



Revised 10-10-2023

Design Guide for MAPE:

This document standardizes the presentation of the MAPE logo and names as they appear on documents, electronic items and merchandise. MAPE currently has a multitude of fonts, logos and colors being used to inconsistently identify the organization. The goal is to provide consistency, versatility, and to make our logos and identity professional yet transferrable between different media, which will help with brand identity.

I. Approved Fonts

- a. Sans serif - Segoe UI
- b. Serif – Georgia

II. Approved Colors (Seven of them)



PANTONE 2915C
C 64 M 4 Y 0 K 0
#36BDEE



PANTONE 2382C
C 81 M 31 Y 4 K 0
#008DC7



PANTONE 2145C
C 99 M 78 Y 17 K 3
#134D8C



PANTONE 7636C
C 26 M 100 Y 78 K 24
#97002E



PANTONE 7635C
C 23 M 93 Y 65 K 10
#B13249



PANTONE 527C
C 75 M 99 Y 2 K 0
#652D90



PANTONE 2583C
C 38 M 77 Y 0 K 0
#A55AA2

III. The MAPE Logo

The entire MAPE logo may only exist in the format consisting of “MAPE” in all capital letters using Adobe Garamond Pro - Semibold font and the following colors: MAPE blue and MAPE burgundy. The “A” in “MAPE” must be substituted by the state of Minnesota in MAPE burgundy color. Below the logo, it should read “MINNESOTA ASSOCIATION” in all capital letters on one line and “OF PROFESSIONAL EMPLOYEES” in all capital letters on the second line. The logo and two lines below it should be underlined in THE MAPE “blue” color.

“Official” copies of the logo must be used at all times. Altered copies, copies created from scratch, copies “lifted” from the MAPE Web site are not permitted and all other “non-approved” logos depicting MAPE are prohibited.

Font: Adobe Garamond Pro – Semibold.

Sizing: The MAPE logo must always be proportionally sized. Squished, elongated and other odd configurations are not permitted.

Colors:

➤ **The Pantone colors:**

- MAPE blue (2736 pms).
- MAPE burgundy (202 pms).

➤ **Hexadecimal colors for the Web that can be used:**

- MAPE blue (330066).
- MAPE burgundy (990000).

➤ **See additional MAPE colors for digital design:**





- There are seven more approved colors for digital use.

➤ **Formats:**

- The logo, including the lettering that spells out “MINNESOTA ASSOCIATION OF PROFESSIONAL EMPLOYEES” and the three lines above and below, may be used in both full color (MAPE blue and MAPE burgundy) and in grayscale. The color and grayscale specifications in this guide must be followed.

- The “MAPE” logo substituting the “A” with the state of Minnesota without the remaining portions of the logo may be used in MAPE blue and MAPE burgundy, and in grayscale. The color and grayscale specifications in this guide must be followed.
- **Grayscale:** The MAPE logo may be used in grayscale. However, no color may be mixed in. The entire logo must be grayscale.

All four acceptable formats of the MAPE logo are shown below:

 <p>MINNESOTA ASSOCIATION OF PROFESSIONAL EMPLOYEES</p>	<p>The Pantone colors:</p> <ul style="list-style-type: none"> ○ MAPE blue (2736 pms). ○ MAPE burgundy (202 pms). <p>Here the hexadecimal colors for the Web:</p> <ul style="list-style-type: none"> ○ MAPE blue (330066). ○ MAPE burgundy (990000).
 <p>MINNESOTA ASSOCIATION OF PROFESSIONAL EMPLOYEES</p>	<ul style="list-style-type: none"> ○ Grayscale.
	<p>The Pantone colors:</p> <ul style="list-style-type: none"> ○ MAPE blue (2736 pms). ○ MAPE burgundy (202 pms). <p>Here are the hexadecimal colors for the Web:</p> <ul style="list-style-type: none"> ○ MAPE blue (330066). ○ MAPE burgundy (990000).
	<ul style="list-style-type: none"> ○ Grayscale.