

PRIMARY LOGO

Our primary logo includes the circle “M” icon and the Midwest Marketing Wordmark. We have a few variations, stacked, horizontal, and long, in order to provide versatility across all platforms and improve legibility depending on the design needs and canvas size, while still maintaining optimal brand presence.

STACKED VERSION



MIDWEST
MARKETING

HORIZONTAL VERSION A



MIDWEST
MARKETING

HORIZONTAL VERSION B



MIDWEST
MARKETING

LONG VERSION



MIDWEST MARKETING

SECONDARY LOGO

Our secondary logo includes our logo without the use of our circle “M” icon and simply the “Midwest Marking” wordmark. It also include black, white, and white and orange variations (with and without the icon) for when a full color version would reduce visibility against certain backgrounds, or printing limits.

**MIDWEST
MARKETING**

MIDWEST MARKETING

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MARKETING**

LOGO MARK

Our “M” icon can be used as a logomark, watermark, an added design element, or when space is limited, as in through social icons or specific merchandise.





**MIDWEST
MARKETING**

Do not stretch or warp the logo.



**MIDWEST
MARKETING**

Do not create unapproved color layouts.



**MIDWEST
MARKETING**

Do not display the logo in unbranded colors.



**MIDWEST
MARKETING**

Do not outline the logo.



**MIDWEST
MARKETING**

Add subtle drop shadows for emphasis when appropriate.



**MIDWEST
MARKETING**

Maintain proper padding around logo.