

Missouri Partnership Brand Style Guide

In Missouri, we understand the importance of teamwork. It drives the success and growth of the companies and businesses that call Missouri home. Working together makes a difference. This guide to the Missouri Partnership brand will help you work together with us to ensure our brand voice stays one of innovation and dedication wherever it is used.

It is important that our staff, vendors, partners, and media understand our mission, brand, and voice. Keeping these messages consistent helps our organization's mission make the greatest impact, not only in Missouri, but also across the globe. Please follow this guide to ensure clear and consistent communications across all brand touch points and aid in our mission to increase Missouri's visibility as globally competitive business location.

Mission

To increase economic prosperity throughout the state by attracting new jobs and investment to Missouri.

Primary Logo

Whenever possible, the primary logo should be used on a field of white to maintain proper contrast.

Missouri-Only Logo

An alternate version of the logo without the second line should be used in places where size constraints would make the word "Partnership" unreadable. It can also be used on materials that are representing the work of several Missouri organizations and is not meant to represent Missouri Partnership alone.

Primary logo



Missouri-only logo



MO Logo

The abbreviated “MO” logo should be used in situations where extreme size constraints prevent you from using the primary or Missouri-only logo successfully. It can also be used as an identifying marker where the full logo is not needed or appropriate.

MO logo



Alternate Colors

In some specific cases, the primary Missouri Partnership logo should not be used. Instead, an alternate logo should be used to ensure the best visual contrast and representation of the Missouri Partnership brand.

Reversed Logo (White)

When a background is too dark to use the primary logo, use the reversed Missouri Partnership logo. This logo is white and will ensure the appropriate visual distinction remains intact.

Reversed logo



One-Color Options

The one-color logos should be used when there is very little contrast between the full-color logo and the background behind the logo, or when printing constraints cannot accurately reproduce the brand colors.

One-color logos



Tagline Logos

The tagline helps paint a picture of the brand's personality and goals. When the tagline is used, it will always replace the word 'Partnership'. Depending on the target audience, use one of the taglines that pairs best with that audience. Keep the lockup intact and use only the art provided. Do not alter the tagline.

MISSOURI
Make. Grow. Move. ®

MISSOURI
Advanced Manufacturing Excellence

MISSOURI
North America's Logistics Center

MISSOURI
Certified Sites

MISSOURI
U. S. A.

MISSOURI
Empowered Energy Solutions

MISSOURI
What Can We Grow For You? ®

MISSOURI
Global Agtech Leader ®

MISSOURI
What Can We Make For You? ®

MISSOURI
It All Adds Up

MISSOURI
What Can We Move For You? ®

MO®

Colors

The Missouri Partnership colors are a vital part of the overall brand. The colors help define the brand and should only be created using the values below to maintain consistency across all brand channels.

Typography

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples should be followed to ensure all of our communications appear consistent.


For marketing materials, the primary font Gotham should be used. For other documents and reports, especially those that need to be editable by multiple team members, the secondary font Open Sans should be used.


Logomark


With its dimensional color and shape, the Missouri Partnership logomark is ideal for use as a defining graphic element in certain design applications.

The Missouri Partnership logomark can be used in various graphic applications, but should not be used as a replacement for the full logo.


Primary colors


 PMS: 368 U
CMKY: 59, 0, 100, 7
RGB: 108, 179, 63
HEX: #6cb33f

 PMS: 5467 U
CMKY: 65, 52, 54, 26
RGB: 87, 95, 94
HEX: #565e5d


 PMS: 311 U
CMKY: 70, 1, 10, 0
RGB: 0, 189, 221
HEX: #00bddd

Secondary colors

 PMS: 144 U
CMKY: 0, 60, 100, 0
RGB: 245, 130, 32
HEX: #f58220

 PMS: 5517 U
CMKY: 34, 19, 25, 0
RGB: 171, 186, 183
HEX: #abbab7

 PMS: 108 U
CMKY: 1, 13, 100, 0
RGB: 254, 214, 0
HEX: #fed600

 PMS: 527 U
CMYK: 44, 74, 0, 0
RGB: 154, 93, 179
HEX: #9a5db3

Gotham (Primary font)

Gotham Light
Gotham Light *Italic*
Gotham Book
Gotham Book *Italic*
Gotham Bold
Gotham Black

Open Sans (Secondary font)

Open Sans Light
Open Sans Light *Italic*
Open Sans Regular
Open Sans *Italic*
Open Sans Bold
Open Sans Extrabold

Logomark usage examples



**MOST COMPLETED
APPRENTICESHIPS
U.S. DEPT. OF LABOR**

Photography Guidelines

Through imagery we are most interested in showing the diversity of resources and talent that Missouri has to offer. Photography adds authenticity and a human element wherever it is utilized. It is important that we properly showcase the myriad of features that Missouri has to offer.

Please include the following in Missouri Partnership photos:

- Authenticity (Try not to use staged or stock photography)
- Growth
- Innovation
- Diversity in age, gender, race, and geography

Name

Our organization should only be referred to as "Missouri Partnership." Do not include an article, such as "the Missouri Partnership." Abbreviations such as "MoPar" should not be used.

Tone & Voice

Guidelines:

- Use simple and clear language.
- Use language focused on people. What's in it for them? Why does it matter?
- Use language about resources.

We are:

- Progressive
- Innovative
- Creative
- Friendly
- Upbeat
- Strong
- Encouraging
- Accessible
- Optimistic
- Intelligent
- Authentic
- Modern

We are not:

- Arrogant
- Sarcastic
- Juvenile
- Boring
- Aloof
- Unprofessional
- Unreliable
- Detached
- Cynical
- Snarky

