Logo Usage Guidelines

Manufacturer
& Business
ASSOCIATION
mbausa.org

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Welcome

These logo guidelines are designed to ensure a consistent look and consistent tone in all of our communications. The following pages will help you understand our brand, what it stands for and how to express it in the best possible way. If you have any questions, please contact the Communications department.

About the MBA

The Manufacturer & Business Association (MBA), founded in 1905, represents more than 3,000 member companies with approximately 120,000 employees in 54 counties across the Commonwealth. The MBA is dedicated to helping employers face challenges by delivering services that lower the cost of doing business, ease the burden of compliance and increase productivity for its members.

Mission Statement

The Manufacturer & Business Association is dedicated to providing information and services to its members that will assist them in the pursuit of their business and community interests.
– Board of Governors

Our Motto

The value of the Association to its members could never surpass the value of the members to the Association.

What Our Logo Represents

The gold and blue colors utilized throughout our logo represent the official colors of the Commonwealth of Pennsylvania.

Reaffirms our commitment to represent and defend our industrial base, which is essential to our state and national economy.

The column represents the strength of our organization, built on a strong foundation of service to the business community since 1905.

We combine manufacturer and business which represents our commitment to this important segment of our membership and to establish a powerful and united business voice.

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The blue ring around the column represents our endless efforts to build, expand and strengthen our American free enterprise system.

A line symbolic of the fact that we will never compromise our integrity.

The three flutes represent our past, present and future built on integrity, honor and commitment.

Our web address celebrates our American heritage and that our efforts to protect and strengthen our free economy have no geographic boundaries.

A gathering of mutual interest based on the philosophy that the value of the Association to its members could never surpass the value of the members to the Association.

Exclusion Zone

The exclusion zone prevents type, imagery or other graphics elements from interfering with the legibility of our logo. Please avoid positioning any elements closer than the defined exclusion zone.

Minimal Logo Size

Here is the minimum logo size. Please avoid reducing it further as the logo will be illegible.

Incorrect Usage

Logomark
Do not resize or change the position of the column.

Sizing
Do not squish or squash the logo. Any resizing **must** be in proportion.

Website
Do not remove the website. It is an element of the logo.

Color
Do not change the colors of the logo. Use the official color specifications detailed in these guidelines.

Color Palette

Our logo consists of three colors: gold, blue and white. White is used for the three flutes and around the blue ring in the column.
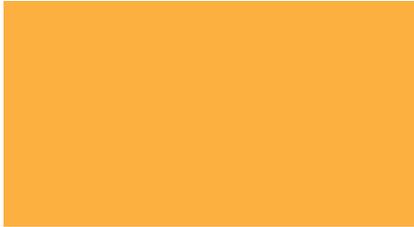
Gold

HEX (on-screen use)
#efaa23

CMYK (print use)
5   36   99   0

RGB (on-screen use)
239   170   35

Pantone
PMS 143C

Blue

HEX (on-screen use)
#174074

CMYK (print use)
100   82   25   16

RGB (on-screen use)
23   64   116

Pantone
PMS 294C
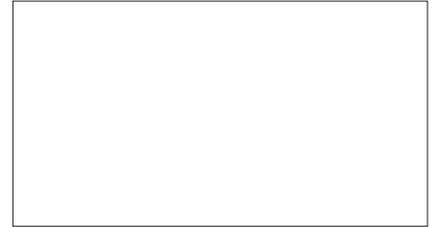
White

HEX
#ffffff

CMYK
0   0   0   0

RGB
255   255   255

Logo Typeface

The font used for our logo is Myriad Pro.

Logo Variations

Below is the variation used with our address and phone.

Manufacturer & Business ASSOCIATION
mbausa.org
2171 West 38th Street • Erie, Pa. 16508
814/833-3200 • 800/815-2660

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Logo on Different Backgrounds

The primary color combination for our logo is gold, blue and white. White is used for the three flutes and around the blue ring in the column. In cases where color is not an option, or the placement doesn't allow for enough contrast, the logo may be changed to the following: