MIP
ALUMNI ASSOCIATION

BRAND GUIDE

14.5.2024

Professional

High profile

Trusted source and voice

Credible

Friendly

Well connected

Our logo pairs bold typography with a geometric marque made of a semi-circle with segments fanning out from it. The segments, which appear in green and resemble an abstracted ball, represent the path from the pitch to life beyond. Each line appears from similar starting point and expand, which illustrates the vast network and opportunities afforded by members of MIP. The memorable typeface was chosen to embody MIP's high-profile and professional qualities and give an air of authority and trust.

ALUMNI ASSOCIATION

PRIMARY PALETTE

DARK GREEN
RGB 0, 73, 35
HEX   #004923

MID GREEN
RGB 0, 146, 69
HEX   #009245

LIGHT GREEN
RGB 57, 181, 74
HEX   #39B54A

YELLOW
RGB 217, 224, 33
HEX   #D9E021

DARK BLUE
RGB 1, 47,63
HEX   #012F3F

SECONDARY PALETTE

GREY
RGB 27, 152, 224
HEX   #545454

MID BLUE
RGB 5, 102, 141
HEX   #05668D

PURPLE
RGB 83, 58, 113
HEX   #533A71

ORANGE
RGB 255,136, 17
HEX   #FF8811

RED
RGB 219, 48, 46
HEX   #DB302E

The logo has been developed using the typeface Microgramma Extended, which has been paired with Eurostile Medium for the tagline version. These typefaces have been chosen for their characters which reflect the brand values of MIP.

Licenses can be purchased at:
https://www.paratype.com/fonts/urw/microgramma

https://www.youworkforthem.com/font/T1192/eurostile

MICROGRAMMA BOLD EXTENDED D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

EUROSTILE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The typeface Work Sans has been chosen for its modern, clean look and it's legibility on screen and print and it's pairing ability with the typefaces used in the logo.

Font can be sourced at:
fonts.google.com/specimen/ Work+Sans

WORK SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGERY CHECKLIST

By steering clear of artificial setups and embracing the beauty of real moments, our visuals should tell a powerful and engaging story.

Please see the dos and don't to the right for more guidance.

DO

✓ Be authentic

✓ Tell a story

✓ Choose interesting crops

✓ Aim for dynamic shots

✓ Be engaging and emotive

✓ Include subjects from diverse backgrounds and genders

DON'T

✗ Be contrived

✗ Be passive

✗ Rely on static set ups

✗ Use flat representations

✗ Forget attributions (if image is borrowed from another creator)

MIP champions its alumni and they should be the heart and soul of the brand communication.

Emotive and dynamic imagery should be chosen for maximum impact.

Subjects can be facing the camera or caught in a moment, but they should always feel candid.

CONTACT

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MIP