M-PACT23
BRAND STYLE GUIDE

CELEBRATING INNOVATION.
APRIL 4 – 6, 2023 ▪ **INDIANAPOLIS** ▪ **M-PACT.ORG**

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

As a valued M-PACT Show exhibitor and/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 2023 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 for assistance.

c100 **m**58 **y**0 **k**21 **r**0 **g**85 **b**150 **hex** #00437B	**c**0 **m**38 **y**100 **k**0 **r**251 **g**169 **b**25 **hex** #FBA919	**c**50 **m**42 **y**42 **k**5 **r**134 **g**134 **b**134 **hex** #868686	**c**84 **m**44 **y**4 **k**0 **r**23 **g**125 **b**187 **hex** #177DBB

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 2023 email signature graphic may be used by exhibitors, sponsors and speakers to promote engagement in the event.

The optimized dimensions of the signatures are 300pixels X 86pixels.

SOCIAL MEDIA.

The official M-PACT 2023 hashtags - used before, during and after the show on Twitter, Facebook, Instagram and LinkedIn - are:

#MPACTShow
#MPACT23

PRINT PROMOTIONS.

Download the official M-PACT 2023 banner for use in your tradeshow marketing materials.

VISIT M-PACT.ORG
to download the zip file containing these items.

M-PACT SHOW
112 West Cook Street ▪ Springfield, IL ▪ 62704

Email: marketing@m-pact.org
Web: www.m-pact.org

TYPOGRAPHY.

HEADLINE Fonts

COOPER HEWITT Bold

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

// Alternate

LATO Black

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

BODY Fonts

COOPER HEWITT Medium

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

// Alternate

LATO Regular

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

The primary typeface is Cooper Hewitt. These full font families come in a range of weights to suit a multitude of purposes. They were optimized for print, web, and mobile interfaces, and have excellent legibility characteristics in their letterforms.

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