

The Primary Logo



The Marquee Logo



Member Logos



	DO	DON'T
A. Do not stretch the logo. If the logo is enlarged or reduced in size, the proportions must remain unchanged.		
B. Do not place logo on a pattern. Logo may only be reproduced in a solid unbroken tone on a solid unbroken background. Note the segments of the globe should always be in the same color as the rest of the background.		
C. Do not place logo mark symmetrically on both sides of a layout.		
D. The logo should always be reproduced upright, never on a slant.		
E. Do not use the logo to form a repeating pattern or border.		
F. Do not encroach on the logo with other text or elements. Minimum clearspace around the logo is equal to half of the width of the logo mark based on size of logo mark (Example: logo is 5" total. Mark in logo is 1" wide. Half of that is = .05" .05" is the minimum white space that must be around the logo to separate the logo from other elements on the page.		
G. Do not use the logo mark as a substitute for a letter.		
H. Do not use the logo without the registered symbol.		

FONTS
Myriad Pro

Color Palette: Mensa

BLUE
Pantone: PMS 295C
CMYK: C=100 M=57 Y=0 K=40
RGB: R=0 G=68 B=124



YELLOW:
Pantone: PMS: 102C
CMYK: C=0, M=0, Y=95, K=0
RGB: R=255 G=242 B=3



GRAY/SILVER
Pantone: PMS 877C
CMYK: C=0 M=0 Y=0 K=40
RGB: R=167 G=169 B=172



Color Palette: Foundation

PURPLE
Pantone: PMS 2617C
C=79 M=100 Y=0 K=15
R=82 G=36 B=127



Other logos within the Mensa Logo family-to be used specifically in conjunction with their program are as follows:

