



The M-PACT logo should be scaled proportionally and never stretched.

CREATE CONNECTIONS. BOOST SKILLS. POWER UP.

# M-PACT 2021

## BRAND STYLE GUIDE

SEPT. 8 - 10, 2021

INDIANAPOLIS

M-PACT.ORG

As a valued M-PACT Show exhibitor or sponsor, you have exclusive access to handy marketing tools designed to help you make the most of your tradeshow investment. Use the recognizable M-PACT Show logo in your print and digital promotions to generate buzz about your company and to draw traffic to your booth. Please refer to the guidelines described below, in the official M-PACT 2021 Style Guide. This quick-reference tool ensures accuracy and consistency with the recognized M-PACT Show brand identity when promoting your company's involvement in the Midwest's energy and convenience industry event of the year. Questions or comments? Contact [marketing@m-pact.org](mailto:marketing@m-pact.org) for assistance.

<b>c0 m38</b> <b>y100 k0</b> <b>r251 g170 b25</b> <b>hex #FBAA19</b>	<b>c0 m74</b> <b>y100 k0</b> <b>r242 g103 b33</b> <b>hex #F26721</b>	<b>c69 m67</b> <b>y63 k70</b> <b>r40 g36 b37</b> <b>hex #282425</b>	<b>c87 m52</b> <b>y0 k50</b> <b>r0 g64 b112</b> <b>hex #004070</b>
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### VERBIAGE

The official text for use by exhibitors in print and digital promotional materials is:

**"Visit us at booth #xxxx"**

### EMAIL SIGNATURES

The official M-PACT 2021 email signature graphic may be used by exhibitors and sponsors to promote engagement in the event.

The optimized dimensions of the signatures are **300pixels X 64pixels.**



### SOCIAL MEDIA

The official M-PACT 2021 hashtags - used before, during and after the show on Twitter, Facebook and Instagram - are:

- **#MPACT2021**
- **#MPACTShow**
- **#MakeAnMPACT**

### PRINT PROMOTIONS

Download the official M-PACT 2021 banner for use in your tradeshow marketing materials.



These files may be made available in alternative formats on request. Please contact [brian clark](mailto:brian.clark@m-pact.org) for further details.

#### M-PACT SHOW

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**Web:** [www.m-pact.org](http://www.m-pact.org)

### Typography

#### HEADLINE Fonts

**TRUENO Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// Alternate

**LATO Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

#### BODY Fonts

**TRUENO Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

// Alternate

**LATO Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!£\$&@\*) 0123456789

The primary typeface is Trueno. This font family comes in a range of weights to suit a multitude of purposes. They are optimized for print, web, and mobile interfaces, and have excellent legibility characteristics in their letterforms.

When technology allows for it, Trueno should be used in any web applications. The default fall-back fonts are Lato or Arial which should be utilized to ensure acceptable degradation.