

Brand packet

Logo and color reference

Logo usage guide

Clear Space

The Mesirow logo should be protected by sufficient clear space, separating it from other graphic elements and text. The clear space preserves the legibility and visual impact of the logo.

The preferred minimum clear space is equivalent to the “M” in the logo.

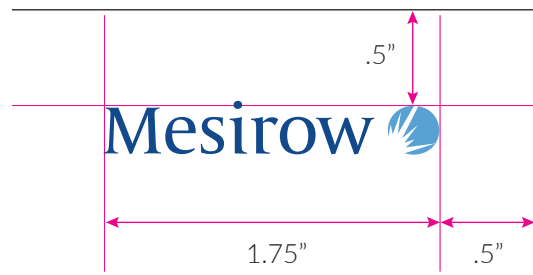


Logo Position and Sizing

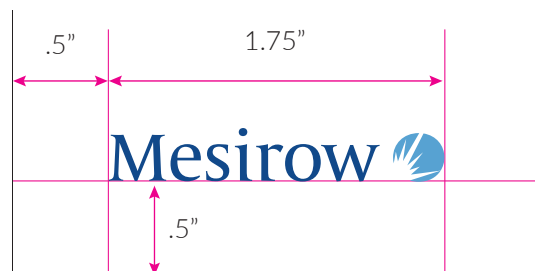
The logo should be placed in the top right corner of any cover or front page of a document, with the exception of designed email correspondence (position top left).

The consistent size and placement of the logo helps reinforce the brand. The logo should be 1.75" wide on all documents.

* For trinkets only — the logo should not be used smaller than .75" wide.



The logo is placed bottom left of the back cover or back page of any document. Logos on both the front and back should be the same size.



Color Applications

Color is a powerful means of visual identification.

Consistent use of corporate identity colors will help maintain the visibility and recognition of the Mesirow brand. Do not try to recreate the logo using text.

The logo to the right demonstrates the appropriate logo usage against white backgrounds.



A color background must provide sufficient contrast in order to use the knock-out/white logo.



Logo Restrictions

The integrity of our logo must always be maintained. Mesirow logo must never be redrawn or altered in any way.

DO NOT...



Do not alter the colors



Do not use the logo on any color gradation or textured back ground



Do not put a box around the logo



Do not use the color logo on a color background

























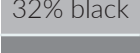




Do not use the color on a complex photo background



Do not distort the logo

Color palette table

Name	HEX #		R	G	B	Notes
Navy	00468B		0	70	139	Mesirow logo text
Blue	007BC3		0	123	195	
Light Blue	5AA3D2		90	163	210	Mesirow logo spark circle
Dark Green	025F1D		2	95	29	Secondary palette
Green	279F00		39	159	0	
Bright Green	30B700		48	183	0	
Dark Teal	006472		0	100	114	
Teal	008599		0	133	153	
Bright Teal	00B5D1		0	181	209	
Dark Orange	883E0C		136	62	12	
Rust	DE6526		222	101	38	
Orange	F57F29		245	127	41	
Gold	BC8D16		188	141	22	
Yellow	FDB913		253	185	19	
Light Yellow	FFEA79		255	234	121	Tertiary palette
Dark Red	86090F		134	9	15	
Medium Red	B12025		177	32	37	
Red	E72D2B		231	45	43	
Dark Plum	381460		56	20	96	
Plum	933C91		147	60	145	
Violet	CF86B9		207	134	185	Muted palette
Khaki	DED9C9		222	217	201	
Dusty Mint	B7CDC8		183	205	200	
Cool Light Gray	E4ECED		228	236	237	table lines and column highlights
Cool Light Gray 50%	F6F9F9		246	249	249	
Light Gray	AFABAB		175	171	171	
Gray	767171		118	113	113	

Color usage in charts

The color wheel to the right show the proper order of colors in pie and bar charts. There is one caveat - If there are 3-4 pieces in a pie (see Figure A) you might feel as if the dark green slice is being inadvertently highlighted. If that is the case then you are encouraged to take the first two colors from the blue group and then the first two colors from the green group. As you can see in Figure B, despite the fact that we skipped the lightest blue the order of the colors is maintained.

You may also skip a color but the order needs to be maintained. See Figure B below which uses the first, third and fifth colors on the wheel.

Please use Mesirow Navy for any data points referencing a Mesirow product.

Please be consistent in your use of color to represent a benchmark throughout a document.



FIGURE A

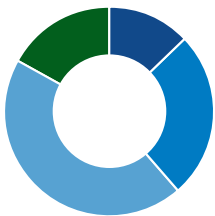


FIGURE B

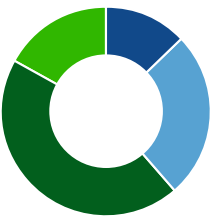


FIGURE C

