Brand and Style Guidelines

Mortar Board, Inc.

LOGO USE AGREEMENT

The Mortar Board logo, a mortarboard with the Greek letters symbolizing Pi Sigma Alpha, is the exclusive property of Mortar Board. It may not be copied or reproduced without permission.

Certain approved groups such as initiates, chapters and advisors will be granted permission to use the logo for certain purposes, including promotional use in materials such as fliers, web sites or chapter apparel. The Mortar Board National Office must grant permission to individuals or groups wishing to use the logo and will do so in a timely fashion when contacted with plans for using the logo.

Mortar Board has the exclusive and sole right to sell merchandise with the Mortar Board logo and trademark. The sale of any merchandise with the Mortar Board logo from any party other than Mortar Board is strictly forbidden and should be reported immediately.
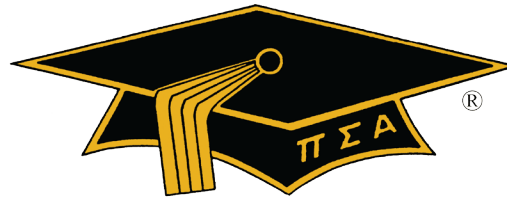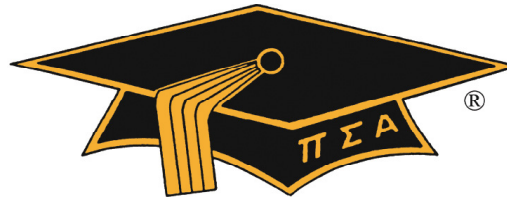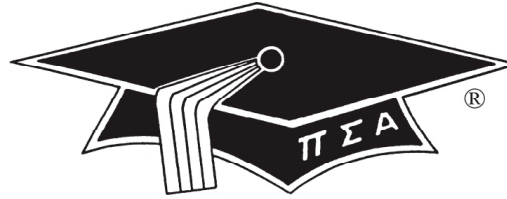
LOGO USE REGULATIONS

The Mortar Board logo should only be used in only in the provided black and white or color form. The color may not be changed.

The logo is a mortarboard with the Greek letters symbolizing Pi Sigma Alpha. The lettering and tassel are either white or transparent in the black and white version and gold in the color version.

The logo's proportions must always be constrained. It may not be altered horizontally, vertically or diagonally to either stretch or compress the image to fit. However, the image as a whole may be proportionately scaled.
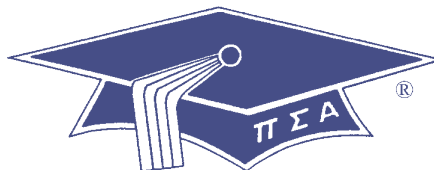
A low-resolution version of the logo should not be resized to make it larger, as this often results in a poor-quality image. The National Office can readily provide various sizes and qualities of the logo upon request.

CORRECT LOGO USAGE

MORTAR BOARD

INCORRECT LOGO USAGE

EVENT LOGOS

The event logo should be used, either in place of or in conjunction with the official logo, for events such as the Mortar Board National Conference, LEAD, Alumni Summit, etc. The logo is used both in its entirety and as the "swoosh" only depending on the need. the background may also be removed as needed.

MBAA LOGO

MBNF LOGO

COLOR PALETTE

DARK GOLD (Pantone 131)
#E4A11B

C:	3	R:	228
M:	36	G:	161
Y:	100	B:	27
K:	6		

BRIGHT GOLD (Pantone 130)
#EAAF0F

C:	0	R:	253
M:	30	G:	184
Y:	100	B:	19
K:	0		

BLACK (Pantone Process Black)
#000000

C:	0	R:	255
M:	0	G:	255
Y:	0	B:	255
K:	100		

LIGHT GRAY (Pantone Cool Gray 3)
#CCCCCC

C:	8	R:	204
M:	5	G:	206
Y:	6	B:	206
K:	13		

RED (Pantone 484)
#9F2D20

C:	0	R:	179
M:	95	G:	34
Y:	100	B:	22
K:	29		

ADDITIONAL LANGUAGE ELEMENTS

The logo may also incorporate a variety of other elements:
- *Mortar Board*
- *Mortar Board, Inc.*
- *Mortar Board National Foundation*
- *Scholarship, Leadership and Service*

TYPOGRAPHY AND FONTS

Myriad Pro
This is the primary font for headlines, logo elements, graphics, and less formal materials, like handbooks and guides.

Myriad Pro condensed
This is often used for subheadings to create some differentiation for visual effect.

Minion Pro
This is the primary font used in business or formal documents, the magazine, and other body text elements.

Thirsty Script
This is the primary script font often used as an "accessory" font or other miscellaneous purposes.