**PLEASE DO**

Replace any old MOPS logos with the new logomark. If using the logomark over an image, the contrast should be enough to see the logo clearly. Pay attention to clearspace around the logomark.

**LOGO**

**LOGO CLEARSPACE**

**PLEASE DON’T**

Use old versions of our logo. Squash, rotate, change opacity, change color to a non-brand color, add gradient, outline, create a word, thicken, combine the logomark with the secondary wordmark.

**SQUASH**

Do not squash, squeeze or non-proportionally transform the logo.

**CREATE WORD**

Do not use the logomark in conjunction with a word or phrase. The logo should always stand alone. Do not combine logomark with the secondary wordmark.

**CHANGE COLOR**

Do not add a gradient, tint or change the color shade of the logo outside the brand color palette.

**COLOR PALETTE**

**SOFT BLACK**

CMYK C0 M0 Y0 K92
RGB R59 G59 B60
WEB #3B3B3C

**MAUVE**

CMYK C26 M62 Y41 K2
RGB R185 G116 B124
WEB #B9747C

**LIGHT TAN**

CMYK C5 M6 Y10 K0
RGB R239 G233 B224
WEB #EFE9E0

**LIGHT MAUVE**

CMYK C9 M19 Y20 K0
RGB R229 G206 B194
WEB #E5CEC2

**LILAC**

CMYK C15 M21 Y17 K0
RGB R215 G197 B196
WEB #D7C5C4

**LIGHT PEACH**

CMYK C5 M31 Y31 K0
RGB R237 G184 B166
WEB #EDB8A6

**PLUM**

CMYK C32 M52 Y38 K21
RGB R147 G110 B114
WEB #936E72

**PEACH**

CMYK C2 M56 Y56 K0
RGB R240 G138 B110
WEB #F08A6E

Before creating custom MOPS swag for your group, please send us an email with the proposed design attached. We will take a look to make sure it meets our brand requirements and get back to you in a jiffy! logo@mops.org

For more information on how to use the MOPS logo: leaders.mops.org/mops-logo

For theme graphics: leaders.mops.org/theme-graphics