

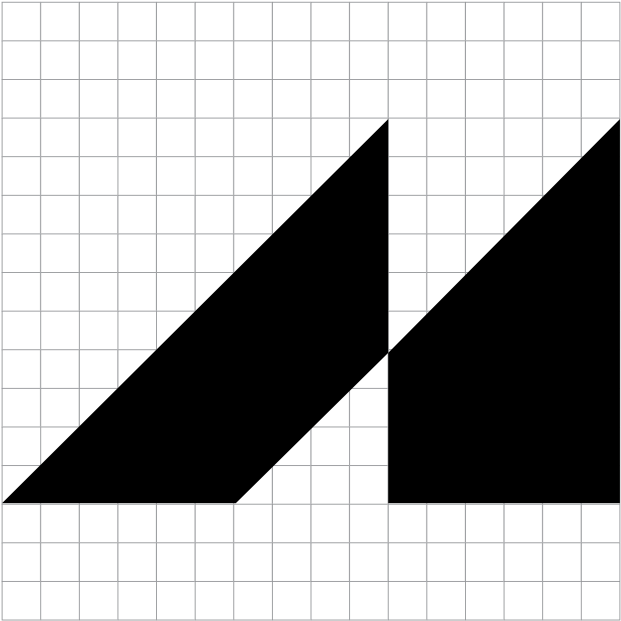
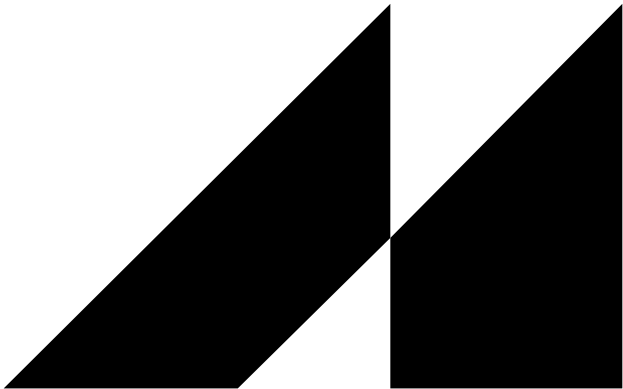
Brand Guidelines



Logo





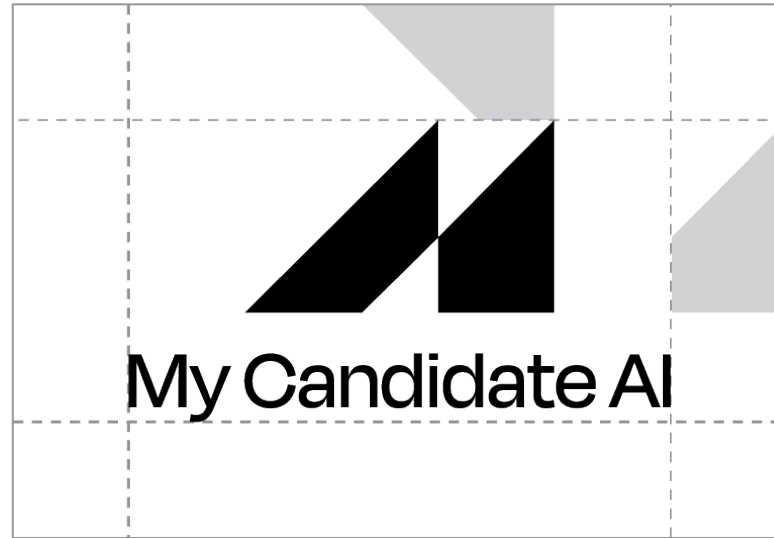


16x16 Grid

Symbol Only

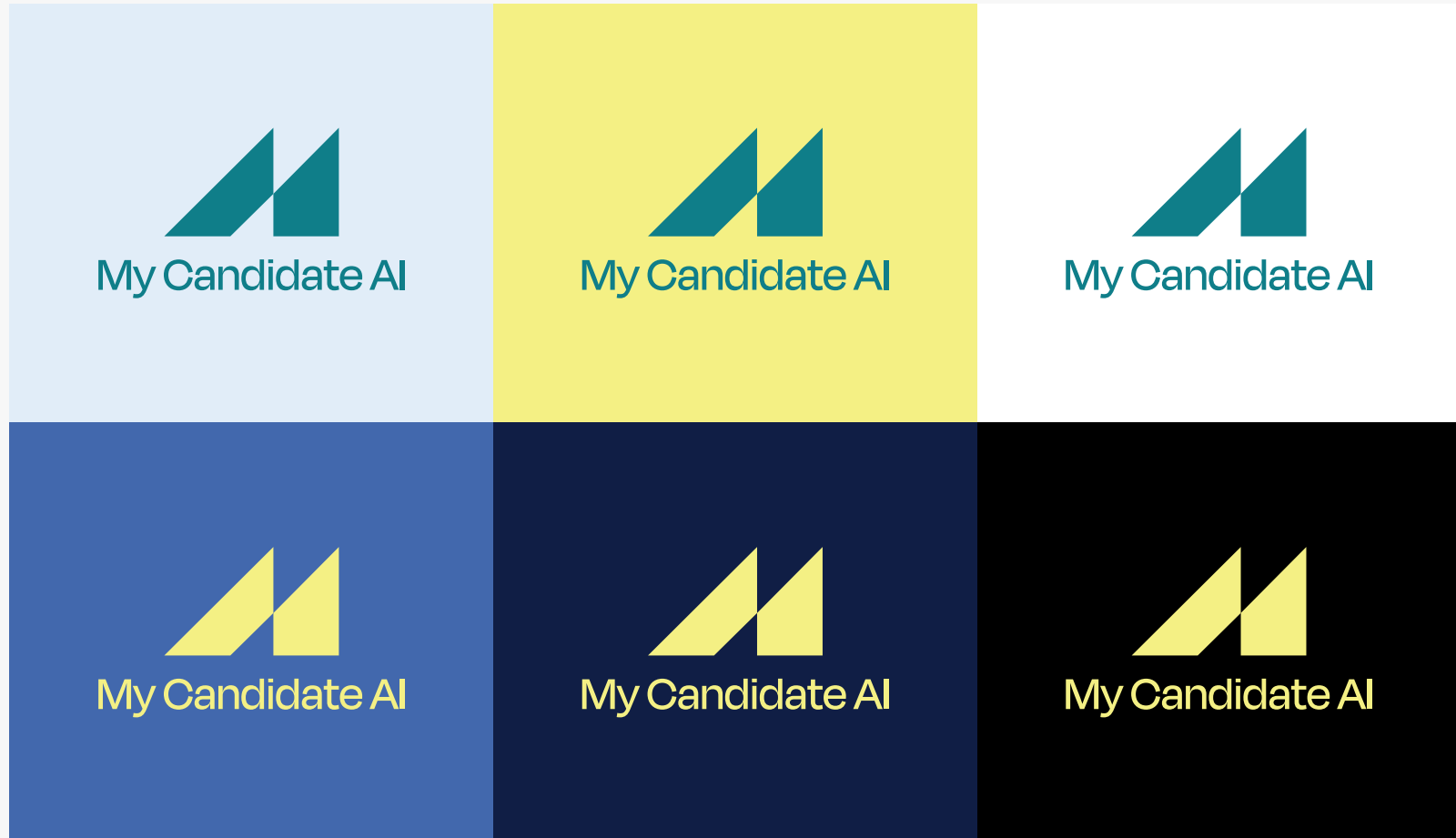
Description of how the symbol captures characteristics of MCAI values and capabilities.

Basic guidelines.



Logo Clear Space

Make sure there is clear whitespace between the logo and other elements. Ensures visibility and clear organization.



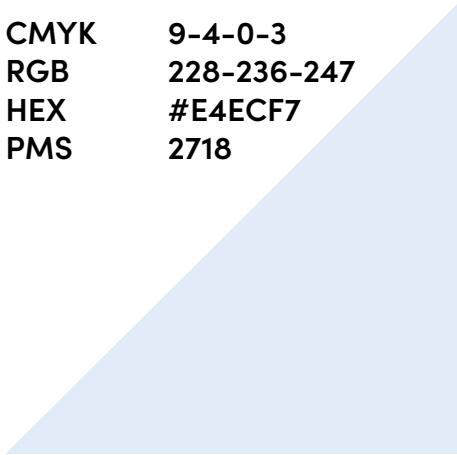
Logo with Color

When to use logo in yellow-green vs in teal.
Circumstances where using logo in black or white
is optimal.

Color

Alice Blue

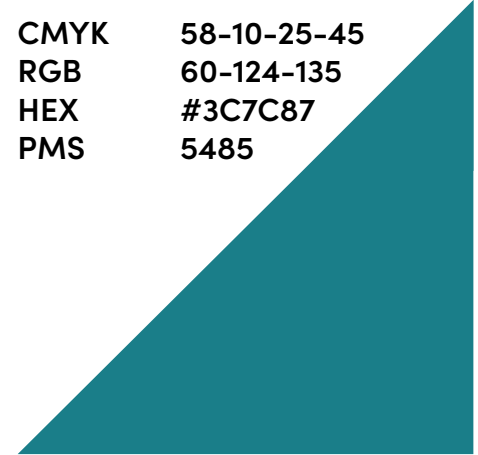
CMYK 9-4-0-3
RGB 228-236-247
HEX #E4ECF7
PMS 2718

**Navy**

CMYK 100-85-33-53
RGB 21-32-68
HEX #152044
PMS 296

**Teal**

CMYK 58-10-25-45
RGB 60-124-135
HEX #3C7C87
PMS 5485

**Denim**

CMYK 61-47-0-35
RGB 77-103-166
HEX #4D67A6
PMS 7687

**Muted Lemon**

CMYK 6-0-68-4
RGB 244-240-145
HEX #F4F091
PMS 607



Color Palette

When to use what color, and how to create a hierarchy using them. Application of color to different platforms.

Typography

Degular Display

Degular Display Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Family	Regular	Specimen	Quick profiles, seamless integration
	<i>Italic</i>		<i>Automated workflows, precise insights</i>
	Medium		Fast automation, detailed narratives
	<i>Medium Italic</i>		<i>Dynamic scaling, smooth onboarding</i>
	Semibold		Compelling positioning, secure data
	<i>Semibold Italic</i>		<i>AI-driven summaries, intuitive design</i>
	Bold		Error-free reports, tailored summaries
	<i>Bold Italic</i>		<i>Productive recruiters, faster placements</i>

Primary Typeface

Headings & subheadings. Used to capture attention and emphasize a statement.

Leading and kerning for print vs digital.

Sofia Pro

Sofia Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Family

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Black

Black Italic

Specimen

Quick profiles, seamless integration

Automated workflows, precise insights

Fast automation, detailed narratives

Dynamic scaling, smooth onboarding

Compelling positioning, secure data

AI-driven summaries, intuitive design

Error-free reports, tailored summaries

Productive recruiters, faster placements

**Secondary
Typeface**

Body copy. Used for large chunks of text where legibility is key.

Leading and kerning for print vs digital.

Gill Sans

Gill Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0123456789

Family

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Bold

Bold Italic

Specimen

Quick profiles, seamless integration

Automated workflows, precise insights

Fast automation, detailed narratives

Dynamic scaling, smooth onboarding

Compelling positioning, secure data

AI-driven summaries, intuitive design

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Web Safe Font

To use when MCAI's brand fonts aren't available,
or are at risk of not loading on a user's interface
(certain programs, tech, etc)

Brand Guidelines

