



## 2019 BRANDING STYLE GUIDE

# THE LOGOS

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MACNA®



MACNA® 2019



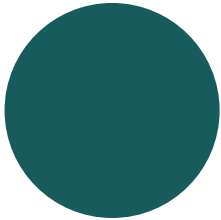
MACNA® 2019 | VENUE



# THE COLORS

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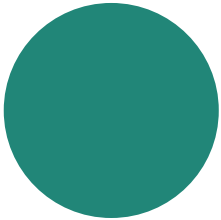
The fish and coral we grow and promote come in every color imaginable, but our logo shouldn't.



HEX: 1B5B5C

C: 87 M: 47 Y: 56 K: 28

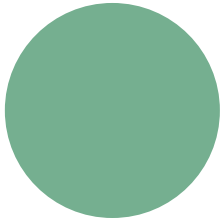
R: 27 G: 91 B: 92



HEX: 258578

C: 87 M: 47 Y: 56 K: 28

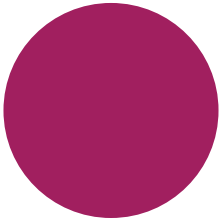
R: 27 G: 91 B: 92



HEX: 74AE8F

C: 87 M: 47 Y: 56 K: 28

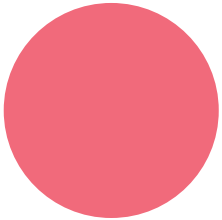
R: 27 G: 91 B: 92



HEX: A2005D

C: 87 M: 47 Y: 56 K: 28

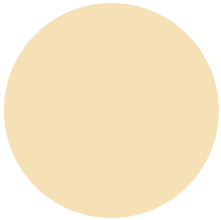
R: 27 G: 91 B: 92



HEX: F26A7C

C: 87 M: 47 Y: 56 K: 28

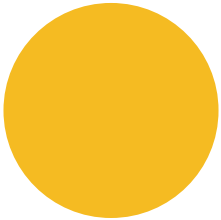
R: 27 G: 91 B: 92



HEX: F7E2B6

C: 87 M: 47 Y: 56 K: 28

R: 27 G: 91 B: 92



HEX: F5BC27

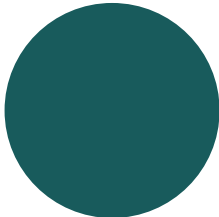
C: 87 M: 47 Y: 56 K: 28

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# THE COLORS

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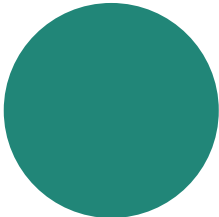
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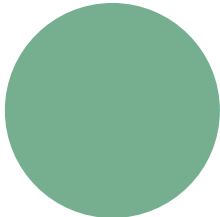
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HEX: 258578

C: 87 M: 47 Y: 56 K: 28

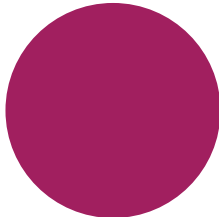
R: 27 G: 91 B: 92



HEX: 74AE8F

C: 87 M: 47 Y: 56 K: 28

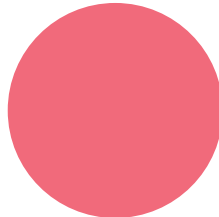
R: 27 G: 91 B: 92



HEX: A2005D

C: 87 M: 47 Y: 56 K: 28

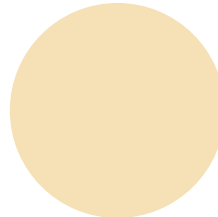
R: 27 G: 91 B: 92



HEX: F26A7C

C: 87 M: 47 Y: 56 K: 28

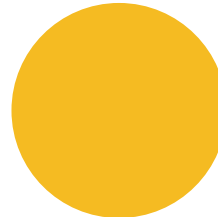
R: 27 G: 91 B: 92



HEX: F7E2B6

C: 87 M: 47 Y: 56 K: 28

R: 27 G: 91 B: 92



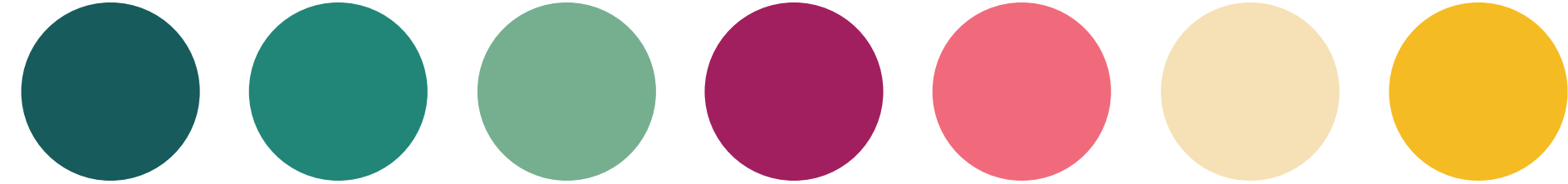
HEX: F5BC27

C: 87 M: 47 Y: 56 K: 28

R: 27 G: 91 B: 92

# THE COLORS

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HEX: 1B5B5C	HEX: 258578	HEX: 74AE8F	HEX: A2005D	HEX: F26A7C	HEX: F7E2B6	HEX: F5BC27
C: 87 M: 47 Y: 56 K: 28	C: 82 M: 28 Y: 57 K: 8	C: 57 M: 14 Y: 52 K: 0	C: 33 M: 100 Y: 38 K: 10	C: 0 M: 73 Y: 36 K: 0	C: 3 M: 10 Y: 31 K: 0	C: 4 M: 27 Y: 97 K: 0
R: 27 G: 91 B: 92	R: 37 G: 133 B: 120	R: 116 G: 174 B: 143	R: 162 G: 0 B: 90	R: 242 G: 106 B: 124	R: 247 G: 226 B: 182	R: 245 G: 188 B: 39

# THE BACKGROUND

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Whether solid color block, approve gradient or image, the background should always enhance rather than detract from the MACNA® 2019 logo. Unapproved or clashing colors, insufficient contrast, and overly busy or poor quality background images will reduce the effectiveness of the media and diminish overall brand perceptions.



**YES**

Always maintain strong contrast for clear readability. Approved colors with high contrast in lightness or darkness provide maximum visual impact.



**YES**

Logo is placed over approved MACNA® 2019 gradient with appropriate color contrast.



**NO**

Logo and background colors lack appropriate contrast compromising readability and visual impact.



**NO**

Logo and/or background colors are not approved for MACNA® 2019. Please reference page 3 of this Branding Style Guide for a list of approved colors.



**NO**

MACNA® 2019 logo should not be used over an image where the logo color and significant portions of the background image offer insufficient contrast.

# NOMENCLATURE

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MACNA® 2019 will be held at the **WALT DISNEY WORLD SWAN AND DOLPHIN RESORT** in Lake Buena Vista, Florida. The Resort has stringent nomenclature restrictions. Please reference a complete listing of appropriate usage at <http://www.swandolphinmedia.com/nomenclature.html>.

## WHAT TO CALL MACNA® 2019?

### YES

MACNA® 2019

The 31st MACNA®

### NO

MACNA® XXXI

MACNA® 31

MACNA® '19

Florida MACNA®

Orlando MACNA®

MACNA® Florida

MACNA® Orlando

# ROOM TO BREATHE

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Good design is all about balance and proportion. To ensure the MACNA® 2019 logo looks its best, always provide equal distance between the logo and the perimeter and use the rule of three.

The minimum distance between the logo and the background edge should be 3x the thickness of the letters.

## YES

The MACNA® 2019 logo is centered within the boundary with equal and appropriate margins separating the logo element from the perimeter.



## NO

The MACNA® 2019 Graphic Logo is placed haphazardly within the background color field. Insufficient and unequal margins are visually displeasing and appear sloppy.



# DISTORTION FREE

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MACNA® is synonymous with quality. Quality events. Quality exhibitors and industry partners. Quality graphics and visual identity. To ensure the premium representation of our organization, the MACNA® logo must be scaled proportionally without stretching or condensing. The MACNA® logo and backgrounds must also be of the appropriate size and resolution to eliminate pixelation.



## YES

Logo resolution is appropriate for the size and application providing clarity and crispness. The logo has been proportionally scaled with no distortion.



## NO

The logo proportions have been compromised causing the logo to appear flattened and condensed.



## NO

Logo resolution or file type is not appropriate for the size and application causing pixelation and reducing readability and graphic impact.



## NO

The logo is rotated and out of compliance with MACNA® graphic standards.

**MACNA**<sup>®</sup>  
MARINE AQUARIUM CONFERENCE OF NORTH AMERICA  
[www.macna.org](http://www.macna.org)