PRIMARY LOGO:

SECONDARY LOGO:
MIA MI CONSERVANCY DISTRICT

LOGO SPECS

FULL COLOR – CMYK

70% Black

White

C: 43, M: 0, Y: 0, K: 0

C: 43
M: 0
Y: 0
K: 0

C: 85
M: 15
Y: 0
K: 17

C: 85
M: 15
Y: 0
K: 38

C: 100
M: 75
Y: 0
K: 57

C: 0
M: 0
Y: 0
K: 70

REVERSED OUT TREATMENT WHEN USING COLOR

MCD
MIAMI CONSERVANCY DISTRICT
REVERSED OUT TREATMENT WHEN USING GRAYSCALE

- 70% Black
- 50% Black
- 20% Black
- White
- 70% Black
- 20% Black

Color Spec:

- Black 20%
- Black 50%
- Black 70%
- Black 90%
This file is to be used when one solid color is required. The logo can use Black, White or PMS 7469. It may be reversed out of colors other than black.
PRIMARY LOGO:
The full color horizontal format is the primary logo and should be used whenever possible.

SECONDARY LOGO:
The full color stacked format is the secondary logo and should only be used when horizontal space is limited.

NOTE: Dashed line indicates restricted design space.
Use the full color logo on a white background only.

Never use the full color logo on a color other than white.

Use the reverse logo on blue backgrounds only.

Never use the logo on light blue backgrounds.

The reverse logo may be used on gradient backgrounds.

Never drop out the inner circle of the logo.

Never change the logo colors.

Don’t use the logo on backgrounds other than dark blue.

*EXCEPTION* – Use the files MCD_List-Reverse.png if the logo is reversed out by a 3rd party along with other logos.
.ai Files
AI file are Adobe Illustrator files. They are vector and completely editable. These files were created using Adobe Illustrator CS5.1

.eps Files
EPS files are vector and are completely editable in Adobe Illustrator or other vector based programs. We recommend sending EPS files when you are sending the logo out to a 3rd party for use on print materials, vehicles, apparel, signs or other items that require vector art. These files were created using Adobe Illustrator CS5.1

.pdf Files
The PDF files are vector and are completely editable in Adobe Illustrator or other vector based programs. PDF files can be placed directly into most documents and can be used much the same way as EPS files. These files were created using Adobe Illustrator CS5.1

.tif Files
TIF files are pixel based. They are high quality, CMYK files with transparent backgrounds. These files should be used for print materials when vector art is not needed. TIF files can be placed directly into most documents. Do not use these files if the final printed logo will be over 7” wide.

.jpg Files
JPG files are pixel based. They are high quality, RGB files. These files should be used for digital materials only. These files have a white background and can not be reversed out of a background. JPG files work great in Microsoft Word, PowerPoint and Excel. Do not use these files for professionally printed items.

.png Files
PNG files are pixel based. They are high quality, RGB files. These files should be used for digital materials only. These files are transparent and may be used over a background color. PNG files work great in Microsoft Word, PowerPoint and Excel. Do not use these files for professionally printed items.

NOTE– Use the files MCD_List-Reversed.png if the logo is reversed out by a 3rd party. (example: a list of partner organizations on a non MCD website) This particular PNG file is set up to be used on any background color and maintain its integrity. Do Not use the "List" logo for any other purpose.