

Identity Guidelines

for Clients and Partners



We create solutions that build better communities

Our Clients and Partners tell our story

Our story is not like the ones we all heard at bedtime. Unlike those, our story is still being written. With each drop of water that's treated, bridge crossed, highway driven, stream restored, structure designed, land surveyed, subdivision developed, and airplane that lands safely on a runway, we create a new chapter in our story. This is the story of how we create solutions that build better communities.

Our logo and other organizational graphics represent our stories from the past and our new stories that have yet to be written. Every time we send out a letter on letterhead, share a business card, send an email, design a status report for a client, or produce a proposal for a new project, we are given the opportunity to retell our story using a distinct set of words and graphics. Words and graphics work together to create a powerful message and help tell our story. Our new graphics: the four blocks, the four colors, our name and the list of who we are — engineers, surveyors, planners and scientists — create a visual representation of who we are as a company.

We have created these identity guidelines to help you with proposals, interviews, presentation materials, reports, plans, advertisements, and anything else that helps you use our new logo.

We need you

We are asking you to help tell Morrison-Maierle's story and solidify our identity as the gold standard for engineering services. By following these Identity Guidelines, you can help ensure that our story is told and our brand is instantly recognizable. We're hoping this manual will help answer questions as you use our new logo in your proposals, reports, drawings, presentations, advertisements and other professional publications.

We want to help

Marketing Services welcomes inquiries and is ready to help in any way. We have lots of experience, resources, and can handle a wide variety of projects with speed, accuracy, and attention to detail. Let's work together to help tell our story!

Morrison-Maierle Marketing Services

Phone: 406.495.3485

or email: marketing@m-m.net

SYMBOLS

Morrison-Maierle

The blocks were created and colored to symbolize our four Core Values.



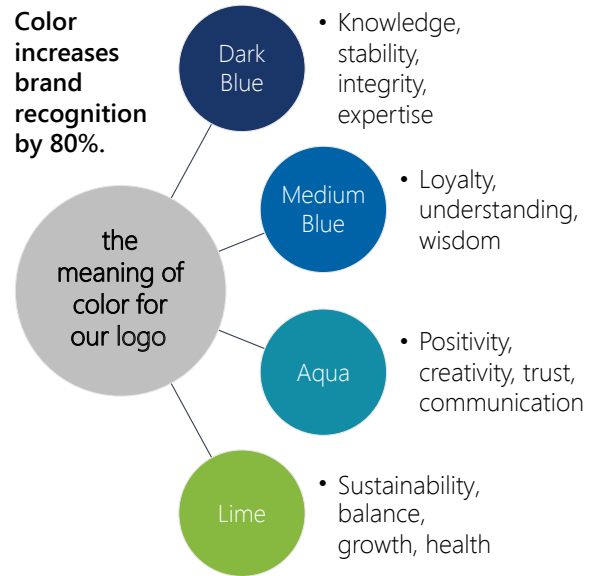
Integrity: We do the right thing.

Commitment: We keep our word.

Respect: We value people.

Excellence: We give our best.

Color increases brand recognition by 80%.



FULL LOGO



The blocks can be used without the text when space is a constraint. However, please try to use the full logo (at left) on first reference in proposals, reports, presentations, and other professional documents.

SIZE GUIDELINES

Standard sizing of the logo is preferable at 2.25-inches. At its minimum size, the Morrison-Maierle logo should be no smaller than 1-inch. For sizes smaller than 1-inch, and for use in special situations, a special version of the logo has been prepared and can be provided upon request.



width of logo should be no smaller than 1-inch



special version for use in extremely small sizes or where simplification requires

APPROVED USES

There are four approved uses of the Morrison-Maierle logo. The top logo, as shown below, contains all elements of the Morrison-Maierle symbol, name, and tag line. **This version should be used whenever possible.** If not possible, it is OK to use one of the other options, but please follow the rules:

This version is the preferred option. Please use it in full color on light or white backgrounds.



The logo can be used in black (100% K) with a solid color, light background.



The logo can be used in white on a dark or bright colored background.



Printed Use of Our Name

In reports, white papers, and presentations, Morrison-Maierle's name can be used without the logo. Please make sure the name is always hyphenated. "MMI" can be used although we prefer it is used for internal communications only.

Morrison-Maierle

PRIMARY COLORS



PANTONE 294
C100, M86, Y29, K22
R0, G47, B109
#002e6d



PANTONE 300
C100, M62, Y6, K0
R0, G92, B185
#005cb8



PANTONE 3135
C100, M23, Y29, K1
R0, G138, B171
#008aab



PANTONE 360
C61, M0, Y96, K0
R108, G192, B74
#6cc049

