

Making IT Personal Branding

Logo

The Making IT Personal logo (mitp_standard.eps) can be used on a white background. For a dark background an alternative (mitp_white.eps) is provided. Spacing around the logo should be roughly equal to the width and height of the “m” (see below). JPEG logos provided for screen use may already have this spacing included.



Fonts

The font used for the logo (Cooper Black) may be used for headings, large text and the website URLs. In print, the body text is usually the Myriad Pro (or Myriad) family. If Myriad is not available the best choice is Arial, which can also be used for web and other situations where the reader needs the font on their computer to see it.

Cooper Black (Regular)

Myriad Pro Family (Light / Regular / Semibold)

Myriad (Roman / Bold)

Arial (Regular / Bold)

Colours

The most important colour for print work is the **MITP Green** (the colour of the word “personal” in the logo). This is used for headings and coloured boxes.

Body text will generally be black, but when **MITP Green** (or a similarly applicable dark shade) is used for the background, white text should be used.

Two additional shades of the green are also available where more design options are required, or when **MITP Green** is not appropriate.

	CMYK	RGB	Pantone
MITP Green	C85, M30, Y60, K 10	R30, G110, B95	Coated: 562c Uncoated: 562u
MITP Dark	C90, M15, Y70, K35	R20, G70, B55	-
MITP Light	C70, M10, Y45, K00	R65, G160, B140	-

URL

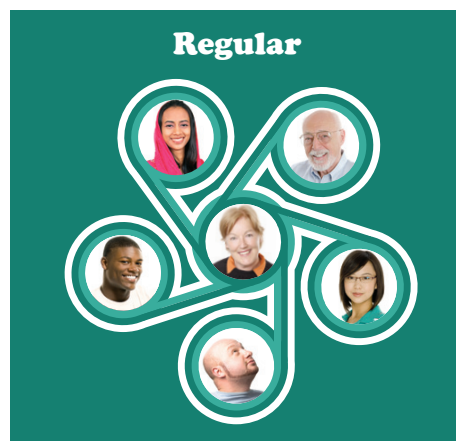
There are two websites for the project. Whichever is being linked to, it is preferable to use lower case for the all the URL except “IT” which should be upper case to mirror the logo and to stress the idea that it is an acronym and not the word “it”.



Motif

The MITP:JtD motif is an optional design element which helps convey the “Joining the DOTs” message, and echoes the blue “stones” logo used by the DOT website.

The motif may be used at your discretion and it exists in a Regular (photographic) form as well as a simplified, Stylised form, which is usually used as a watermark but can also be used to add interest to the design where the Regular version doesn’t fit.



Stylised



Watermark



ESF Logo

The ESF logo must appear on all MITP:JtD publications. This is available as a colour version for light backgrounds and a transparent white version for dark backgrounds.

The white version is best used on any blocks of **MITP Green**.

The ESF logo has its own guidelines which must be adhered to. Please refer to these for details.



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