Introduction

To understand the function and value of the MHI identity, it is important to recognize that every organization has a specific public identity—an identity partly formed by the look of its printed materials, stationery, website, etc. Each element of communication contributes to the overall impression people have of the organization.

When an organization’s identification program is coordinated and intentional, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain and direct the components of the MHI visual identity and communications program, define our graphic design standards and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent identity for MHI.
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<td>SMA</td>
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</table>
6 The Icon

This icon has been designed to provide a bold, memorable mark to represent MHI in all forms of communication.

The icon can be read simply as a star, but upon closer observation can also be seen as five arrows coming together. Proper use of the icon, and how it is combined with the MHI name to form the MHI logo, is described on the following pages.

Note: Use of the icon alone without the MHI name is not allowed. However, the icon can be used as a whole or in part as a graphic element to compliment the MHI logo. MHI programs may use the icon in conjunction with their official logo with prior approval.
7 Basic Logo with Tagline & Minimum Size

The icon combined with the MHI lettering and tagline, is the full MHI logo (Fig. A). MHI is always in uppercase letters.

There are no predetermined sizes for the MHI logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the full logo or the basic logo may never be so small that the tagline or MHI lettering is unreadable.

In print the minimum size is 1.5” (Fig. C) for full logo and 1” (Fig. B) for basic logo. For digital uses the minimum size for the full logo is 250 pixels and for the basic logo is 100 pixels. The exception would be for ICO’s which is a 16 pixels file.

In some cases where the logo needs to be small but the tagline needs to be readable, the tagline can be moved directly under MHI (Fig. D).
8 Safety Area

When the MHI logo is used, a safety area around the logo will ensure visibility and impact. As illustrated, the minimum safety zone measures 1/5 the width of the symbol. Use the safety area zone between the logo and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

When the logo and tagline are used together, the recommended safety area measures 1/5 of the width of the icon. The distance the tagline has from the logo is equal to the distance between the icon and MHI text.
The use of color is an important aspect of the MHI identity. The full color logo should be used whenever possible.

The MHI logo should never be used in any one single color. If full color is not possible then the logo can be in 100% Black, 100% White or Gray depending on the color of the background.

On a dark background the icon may appear in full color while the MHI lettering and tagline are in 100% White.

### One Color

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### Reversed

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Use PMS or CMYK colors for printing and RGB or HEX colors for digital.

When using the color bar this is the only color order to use.
10 Usage on Different Backgrounds

Here are examples of the correct way to use the MHI logo on a variety of backgrounds. It is important to have adequate contrast between the icon and the background for optimal visibility.
11 Primary Typography

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of MHI.

Geogrotesque Regular, Bold and Italic are used for the logo and tagline.

Geogrotesque Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'$%!?(*)

Geogrotesque Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'$%!?(*)

Geogrotesque Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'$%!?(*)
Secondary Typography

Arial in its various weights and faces can be used for stationery system, advertisements, brochures and other communications when a sans serif face is appropriate.

For business letters or documents Garamond can be used for easier reading.
Incorrect Usage

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the MHI identity by being aware of the improper logo usage illustrated here. If questions about usage arise please contact the MHI marketing department.

- Do not separate icon to stand alone, must use in conjunction with full logo (see page 6)
- Do not distort the logo
- Do not change MHI typeface color
- Do not use full color logo on dark background

- Do not use an unapproved color. For approved colors see page 9.
- Do not use an alternative typeface
- Do not rearrange elements of the logo
- Do not use full cover logo over a busy image

- Do not blur
- Do not use lowercase lettering
- Do not tilt the logo
- Do not tint or screen
Business Cards

3.5” x 2”

Color:
4 color process and Black

Stock:
80# Classic Crest Cover, smooth Solar White

Type specifications:
Employee name is set in 10pt Geogrotesque. Employee title is 8pt Italic Geogrotesque and contact information is set in 8.5pt Geogrotesque.

Exception:
In cases where the email address is too long, the email address only should be set at 8pt.

Staff Name
Staff Title

Tel: 704-676-1190
Dir: 704-714-0000
Fax: 704-676-1199

8720 Red Oak Blvd., Suite 201
Charlotte, NC 28217-3992
staffemail@mhi.org
Letterhead

8.5” x 11”

Color:
4 color process and Black

Stock:
60# White Offset

Type specifications:
Address is set in 8pt Arial Regular.

Typing Format:
All letters should be typed in Garamond 10pt, with 12pt line spacing. Margins for typing are listed on the example shown to the right.

Electronic Letterhead:
A Microsoft Word Template, with the logo and address line embedded, is available for use when an emailable letter is necessary or when printing in-house.

See page 31 for written communication guidelines.
17 Envelopes

Booklet Window Envelope
9” x 12” (4.5” x 1.75” window)

Color:
4 color process

Stock:
28# White Wove with window, conventional gum

Type specifications:
Address is set in 10pt Arial Regular.
18 Envelopes

#9 Booklet Envelope
9” x 12”

Color:
4 color process

Stock:
28# White Wove, conventional gum

Type specifications:
Address is set in 10pt Arial Regular.
#10 Business Envelope
4.125" x 9.5"

Color:
4 color process and Black

Stock:
24# Classic Crest Writing, Solar White

Type specifications:
Address is set in 7pt Arial Regular.
Thank You Card
5.5" x 4"

Color:
4 color process and Black

Stock:
65# Cougar Cover, White, 24# waverly Hall Bright White Envelopes

Type specifications:
Address is set in 10pt Geogrotesque Regular.
Mailing Label
2.5” x 1.5”

Color:
4 color process

Stock:
White semi-gloss stock

Type specifications:
Address is set in 12pt Arial Regular.

8720 Red Oak Blvd., Suite 201
Charlotte NC 28217-3992
MHI employees will setup their email signature as the layout shown to the right.

Name = 13pt
Title, tag line, address and website = 9pt

All incoming and outgoing mail should be set in Arial 11pt as a default.

All e-mail communications should be written in the same professional manner as a printed letter. Complete, correctly structured and capitalized sentences that reflect proper grammar and punctuation are crucial to your message.
Communications
Pocket Folder
12” x 9” folded with two 4” pockets

Color:
4 color process plus overall aqueous coating

Stock:
10pt C-1-S Cover
Postcard
8.875" x 5.875"

Color:
5 color process plus overall aqueous coating / 4 color process plus spot aqueous

Stock:
12pt C-1-S Cover
Website

The website logo will adjust depending on the viewing device. For the desktop the full logo will be used, tablet will use the basic logo and mobile phone will use smaller version of basic logo.

These examples will be followed for use of our logo on websites outside of our own.
Email template will be 600px wide and use the full logo. The structure will use two columns with one being for main copy and the other used as a sidebar.

Header text font is 20px in size with a 5px bottom padding. Body copy is 14px with a line height of 24px. All text is black and in Arial regular or bold.
Banner Ads

Banner ads for online use only. These ads are not be used in any printed materials.

The ads will contant MHI logo, tagline and a call to action button.
This will serve as the standard template for internal communications. Here are examples of a cover page, divider page and text page.
Badges

First name text is 36pt Arial Bold, last name is 24pt Arial Regular and group name is 14pt Arial Regular.

Size:
2” x 3”

Material:
White Aluminum with 1/4” rounded corners
Case Study templates are available from MHI and must be used when submitting case studies for posting on MHI website.

The templates are in Microsoft Word and can be emailed.
Written Communications Guidelines

These guidelines will be used for written communication of the MHI brand or MHI program brands.

General Communications
Communication should be written in a professional format with MHI’s standard style, font and size. All communications should be proofread carefully, not only for spelling and punctuation, but also for consistency and accuracy.

- MHI is an acronym and is always used this way - not Material Handling Industry (MHI)
- MHI's tag line is The Industry That Makes Supply Chains Work™
- Board of Governors ("B" and "G" always capitalized)
- MODEX 2014 (name in all caps and space between show and year)
- ProMat 2013 (Capital P and M and space between show and year)
- The first use of a name, which will be used as an acronym later in an article, must be spelled out with parenthesis. (ie: Rack Manufacturers Institute (RMI) … and RMI will be acceptable for the rest of the story).
- Use title case in story titles and sub-titles, unless there is a special case for having them all Caps or lowercase. (Title Case Means Capitalizing the First Letter of All Main Words in a Title).
- For headlines, a recommended size on 8.5” x 11” is 20pt
- For sub-heads, a recommended size on 8.5” x 11” is 16pt
- For body copy, a recommended size on 8.5” x 11” is 10 to 11pt
- Never apply effects such as shadows or outlines to the typeface in a business communication
- Do not type in all lower case or all caps
- Run all blast emails (emails to a large group or mailing list, including surveys) by MHI Marketing and Communications for content and date to prevent blasts going out on the same date

Social Media Communications
As an association, MHI is held to a different standard when it comes to its online communications. Certain ethical rules must be followed in social media to keep MHI from violating these rules.

Most conversations on social media platforms are held in an informal manner, so strict application of the MHI writing style is not required for social media communications, however, professional discourse is expected.

- Do not post or link to any materials that are defamatory, harassing or indecent
- Don’t promote other brands with our brand
- Do not post any confidential or proprietary information in regards to MHI or its members/exhibitors
- If a personal opinion must be posted, clearly state to all readers that it does not represent the opinions of MHI
- If a negative post or comment is found online about MHI or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action
- If MHI or any MHI brand or program is referenced in any media, all social media guidelines apply
MHI logo is used along with the symbol in our social media outlets. The MHI brand is used in accordance with these guidelines for each platform.

See page 31 for social media writing guidelines.
Survey Themes

These themes may be used to create surveys for MHI.

Trade show or meeting surveys can use the Modern Monkey theme and change the color bars to coordinate with the show or meeting.
This is the full MODEX logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 2.5", for digital uses the minimum size for the logo is 250 pixels.
This is the full ProMat logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 2.5", for digital uses the minimum size for the logo is 250 pixels.
This is the Young Professionals Network (YPN) logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.

In print the minimum size is 1.5”. For digital uses the minimum size for the logo is 200 pixels.
This is the Solutions Magazine logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.

In print the minimum size is 1.5”. For digital uses the minimum size for the logo is 200 pixels.

The magazine cover is the exception to the color and safety area rules. The logo will be used as large as possible for the magazine cover header, color and readability will be evaluated each issue.

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</table>

Minimum Size and Color
The MHI Innovation Award serves to educate and provide valuable insights on the latest manufacturing and supply chain innovative products and services.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.

In print the minimum size is 1”. For digital uses the minimum size for the logo is 150 pixels.
The Business Planning Community offers tools and resources to help Members with their business planning, market intelligence, market analysis, forecasting, market research, economic trends, etc.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5”, for digital uses the minimum size for the logo is 200 pixels.

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MHlvie is a video communications platform that will release content designed to spark supply chain innovation by sharing useful information about the industry’s maturing, growing, and emerging technologies.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.

In print the minimum size is 1”. For digital uses the minimum size for the logo is 150 pixels.
College-Industry Council on Material Handling Education (CICMHE)

This is the full College-Industry Council on Material Handling Education (CICMHE) logo. This group is an independent organization which prepares and provides information, teaching materials and events in support of material handling education and research.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.

Minimum Size and Color

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PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598
Career & Technical Education (CTE) is a joint educational endeavor of the MHI and the Material Handling Education Foundation, Inc (MHEFI).

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.
This is the full Material Handling Education Foundation, Inc. logo. This foundation promotes the study of material handling, logistics, and the supply chain by exposing students and educators to the industry through financial support.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.
MHI Industry Groups
Automatic Guided Vehicle Systems (AGVS)

This is the full Automatic Guided Vehicle Systems (AGVS) logo. Members of this group are the Industry’s leading suppliers of automatic guided vehicle systems.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.
Automated Storage/Retrieval Systems (AS/RS)

This is the full Automated Storage/Retrieval Systems logo. Members of this group are the Industry’s leading suppliers of automatic storage/retrieval systems.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.

Safety Area

Minimum Size and Color

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<td>0, 0, 0</td>
<td>000000</td>
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Crane Manufacturers Association of America, Inc. (CMAA)

This is the full Crane Manufacturers Association of America, Inc. (CMAA) logo. Members of this group are the Industry’s leading providers of overhead cranes.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.
Conveyor & Sortation Systems (CSS)

This is the full Conveyor & Sortation Systems (CSS) logo. Members of this group are the Industry’s leading providers of conveyors. They design, fabricate and install conveyor systems worldwide.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.

Safety Area

Minimum Size and Color

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Electrification & Controls Manufacturers Association (ECMA)

This is the full Electrification & Controls Manufacturers Association (ECMA) logo. Members of this group are the Industry’s leading suppliers of electrification and controlling devices.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5”, for digital uses the minimum size for the logo is 200 pixels.

Safety Area

Minimum Size and Color

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PMS 7694C CMYK 100, 75, 39, 28 RGB 0, 63, 96 HEX 003F60

PMS 7737C CMYK 60, 18, 100, 2 RGB 119, 162, 47 HEX 77A22F
Ergonomic Assist Systems & Equipment Council (EASE)

This is the full Ergonomic Assist Systems & Equipment Council (EASE) logo. Members of this group are the resource for topics that focus on ergonomics and improving the working interface between people and the materials to reduce injury and increase productivity.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.

Ergonomic Assist Systems & Equipment Council (EASE) logo

Safety Area

Minimum Size and Color

- PMS: 4625C
  - CMYK: 44, 71, 82, 56
  - RGB: 84, 49, 31
  - HEX: 54311F

- PMS: 7743C
  - CMYK: 74, 36, 84, 24
  - RGB: 68, 109, 68
  - HEX: 446D44

- PMS: 7572C
  - CMYK: 27, 57, 00, 12
  - RGB: 172, 112, 41
  - HEX: AC7029
Hoist Manufacturers Institute (HMI)

This is the full Hoist Manufacturers Institute (HMI) logo. Members of this group are the Industry’s leading suppliers of overhead handling hoists.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.
Institute of Caster & Wheel Manufacturers (ICWM)

This is the full Institute of Caster & Wheel Manufacturers (ICWM) logo. Members of this group are the Industry’s leading suppliers of casters, wheels, bearings, and industrial trailer trucks, platform trucks and towline trucks.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

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Lift Manufacturers Product Section (LMPS)

This is the full Lift Manufacturers Product Section (LMPS) logo. Members of this group are the resource for industry best practices, standards, information, and equipment that lifts, rotates, tilts, and otherwise positions materials.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

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powered by MHI
Loading Dock Equipment Manufacturers (LODEM)

This is the full Loading Dock Equipment Manufacturers (LODEM) logo. Members of this group are the Industry’s leading suppliers of loading dock equipment.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

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Monorail Manufacturers Association, Inc. (MMA)

This is the full Monorail Manufacturers Association, Inc. (MMA) logo. Members of this group are the Industry’s leading suppliers of patented and enclosed track, underhung cranes and monorail systems.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5”, for digital uses the minimum size for the logo is 200 pixels.
Protective Guarding Manufacturers Association (ProGMA)

This is the full Protective Guarding Manufacturers Association (ProGMA) logo. Members of this group are the Industry’s leading suppliers of fixed protective guarding products.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

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Rack Manufacturers Institute, Inc. (RMI)

This is the full Rack Manufacturers Institute, Inc. (RMI) logo. Members of this group are the Industry’s leading suppliers of industrial steel storage racks and related structural systems. They supply industrial rack solutions worldwide.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1”, for digital uses the minimum size for the logo is 150 pixels.
The Robotics Group (TRG)

This is the full The Robotics Group (TRG) logo. Members of this group are the leading manufacturers, integrators, consultants, and component suppliers of robotic solutions designed specifically for warehousing and distribution applications.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

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Storage Manufacturers Association (SMA)

This is the full Storage Manufacturers Association (SMA) logo. Members of this group are the Industry's leading suppliers of industrial storage equipment.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

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