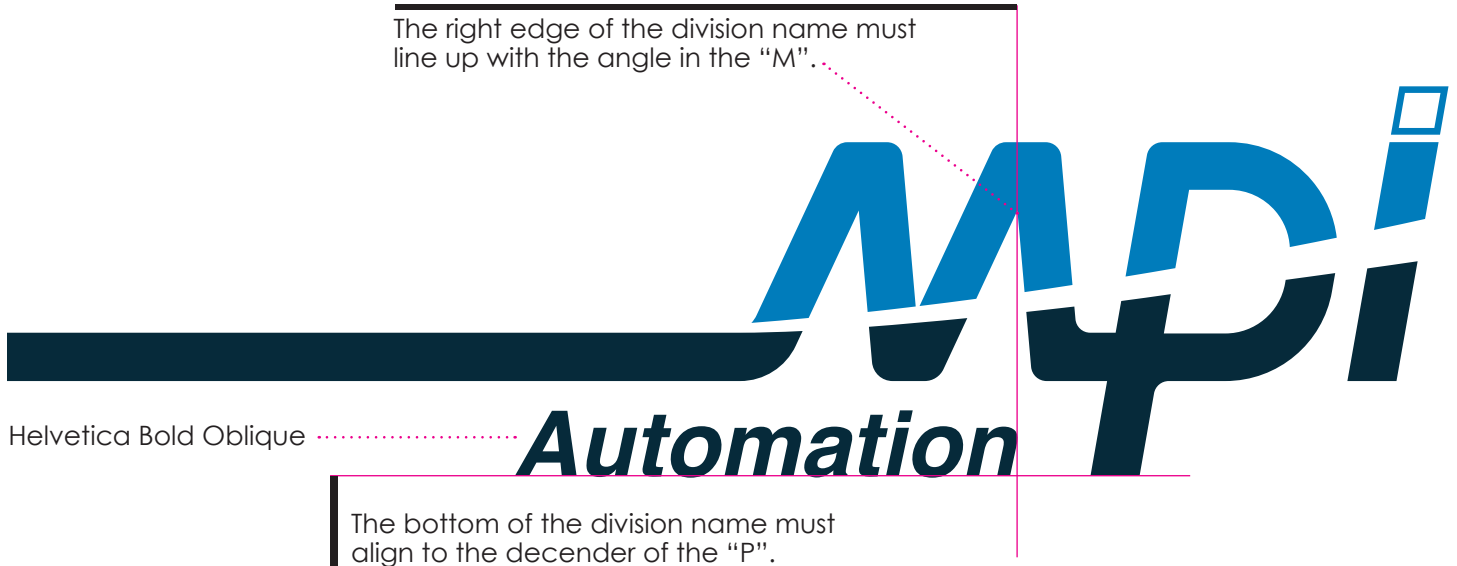
www.mpi-systems.com

Logo Usage



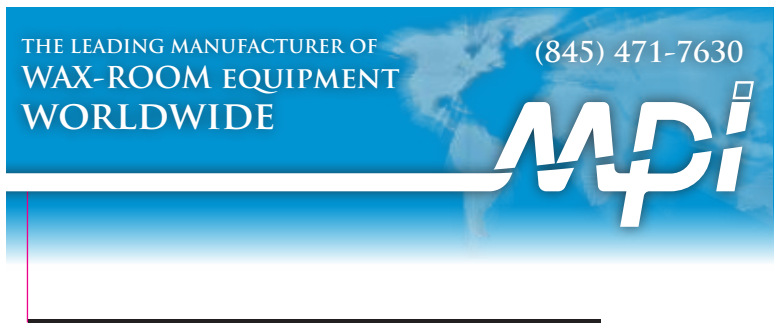
The MPI Logo should never be altered, stretched or skewed. If any adjustments need to be made please contact Momentum Advertising & Design at (845) 896-1010.

The right edge of the division name must line up with the angle in the "M".



Helvetica Bold Oblique

The bottom of the division name must align to the descender of the "P".



The logo tail may be extended as a design element as long as it extends off the page.

The logo tail may be faded out for use in printed materials. The fade out start and finish is flexible depending on the design it will be used in.



MPI Machine Ivory

RAL 9001

C=0, M=0, Y=10, K=5

R=243, G=240, B=221

hex f3f0dd

MPI Machine Grey

RAL 7043

C= 30, M=10, Y=20, K=80

R = 58, G = 70, B = 70

hex 3a4646



Machines + Logo

There are 3 approved logo sizes for use on machines. They can be found at www.mpi-systems.com/logo or by contacting Momentum Advertising & Design at (845) 896-1010.

Large Size

- i. The height of the "m" in "mpi" is 4 inches tall
- ii. The overall length of the logo is 26.5 inches

Medium Size

- i. The height of the "m" in "mpi" is 3 inches tall
- ii. The overall length of the logo is 20.5 inches

Small Size

- i. The height of the "m" in "mpi" is 2 inches tall
- ii. The overall length of the logo is 14.5 inches

The left edge of the machine number must align with the edge of the tail

Machine number is the same distance away from the tail as the division name

SA55-25-36



For use in logos

Helvetica Bold Oblique

For use in taglines

TRAJAN PRO BOLD

Body copy and headlines
in printed materials

Century Gothic Bold

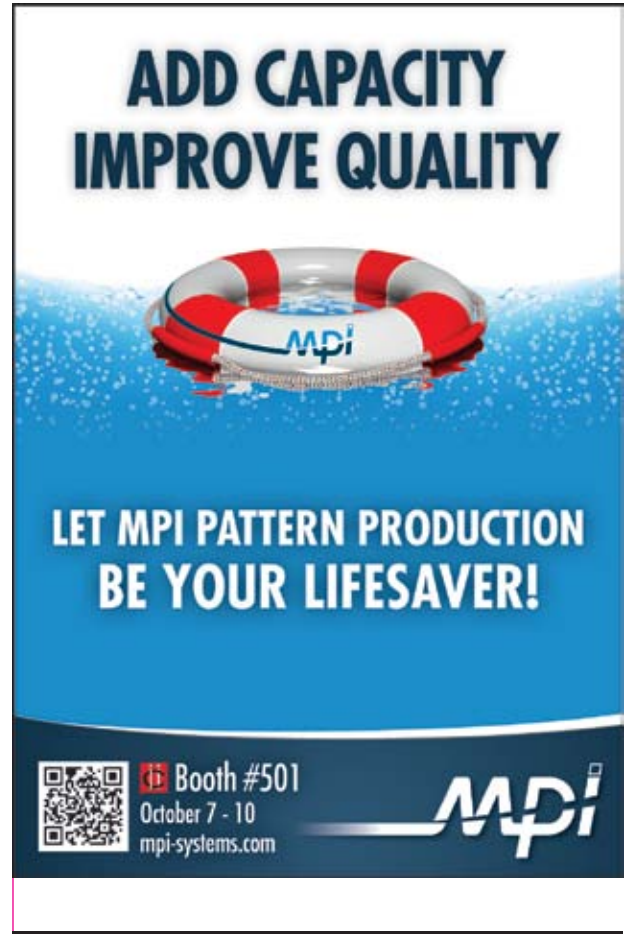
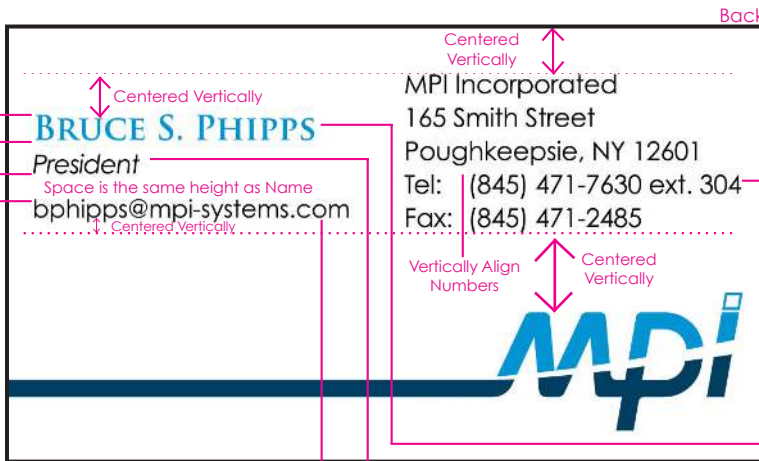
Century Gothic

Phone number must always be in this format.
The font may change depending on design.

(845) 471-7630

Business Card / Ads

The MPI Business card front contains the MPI world map on MPI Cool Blue with the Company tag "THE LEADING MANUFACTURER OF WAX-ROOM EQUIPMENT WORLDWIDE." The MPI Logo is white with the tail extending off the side. It also is being used as a design element faded out at 15% opacity. The bottom bar is MPI Stern Blue with the website address in all lower case.



MPI Faded Tail Logo is preferred for ads.

Placement is preferred in the bottom right corner, all logo rules applied. (see pages 5-10)

8.5 pt. font with a leading of 11 pt.

11 pt. font with a leading of 13.4 pt. If name is too long then change to 10 pt. font with a leading of 12 pt.

8.5 pt. font with a leading of 11 pt. with Italics. Title must stay on one line. The font size may be changed if it is too long.

8 pt. font with a leading of 14.5 pt.

The MPI business card layout must be centered vertically with the employee's name on the left in MPI Cool Blue, followed by job title and email address. The right side must stay the same with the exception of phone numbers. The Full Color Logo is to be used and the tail extended off the side of the card. Corporate or Division logo may be used on the side with employee's name only.

Digital Media

E-Blast: Campaign Version

The MPI e-blast is sent out to employees and agents prior to sending out to customers. We try to allow two full days for review.

This message is placed above the e-blast to allow representatives to contact MPI with any questions or concerns. The e-blast is then sent two days later to the full list (MPI Agents and Employees are included again.)

The MPI Campaign E-blast is a representation of the current print ad running during any given campaign. These e-blasts will have a clickable call to action that will take the end user to the appropriate page on the MPI Website. Below the body of the e-blast is the MPI mailing address in MPI Stern Blue as well as logo links to the MPI YouTube Channel and LinkedIn page.

Dear MPI employees, sales and service agents/representatives:

Below is your advanced copy of MPI's latest e-blast. This is provided in advance of the public release in order to allow you time to respond to MPI, as required, with any questions or concerns. The customer copy will be going out around noon tomorrow.

Full SPEED AHEAD WITH MPI CONTRACT PATTERN PRODUCTION

- Experience Automation Without a Capital Purchase
- Increase Capacity
- Take Quality to Another Level
- Add Process Capability

Your Lifesaver

CLICK TO LEARN MORE

MPI, Inc., 165 Smith Street, Poughkeepsie, NY 12601

[YouTube](#) [LinkedIn](#)

Digital Media

E-Blast: PR Version

The MPI e-blast is sent out to employees and agents prior to sending out to customers. We try to allow two full days for review.

This message is placed above the e-blast to allow representatives to contact MPI with any questions or concerns. The e-blast is then sent two days later to the full list (MPI Agents and Employees are included again.)

The MPI PR E-blast contains the MPI world map on MPI Cool Blue with the Company tag "THE LEADING MANUFACTURER OF WAX-ROOM EQUIPMENT WORLDWIDE." The MPI Logo is white with the tail extending off the side. The phone number is always written (845) 471-7630 and is a link that allows smartphones to call the number instantly. The bottom bar is also MPI Cool Blue with the website address (including www) in all lower case. Below the bar is the MPI mailing address in MPI Stern Blue as well as logo links to the MPI YouTube Channel and LinkedIn page.

Dear MPI employees, sales and service agents/representatives:

Below is your advanced copy of MPI's latest e-blast. This is provided in advance of the public release in order to allow you time to respond to MPI, as required, with any questions or concerns. The customer copy will be going out around noon tomorrow.

The screenshot shows an e-blast with a blue header containing the text "THE LEADING MANUFACTURER OF WAX-ROOM EQUIPMENT WORLDWIDE" and the phone number "(845) 471-7630" next to the MPI logo. The main headline reads "MPI Launches New Website". Below this, a paragraph states: "MPI is proud to announce the launch of their newly redesigned website. The new site makes it easy to find information regarding all of MPI's state-of-the-art, wax-room equipment and spotlights MPI's latest innovations in automation. The site also introduces customers to MPI's popular new contract pattern production services and global support services." To the right is a photo of Jeff Rich, VP/General Manager of MPI, with a quote: "The new site is a vast improvement in terms of functionality and ease of use. It also highlights some of the amazing new products and services we have to offer." Below the photo is his name and title. The center features a screenshot of the website interface with sections for "WHATEVER YOUR NEEDS MAY BE...", "AUTOMATED SOLUTIONS", and "FAST, ACCURATE, PROFITABLE... SMART!". At the bottom, it says "The new site is also rich with video demonstrations, white papers, client testimonials and sales office information." and "You can visit the new website at www.mpi-systems.com". A blue footer bar contains the website address "www.mpi-systems.com".

MPI, Inc., 165 Smith Street, Poughkeepsie, NY 12601

Official Full Color Fly & Try Logo

The MPI Fly & Try Program logo uses MPI Deep Red and Black for the full color version. It may also be used as all Black and all White depending on the background it is being used on.



MPI Deep Red

C=25, M=100, Y=100, K=23

R=155, G=28, B=32

hex 9b1c20

Black

C=0, M=0, Y=0, K=100

R=0, G=0, B=0

hex 000000

Official Black Fly & Try Logo (To be used on b/w prints and faxes)



Official White Fly & Try Logo (To be used on darker backgrounds)



Logos can be found at www.mpi-systems.com/logo or by contacting Momentum Advertising & Design at (845) 896-1010.

The GSS (Global Support Services) Logo uses gradients to give the earth more of a three-dimensional feel. It uses MPI Stern Blue, MPI Cool Blue, Black and White. The logo can also be used in black and white depending on the background and application.



MPI Cool Blue

Pantone 7461

C=78, M=28, Y=0, K=0

R = 1, G = 148, B = 211

hex 0194d3

MPI Stern Blue

Pantone 303

C=100, M=11, Y=0, K=74

R = 0, G = 63, B = 95

hex 003f5f

Black

C=0, M=0, Y=0, K=100

R=0, G=0, B=0

hex 000000

Official Black GSS Logo
(To be used on b/w prints and faxes)



Official White GSS Logo
(To be used on darker backgrounds)



Logos can be found at
www.mpi-systems.com/logo
or by contacting Momentum Advertising
& Design at (845) 896-1010.

ISO Blue

C=100, M=69, Y=0, K=0

R = 0, G = 92, B = 171

hex 005cab

ISO Orange

C=0, M=60, Y=100, K=0

R = 245, G = 130, B = 32

hex f58220

Black

C=0, M=0, Y=0, K=100

R=0, G=0, B=0

hex 000000



MPI achieved ISO 9001:2008 registered status. ISO 9001 is a global quality management standard that is recognized and respected throughout the world. The Logo is to be considered for use on all marketing print and web materials going forth.

Logos can be found at
www.mpi-systems.com/logo
or by contacting Momentum Advertising
& Design at (845) 896-1010.

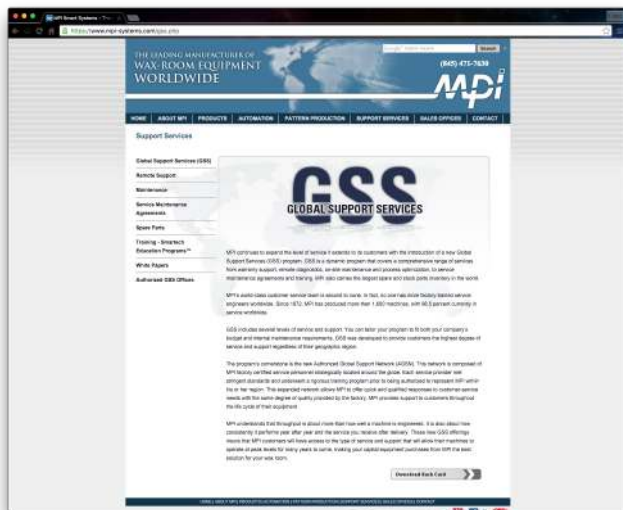
Website Banner Ads

The GSS (Global Support Services) website banner can be created for any size. This banner contains the GSS logo, MPI Support Services logo and the headline “Authorized Service Provider”.

Color mode = RGB

Image Quality = 72dpi

Should always link to the GSS Page
(www.mpi-systems.com/gss.php)



horizontal ad



vertical ad



Website banners can be found at
www.mpi-systems.com/logo
or by contacting Momentum Advertising
& Design at (845) 896-1010.