



BRAND GUIDELINES

2025

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# Introduction

The MP Brand Guidelines should be used as a reference for all marketing and branding related efforts. By adhering to these guidelines, the MP Engineers' Marketing Team can ensure consistency across proposals, website design, internal tooling, social media posts, and other marketing collateral to enhance our brand identity.

This guide sets guardrails around using the MP Logo, Colors, and Fonts to maintain and elevate brand consistency across our marketing distribution channels.





Engineers +

## Logo Elements



MP Engineers+

MP Engineers+ Logo Mark, Wordmark and stylized “Plus”

# Spacing & Sizing

The MP logo mark, wordmark, and “plus” in combination make up the MP Logo. The wordmark and “plus” should not be used independently, but the logo mark may be used on its own. When using the MP Logo, the logo mark, word mark, and “plus” should be center-aligned at all times. The logo mark, wordmark, and “plus” are proportionately sized, following a 4:2:1 ratio. This proportion must not be altered in any way.

The MP Logo should always be surrounded by a minimum area of space. A margin of clear space equal to the height of the “plus” is drawn around the logo to create the invisible boundary around the area of isolation. The Logo Mark has a margin of clear space equal to 25% of its height. These areas are a minimum and should be increased wherever possible.

## MP Logo - Logo Mark, Wordmark, and “Plus”



The logo, wordmark, and “plus”, called **MP Logo** in combination, are proportionally sized based on the ratio 4:2:1. E.g., if the “plus” has a 37.5px height, the wordmark will have a 75px height, and the logo will have a 150px height.

## Logo Mark



### Minimum Size:



Digital: 137.5px width

Print: 2 inch width



Digital: 35px height

Print: 0.5 inch height

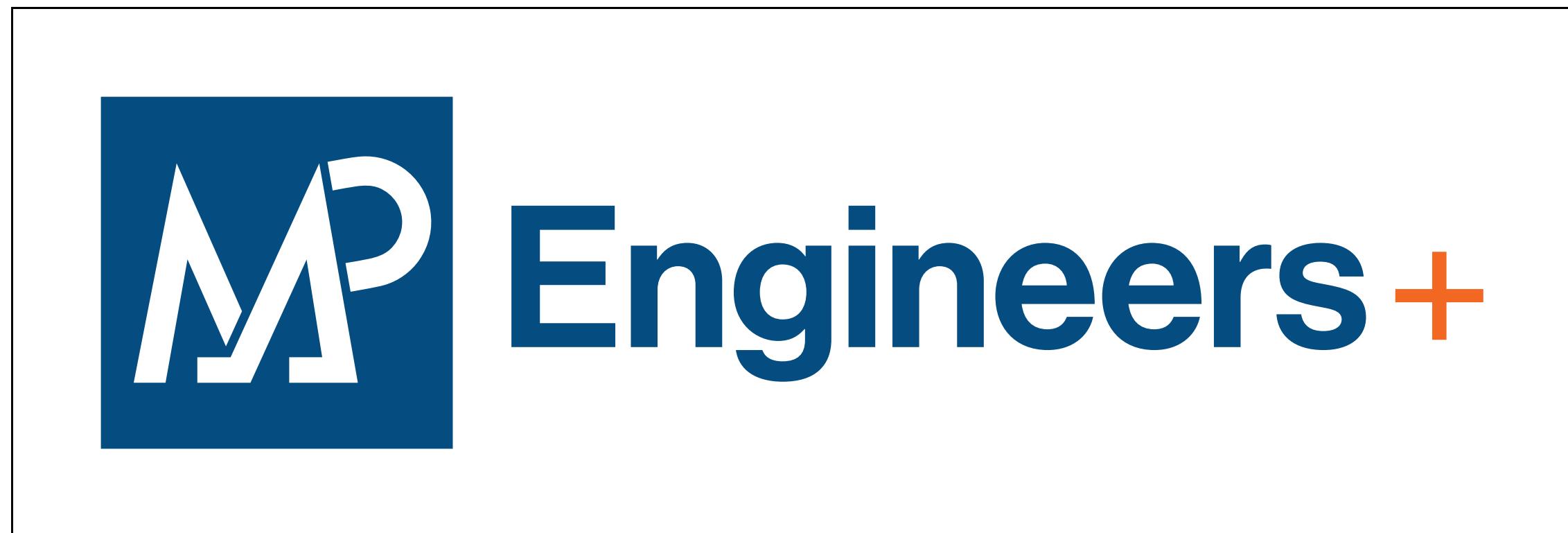
# Primary Logo Uses

In most cases, the MP Logo will be set in its classic colors, MP Blue for the logo mark and wordmark and MP Orange for the “plus”; this style is called MP Logo Classic.

Some instances, e.g., on the website and our internal tools, wherein the background is set to MP Blue<sup>1</sup>, the logo mark and wordmark should be set to white and the “plus” should remain MP Orange; this style is called MP Logo Dark.

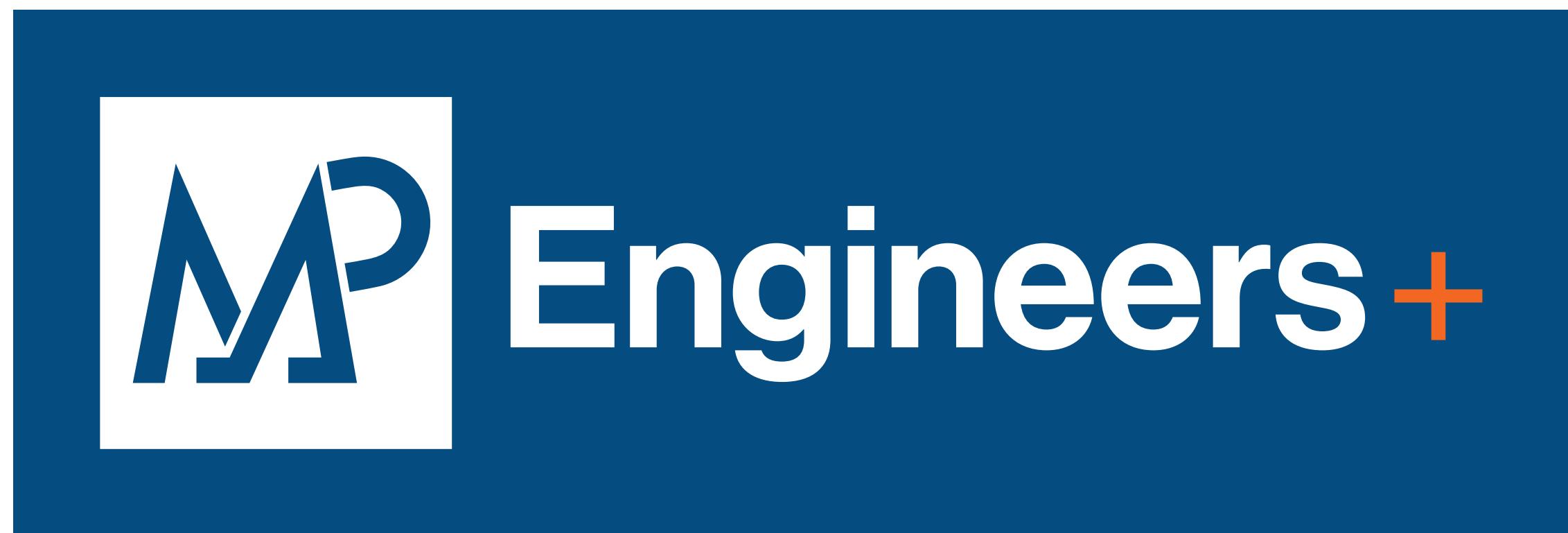
1. The MP Logo Dark may **ONLY** be used on the MP Blue background.  
For logo usage on dark backgrounds different from MP Blue, please reference Additional Logo Uses on page 8.

MP Logo Classic



Whenever possible, the MP logo must be set in MP Blue and the “plus” should be set in MP Orange when on white or light backgrounds.

MP Logo Dark



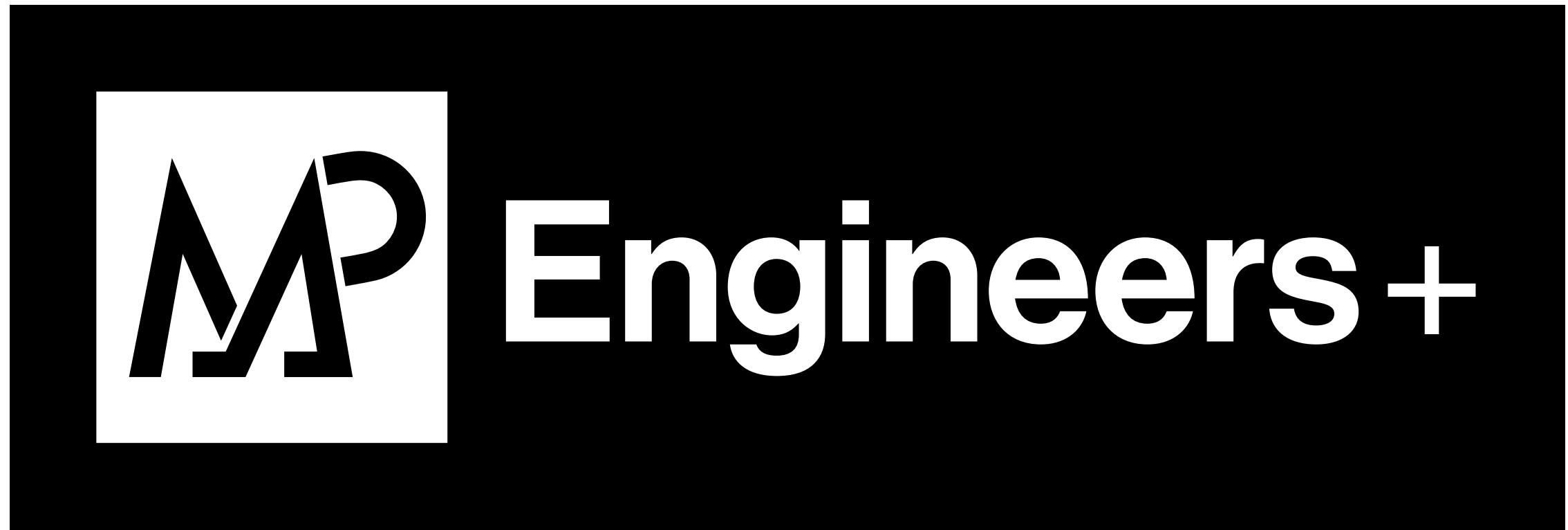
Set the logo to white, but keep the “plus” set in MP Orange when placed on MP Blue.

## Additional Logo Uses

The additional logo uses should be used only when the primary uses are not appropriate. In situations where color is not applicable, set the logo in black on a white background; this style is called MP Logo Black. White is ideal when the logo is placed over images, gradients, or dark backgrounds different from MP Blue; this style is called MP Logo White.

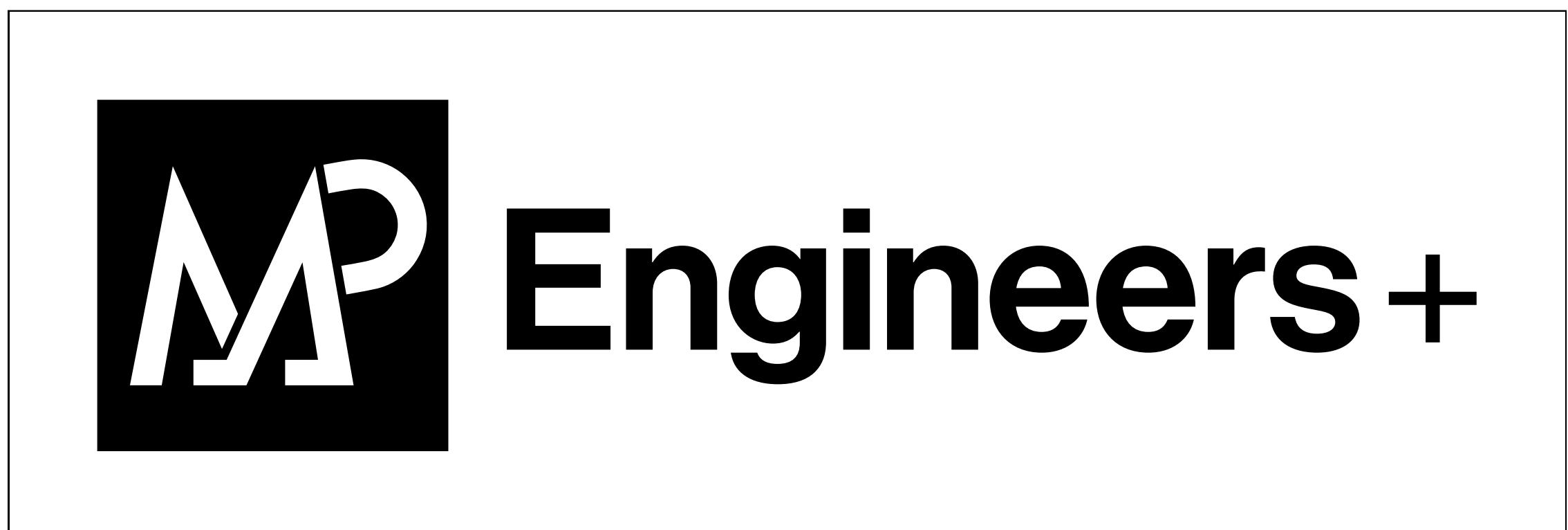
When placing the MP Logo White over photography, look for a dark area and/or negative space within the image. Wherever possible, add a black overlay (Black with 25% opacity) above images before placing the MP Logo White to maximize contrast and accessibility.

MP Logo White



On images, gradients, and dark backgrounds excluding MP Blue, the MP logo should be set to **WHITE**.

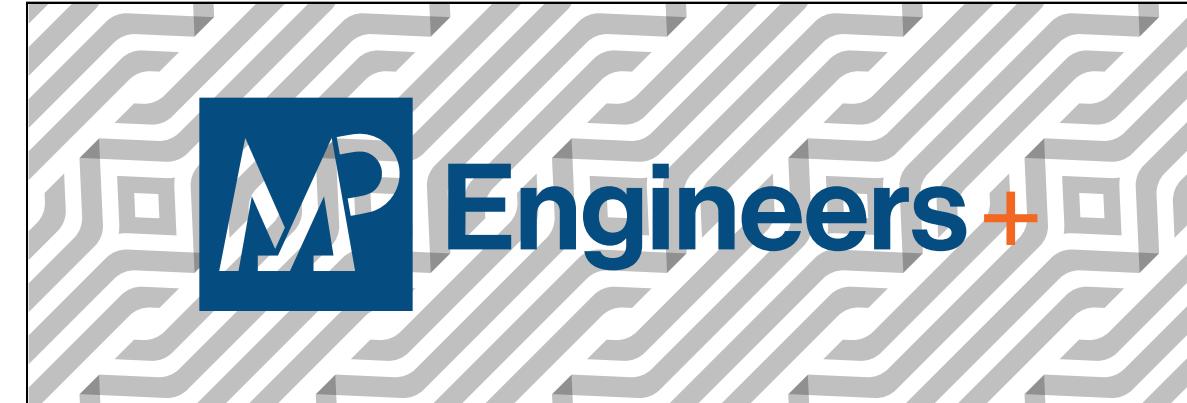
MP Logo Black



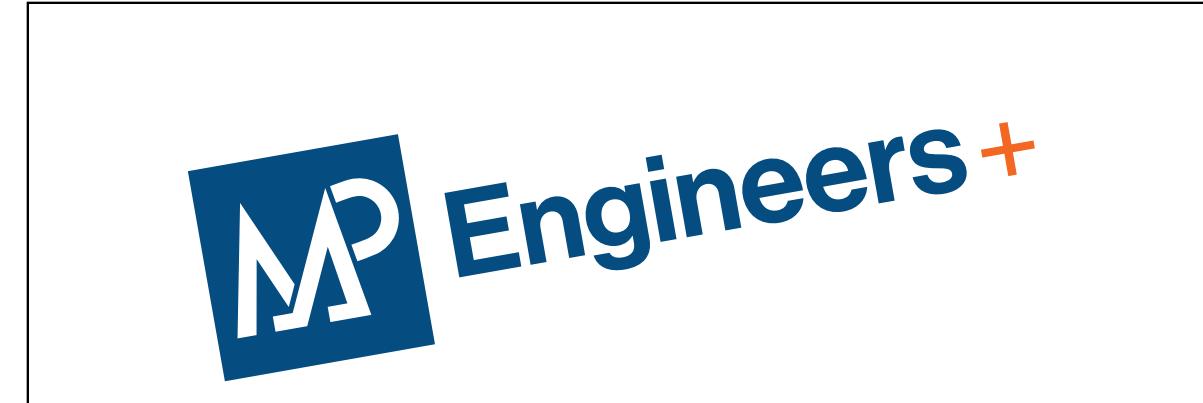
Set the MP logo to **BLACK** on a white background only when necessary (i.e., when printing in grayscale).

# Incorrect Logo Uses

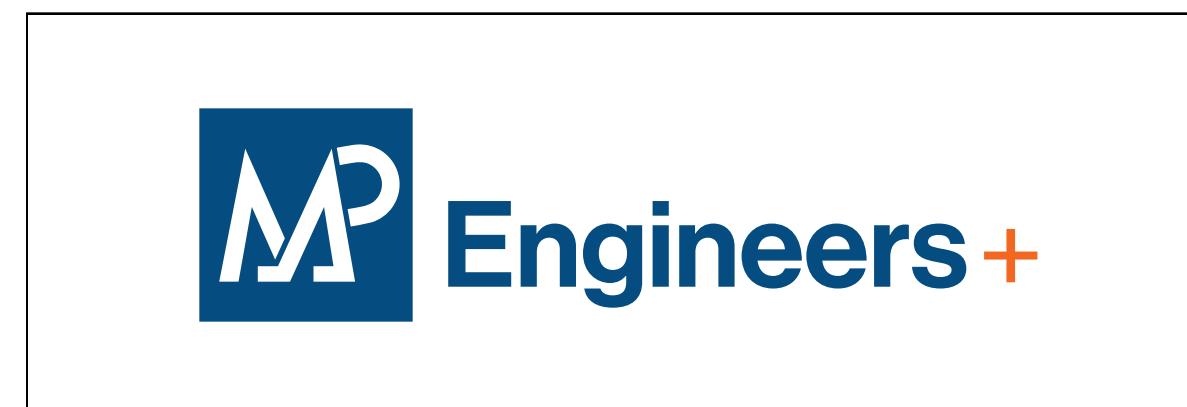
Brand consistency is an important part of MP Engineers' brand identity. When using the MP Logo, the rules to the right should be followed at all times.



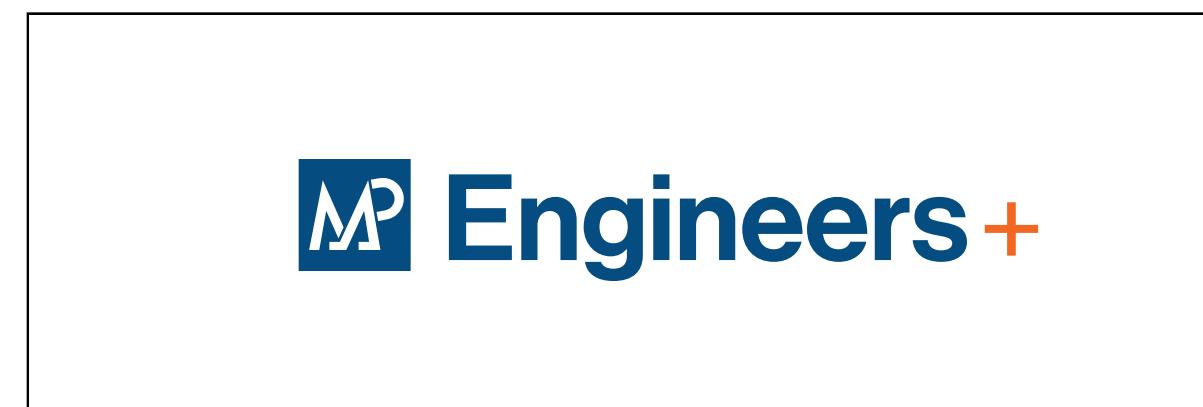
**DO NOT** place the MP Logo on patterned designs.



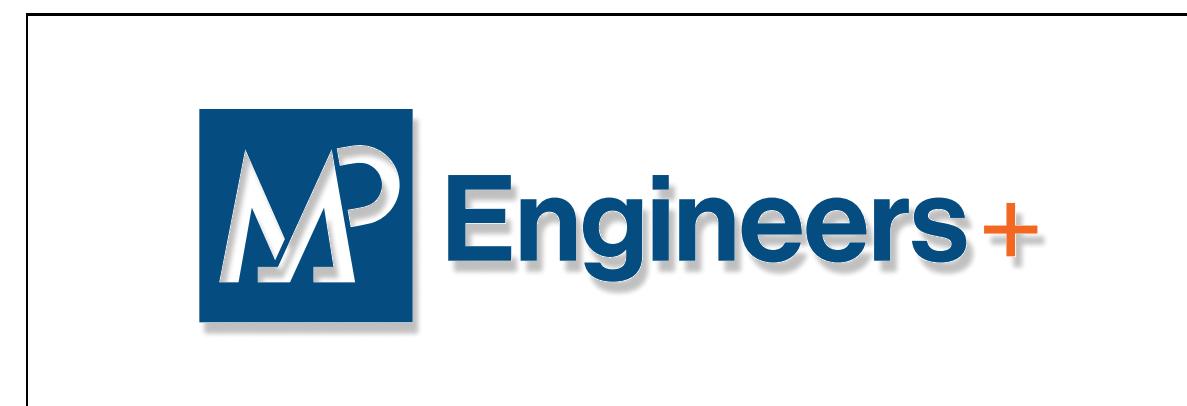
**DO NOT** rotate the MP Logo for any reason.



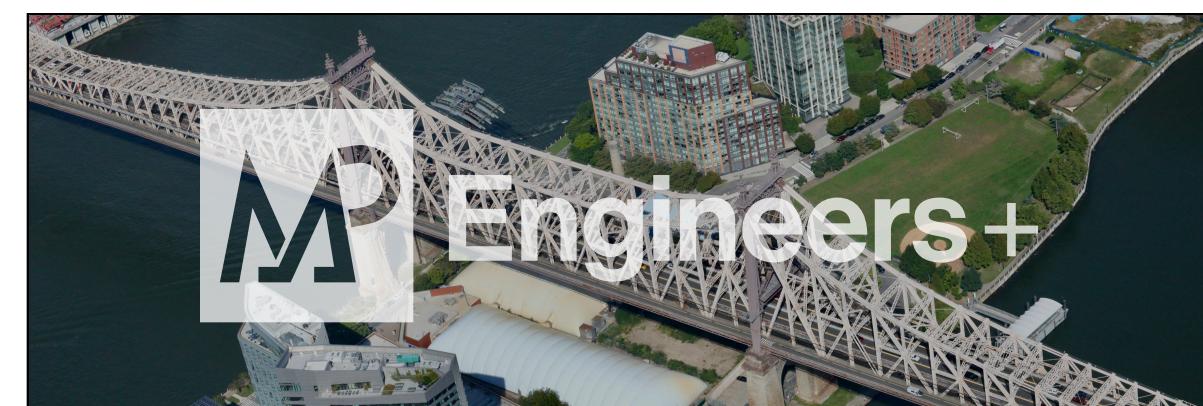
**DO NOT** off-center the logo mark next to the wordmark.



**DO NOT** change the proportion of the logo mark and wordmark combination



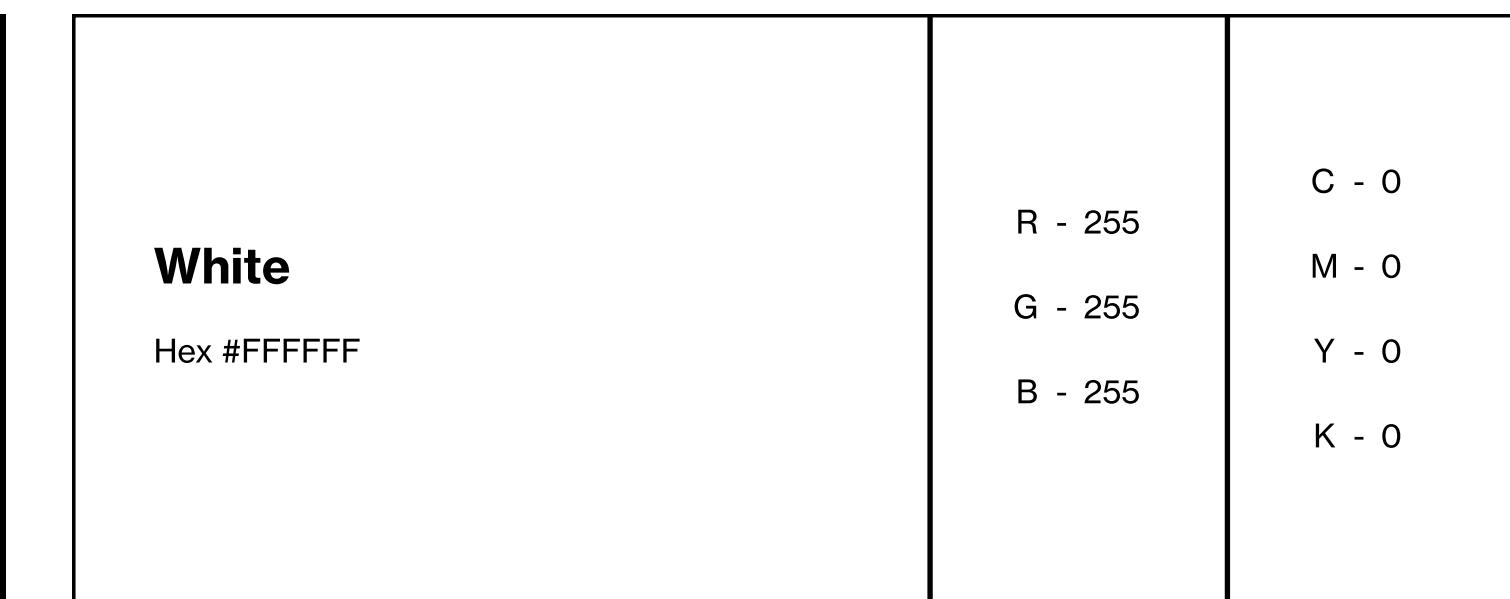
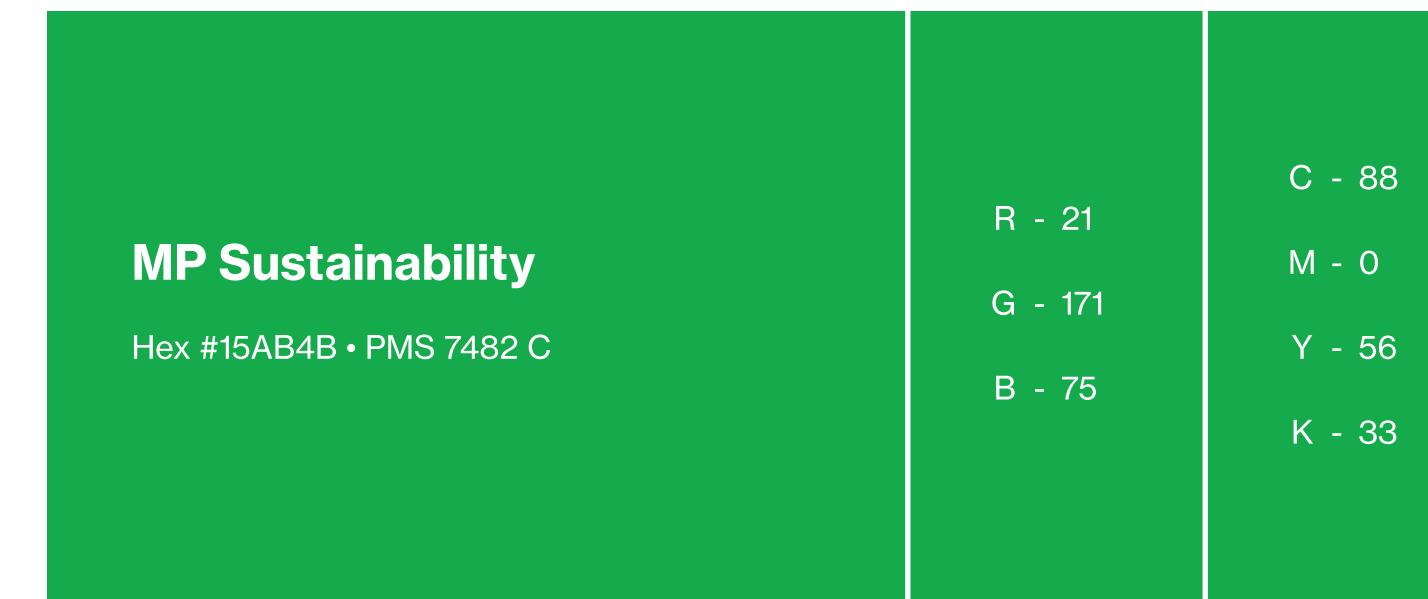
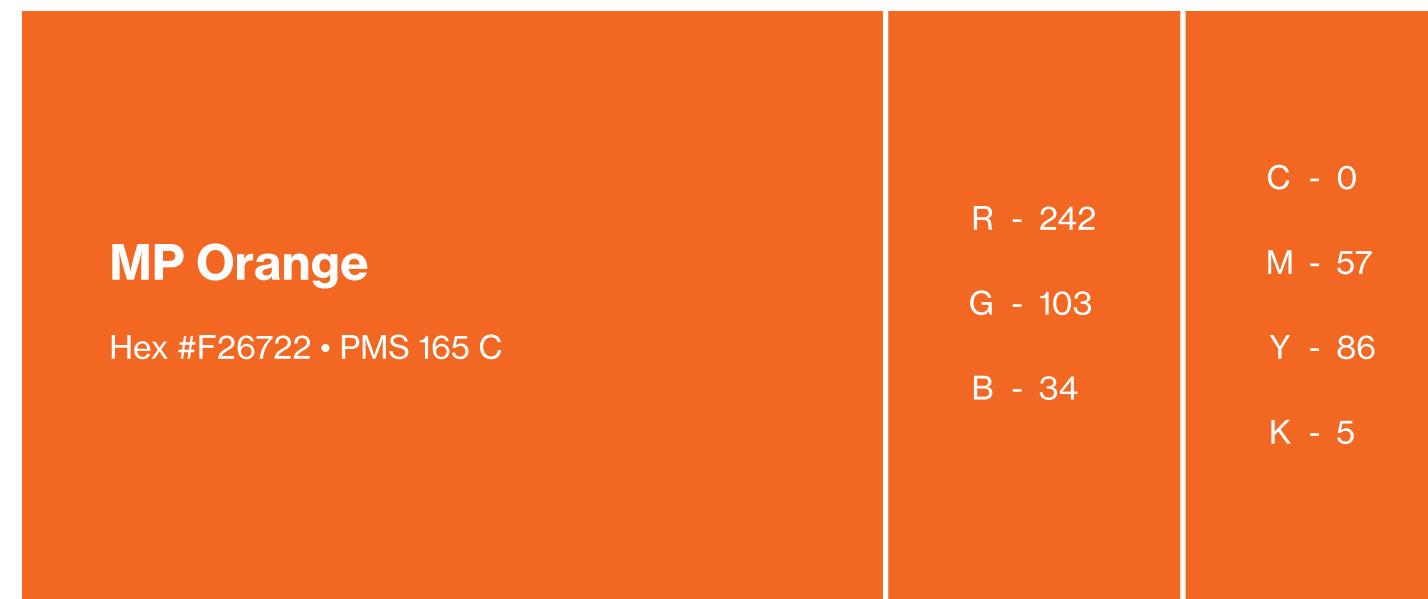
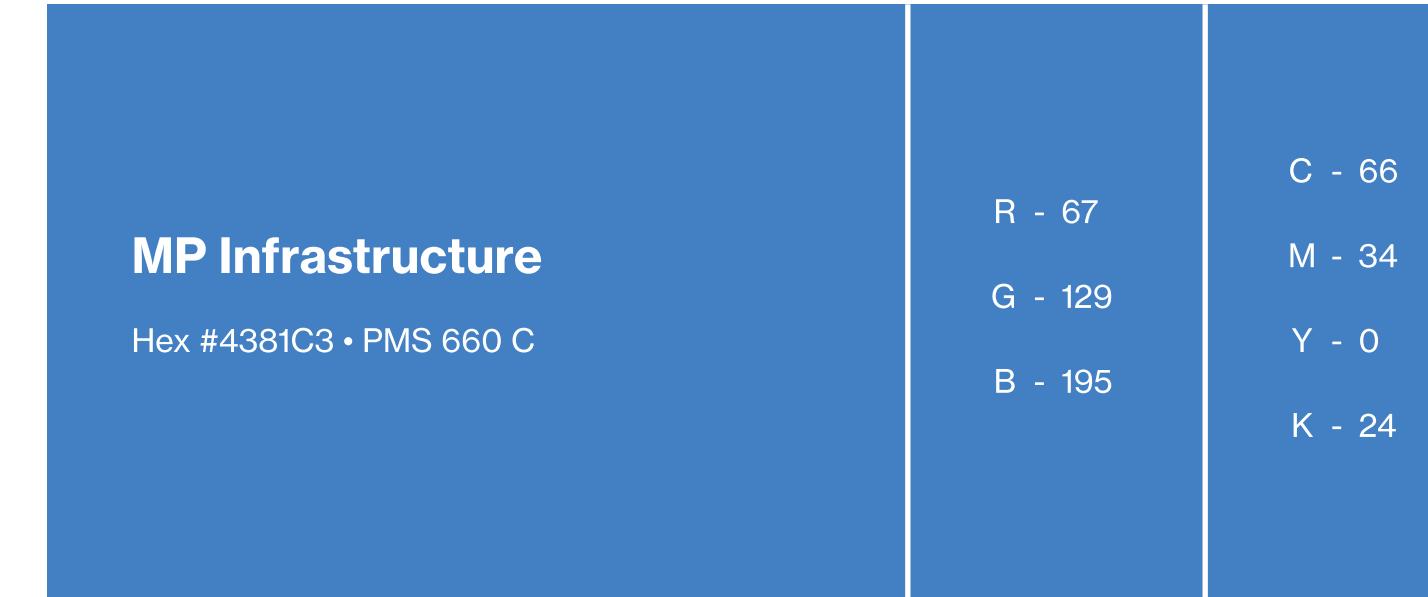
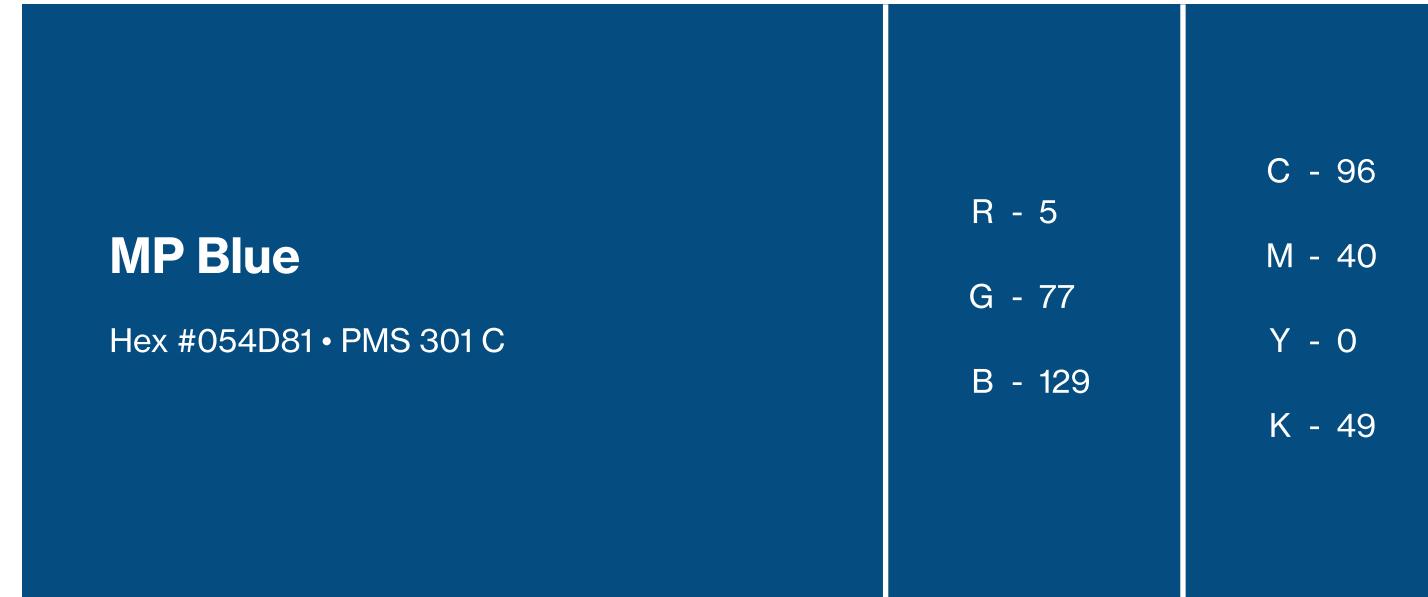
**DO NOT** add drop shadows, bevels, or other effects to the logo.



**DO NOT** apply transparency effects to the logo.



# MP Colors



# MP Font

MP Engineers+ uses the Neue Haas Grotesk font family.

## Typefaces

95 Black

75 Bold

65 Medium

55 Roman

45 Light

35 Extra Light

25 Thin

45 Ultra Thin

**Neue Haas Grotesk Black**  
**Neue Haas Grotesk Bold**  
**Neue Haas Grotesk Medium**  
**Neue Haas Grotesk Roman**  
**Neue Haas Grotesk Light**  
**Neue Haas Grotesk Extra Light**  
**Neue Haas Grotesk Thin**  
**Neue Haas Grotesk Ultra Thin**

## Primary Weights

**75 Bold**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n**  
**o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ^ & \* \* ( ) \_ +**

**65 Medium**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n**  
**o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ^ & \* \* ( ) \_ +**

**55 Roman**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n**  
**o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ^ & \* \* ( ) \_ +**

