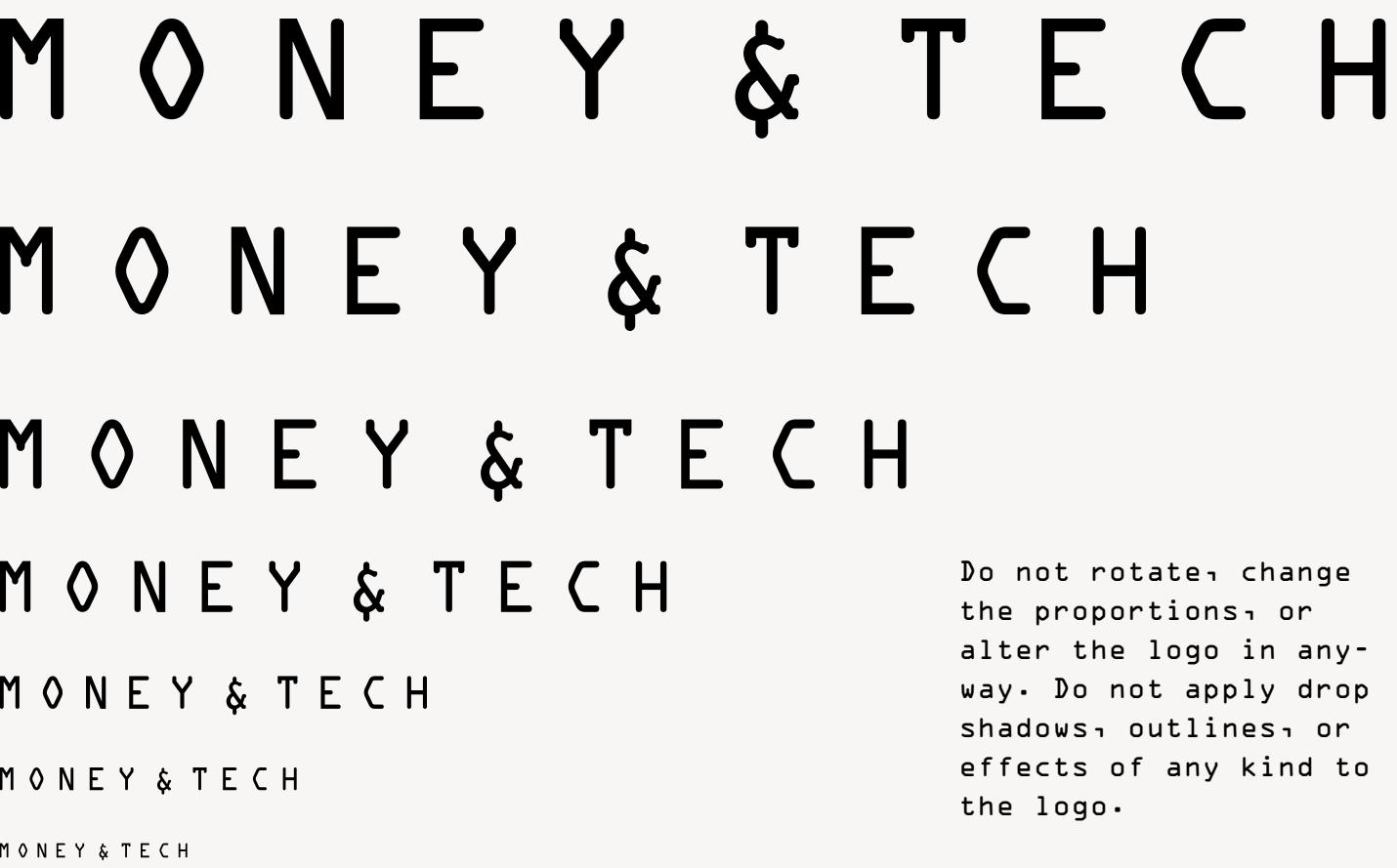




M&T

Brand Manual

>> Logo



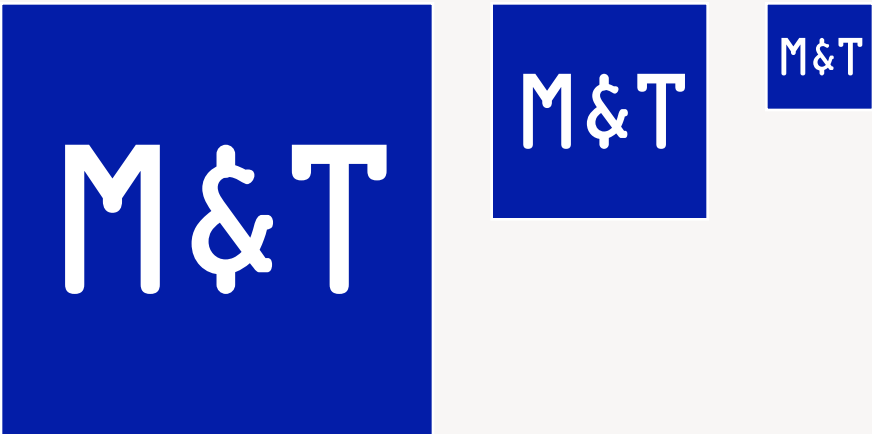
Do not rotate, change the proportions, or alter the logo in any-way. Do not apply drop shadows, outlines, or effects of any kind to the logo.

>> Safe Area

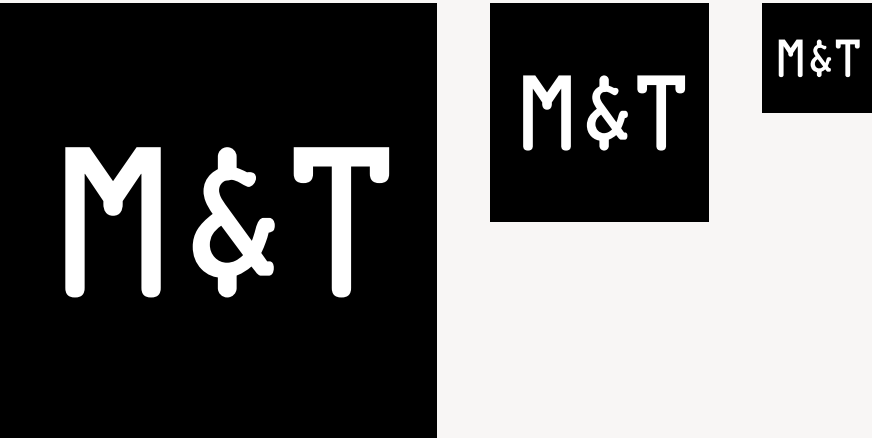


Always maintain a proper safe area around the logo.

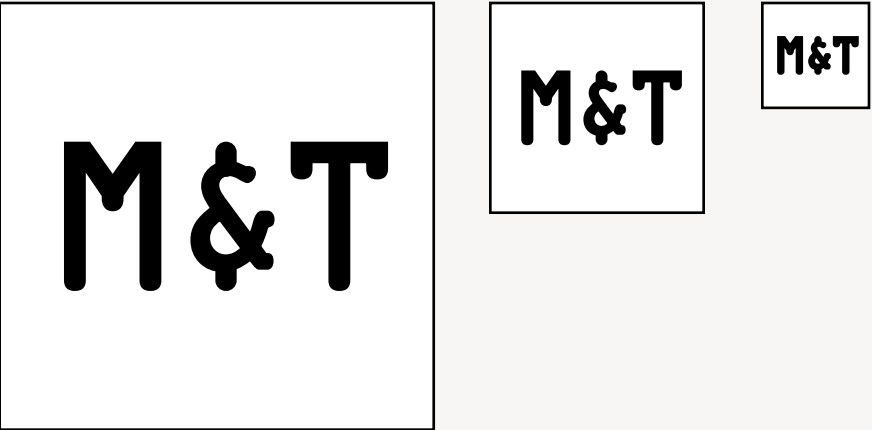
>> Icon



Do not rotate, change the proportions, or alter the icon in any-way. Do not apply drop shadows, outlines, or effects of any kind to the logo.



Use the white logo on black and dark colored backgrounds



Use the black icon on white backgrounds

>> Typography

OCR - A

abcdefghijklm-

nopqrstuvwxyz

ABCDEFGHIJKLMNOPQRST

UVWXYZ

1234567890!@#\$%^&*()

OCR-A is used for headers and interface text.

Georgia Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRST

UVWXYZ

1234567890!@#\$%^&*()

Georgia Rgeular is used for article titles & body copy.

>> Colors

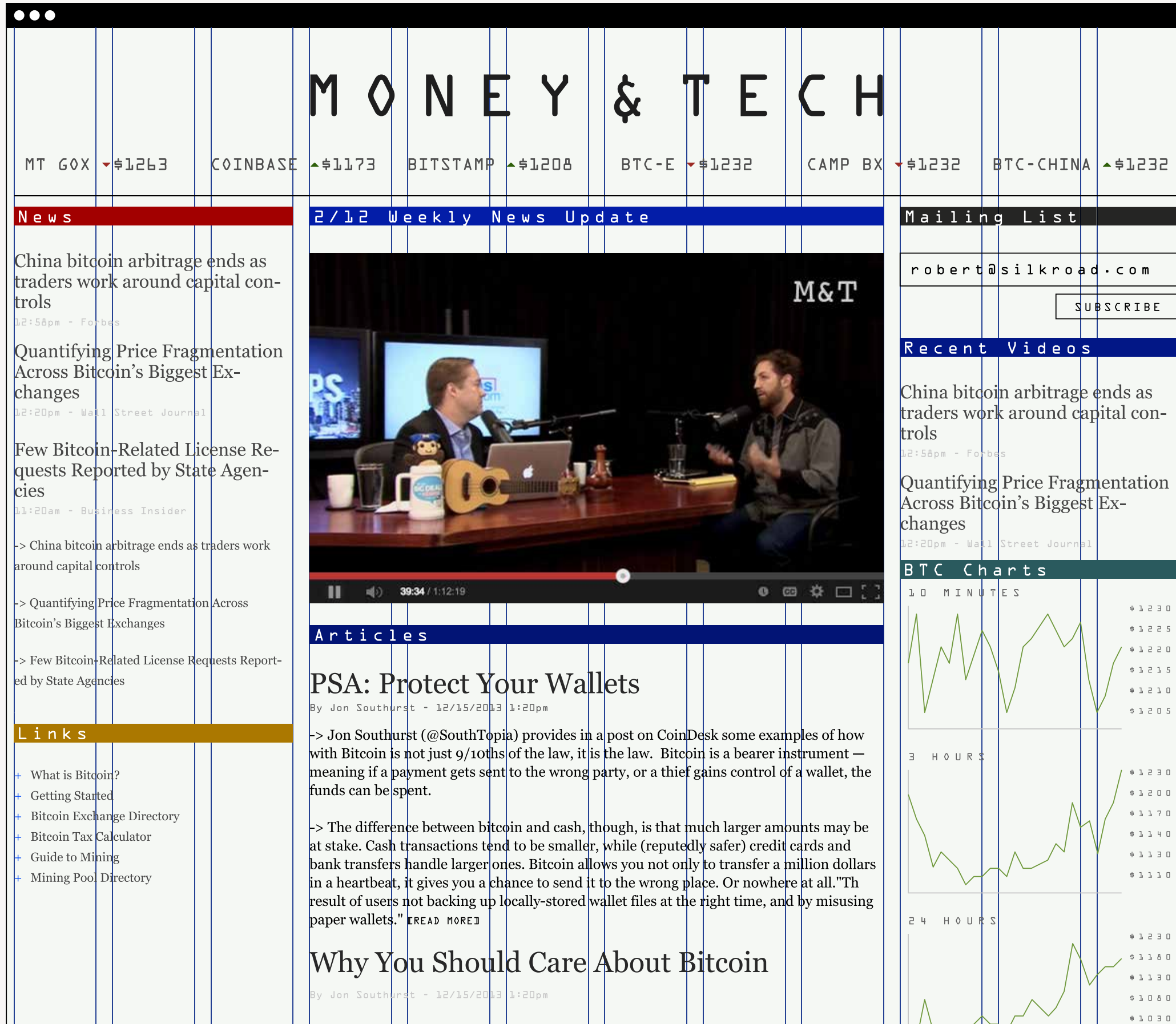


rgb(28,151,82)	#1C9752	Primary Brand Color
rgb(14,145,71)	#0E9147	5% shade
rgb(22,113,61)	#16713D	10% shade
rgb(206,233,218)	#CEE9DA	15% shade
rgb(28,151,82)	#1C9752	Default button color for submit and confirmation actions.
rgb(14,145,71)	#0E9147	5% shade
rgb(22,113,61)	#16713D	10% shade
rgb(206,233,218)	#CEE9DA	15% shade
rgb(28,151,82)	#1C9752	Default button color for warning & edit actions
rgb(14,145,71)	#0E9147	5% shade
rgb(22,113,61)	#16713D	10% shade
rgb(206,233,218)	#CEE9DA	15% shade
rgb(28,151,82)	#1C9752	Default button color for error & delete functions
rgb(14,145,71)	#0E9147	Border & hover state
rgb(22,113,61)	#16713D	Active state
rgb(206,233,218)	#CEE9DA	Alerts

>> Grid System

12 Column Grid >>

```
Gutter width >>
  should be one
quarter the width
  of a column
```



<< Use the line height
of the body copy as
the baseline for ver-
tical rythm