

APRIL | 2017

STYLE GUIDE



These guidelines have been designed to communicate and regulate the design principles for the Motion Picture Industry Pension & Health Plans' marketing communications.

INTRODUCTION

The Motion Picture Industry Pension & Health Plans' ("MPIPHP") company identity represents one of its greatest assets. If used properly, it can powerfully communicate a message, reinforce our position in the marketplace and distinguish us from other similar organizations in the Industry. Improper use can diminish its value and dilute our brand.

Like any company asset, our logo needs to be protected. You can help by adhering to these guidelines to ensure its consistent representation.

Adaptable to internal and external communication materials, the logo provides a visual foundation and focus for all MPIPHP's communications. It projects strongly in both large and small sizes, in color, and in black and white.

The graphic specifications are designed to ensure consistent visual representation of MPIPHP. Strict adherence is required. There may be exceptions that justify slight departures from these guidelines. For these and other questions regarding the guidelines, please contact Lori Brogin-Falley, Esq., Director of Compliance, Communications & Contracts at LBrogin@MPIPHP.org or (818) 769-0007 Ext. 602. She is responsible for identity standards compliance.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will ensure that MPIPHP maintains consistency and integrity in all communications.

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CONTACT INFORMATION

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The Symbol + Logotype

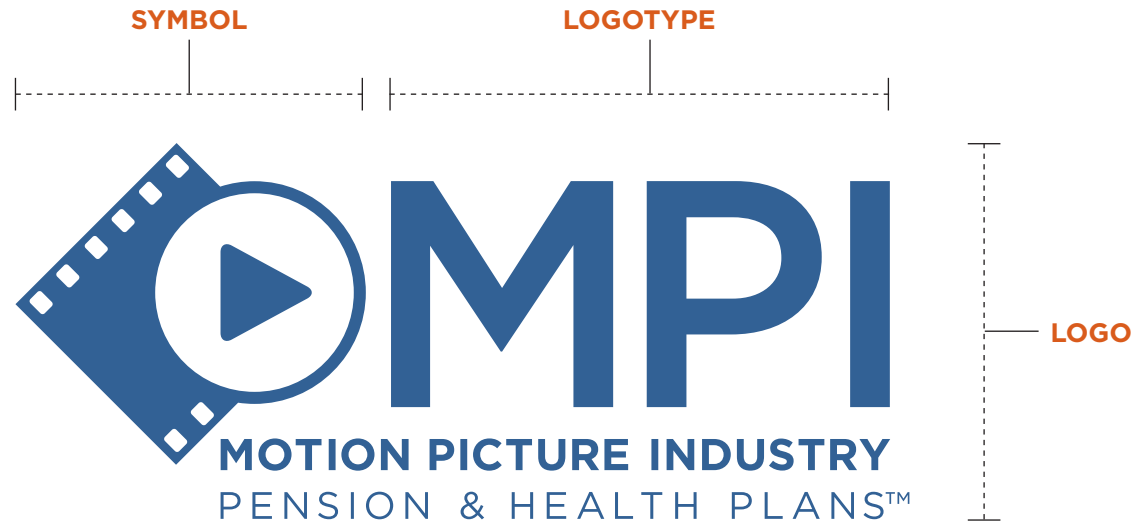
MPIPHP's logo consists of two components: the symbol and logotype.

The logotype cannot be used without the symbol. The symbol and logotype are a single unit created by an established relationship. This relationship remains consistent throughout all applications.

The MPIPHP logo on these pages is one of the principal means of identifying MPIPHP.

The proportions and placement of the MPIPHP logo are extremely important elements that may be enlarged or reduced to suit various applications. Within each of the configurations, the relationship of the elements are fixed, and must not be manipulated or altered in any way other than the way they are presented here in this Style Guide.

- 1 All artwork must be approved by MPIPHP's Director of Communications.
- 2 Use rules, borders and accents with discretion.
- 3 The logo should not be altered in any way and should always be reproduced from an approved electronic file. These files are available by contacting Lori Brogin-Falley, Esq., Director of Compliance, Communications & Contracts at LBrogin@MPIPHP.org or (818) 769-0007 Ext. 602.



LOGO PRODUCTION TECHNIQUES

Color Configurations

The examples demonstrate proper color treatments for the MPIPHP logo.

The logo may be reproduced in CMYK when reproduction considerations restrict the use of additional Pantone colors.

When a solid black or screened background interferes with readability, the entire logo knocks out to white.

Full Color Logo Ink Options

RGB VERSION

r51 g97 b148

hex #336194

CMYK VERSION

c87 m64 y18 k3

PMS VERSION

Pantone 653



FULL COLOR



ONE-COLOR | BLACK



REVERSED | WHITE

WHAT IS RGB?

The RGB color profile is used exclusively in digital design, as it represents the same colors used in computer screens, televisions and mobile devices. Rather than ink, colors in the RGB color wheel are created by blending light itself. The letters RGB represent the different colors used to create different hues: Red, Green and Blue.

WHAT IS CMYK?

The CMYK color model is often referred to as four-color process due to the fact that it utilizes four different colored inks to create an array of different hues. The name CMYK comes from the four colors applied during the printing process: Cyan, Magenta, Yellow and Key (Black).

CMYK colors are mixed during the printing process itself, which can sometimes cause very slight inconsistencies in color throughout a printing run. It's usually not a particularly perceptible change, but it's something to keep in mind when using logos with specific color branding.

WHAT IS PMS?

PMS stands for Pantone Matching System, which is a universal color matching system used primarily in printing. Unlike RGB and CMYK, PMS colors are created with pre-mixed ink long before the image is actually produced, resulting in the most consistent color possible.

LOGO PRODUCTION TECHNIQUES

Color Backgrounds

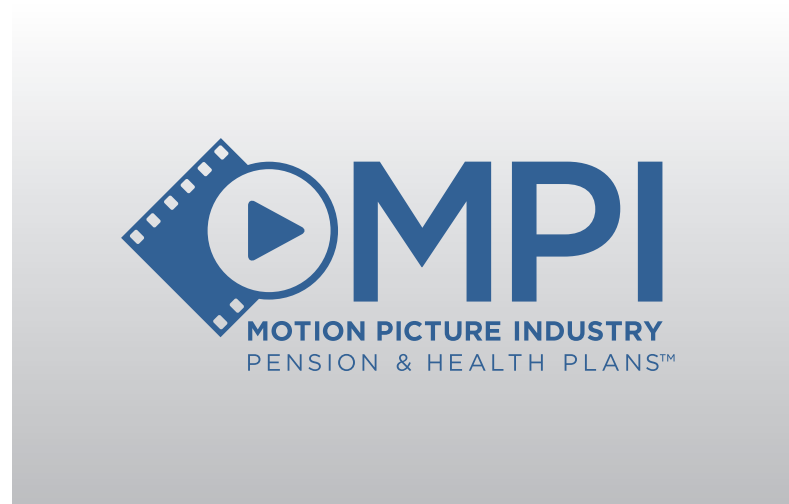
The logo will undoubtedly need to appear on a variety of backgrounds — on products, in environments and against materials.

HOW DO I DETERMINE THE APPROPRIATE LOGO COLOR TO USE?

Assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear and choose the color that best solves the problem.

If the gray value of the background is light (white to 30% gray), use a full-color or black logo.

For darker than 30% gray, the logo should be white.



LOGO PRODUCTION TECHNIQUES

Size and Placement

The logo has been designed to allow for a certain degree of adaptability. However, in order to maintain the integrity of the mark and a strong recognition factor, size considerations must be adhered to.

There are no maximum size restrictions as long as the clear space requirements are met.

MINIMUM SIZE

In a print environment, the measured width of the vertical or horizontal logotype should never be smaller than 1.375".

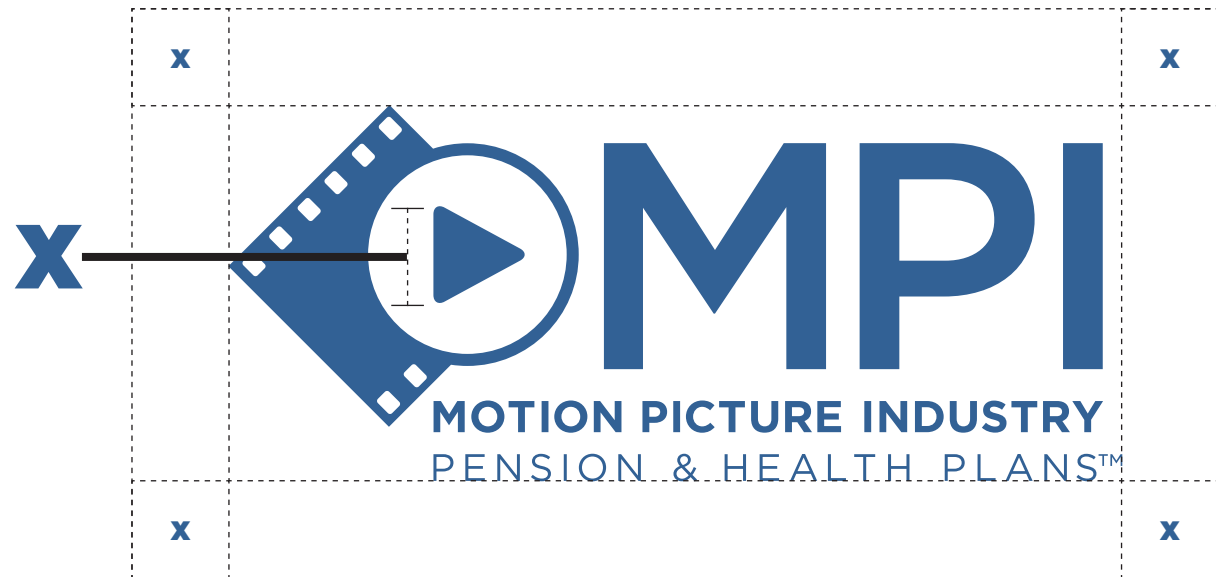


1.375"

CLEAR ZONE

Whenever you use the MPI logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the height of the arrow in the symbol and is shown as "x."

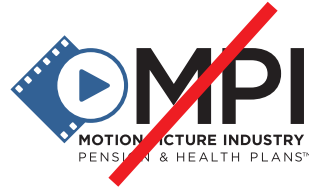


LOGO PRODUCTION TECHNIQUES

Incorrect Usage

Its symbol and logotype are the principal elements of the MPIP company signature. It is important to maintain the integrity of the logo design in all media projects.

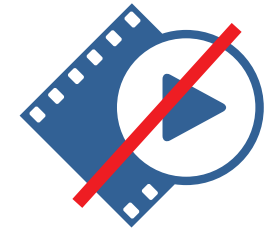
In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.



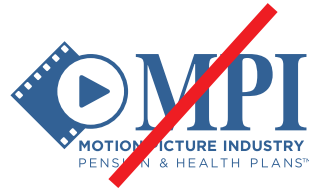
Do not alter the logo's color



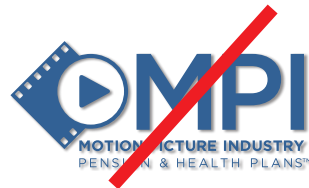
Do not alter the logo's configuration



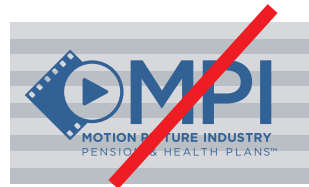
Do not use the symbol without the logotype



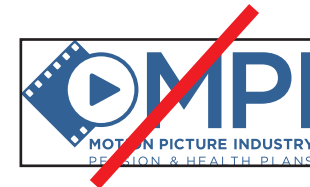
Do not reset the logotype in any other font



Do not embellish the logo by adding dimensional effects or drop-shadows

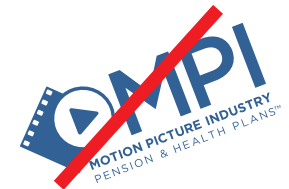
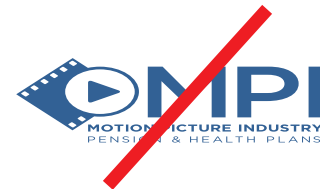
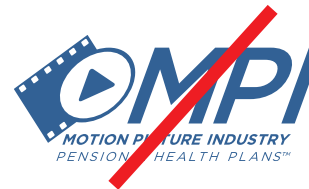


Do not use logo against a distracting background



Do not ignore clear space guidelines

Do not distort, skew, vertically condense, horizontally stretch or angle the logo



LOGO PRODUCTION TECHNIQUES

Available Logo Files

PROFESSIONAL PUBLISHING

MPI_Logo_Black_RGB.eps
MPI_Logo_Black_Rich.eps
MPI_Logo_Black.eps
MPI_Logo_CMYK.eps
MPI_Logo_PMS-653.eps
MPI_Logo_RGB.eps
MPI_Logo_White.eps

FOR DESKTOP PUBLISHING

MPI_Logo_Black.png
MPI_Logo_RGB.png
MPI_Logo_White.png

ALTERNATE FORMATS

MPI_Logo_Black.gif
MPI_Logo_Black.jpg
MPI_Logo_Black.pdf
MPI_Logo_Black.tif
MPI_Logo_CMYK.jpg
MPI_Logo_CMYK.pdf
MPI_Logo_CMYK.tif
MPI_Logo_RGB.gif
MPI_Logo_RGB.jpg
MPI_Logo_RGB.tif

PROFESSIONAL PUBLISHING

These files are in vector format, meaning that the shapes are defined by mathematical equations rather than groups of pixels. They are resolution-free, and can be scaled to any size, with no loss of quality. Dimensions are expressed in real-world units such as inches. These vector files are saved in EPS format — the preferred format for professional publishing, and as the source for generating other formats such as AI, SVG, GIF and TIFF. EPS graphics can be printed only on PostScript devices.

DESKTOP PUBLISHING

For your convenience, logos have been created in PNG format (RGB, black and white). They have transparent backgrounds and will work well in any Microsoft Office application. The logo can be scaled, but enlarging it will reduce the quality, as these logos are pixel-based. Note that most documents created with Microsoft Office are unsuitable for professional-quality reproduction (e.g., offset printing).

ALTERNATE FORMATS

On occasion an alternate format (PDF, TIFF, GIF and JPG) may be needed. Special care should be taken when using these formats. Avoid scaling these formats, as enlarging will reduce the quality.



CLOSE-UP: VECTOR (500%) ENLARGED



CLOSE-UP: PIXEL (500%) ENLARGED

VECTOR FORMAT VS. PIXEL FORMAT

PNG, JPG, TIF and GIF files are all pixel-based graphics and made up of tiny dots / pixels. If you enlarge those file formats more than 100%, you will see a reduction in quality the larger the image is enlarged.

BRAND ELEMENTS

Color Palette

This color palette helps MPIPHP communicate with a unified voice. Color can convey different emotions and color use should be explored for the most impact. Never substitute different colors for the brand colors.

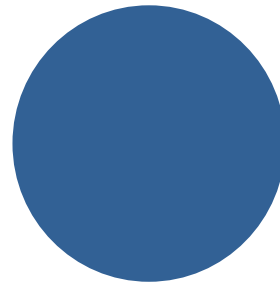
BRAND COLORS

Ink colors are affected by many variables including printing method, paper color and texture.

Our objective is to achieve a very close color match to the approved color palette.

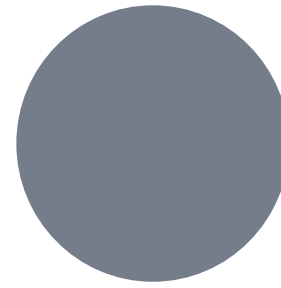
Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.

Pantone® is a registered trademark of Pantone, Inc.



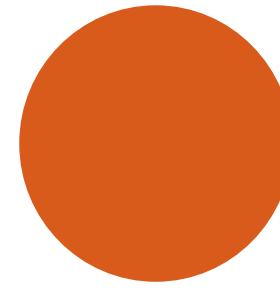
**MPI
BLUE**

Primary Color



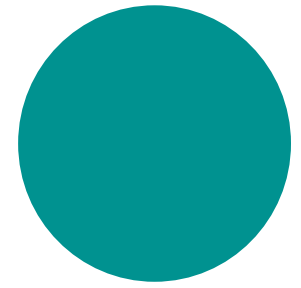
**MPI
GRAY**

Secondary Color



**MPI
ORANGE**

Complementary Color



**MPI
TEAL**

Complementary Color

#653
PMS

#7544
PMS

#1595
PMS

#327
PMS

87/64/18/3
CMYK

58/46/35/6
CMYK

0/75/100/11
CMYK

100/0/44/17
CMYK

51/97/148
RGB

117/124/138
RGB

216/91/30
RGB

0/146/143
RGB

#336194
HEX

#757C8A
HEX

#D85B1E
HEX

#00928F
HEX

Typography

Great care has been taken in the selection of the typefaces for the MPIPHP Company Signature. Care in both a pragmatic and an artistic concern should be used when applying the use of these fonts, according to the guidelines on this page. The logotype font is fixed and other font usage is proportional to the point size.

The complementary fonts may be used to maintain legibility in the body copy and correspondence.

Business Correspondence

The standard typeface for MPIPHPs' business correspondence is Times Roman. This type family was chosen because it is a standard font available in most word processing applications, including Microsoft Office.

TIMES NEW ROMAN REGULAR

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TIMES NEW ROMAN ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TIMES NEW ROMAN BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

TIMES NEW ROMAN BOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Typography Design Applications

PROFESSIONAL PUBLISHING

The main typeface for MPIPHP's collateral materials is called Myriad Pro.

DESKTOP OR ONLINE APPLICATIONS

As a free alternative to Myriad Pro, a typeface called Open Sans is available at:

<https://fonts.google.com/specimen/Open+Sans>

MYRIAD PRO REGULAR

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MYRIAD PRO ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MYRIAD PRO SEMIBOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MYRIAD PRO SEMIBOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MYRIAD PRO BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

MYRIAD PRO BOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Typography Design Applications

PROFESSIONAL PUBLISHING

The complementary typeface for MPIPHP's collateral materials is called Gotham.

Special care should be taken when using this font as it's secondary to Myriad Pro. It can be used for headlines, subheads, captions and contact information.

DESKTOP OR ONLINE APPLICATIONS

As a free alternative to Gotham, a typeface called Montserrat is available at:

<https://fonts.google.com/specimen/Montserrat>

GOTHAM LIGHT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

GOTHAM BOOK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

GOTHAM MEDIUM

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

GOTHAM BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

GOTHAM BLACK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

GOTHAM ULTRA

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BRAND ELEMENTS

Photography

Although our customers may speak different languages, our common language is visual.

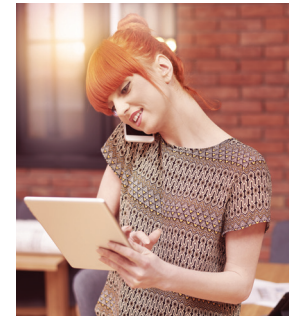
Photography is one element that can be used in combination with our logo to effectively represent the MPIPHP brand.

Focus on images that are imaginative, dynamic and trigger a response, an emotion or a call to action.

Look for photographs that are simple, clear and direct; original and thought-provoking; universally understood; and straightforward rather than overly manipulated or contrived.

SAMPLE PHOTOGRAPHY

Please keep in mind that interesting cropping can make lifestyle photos more dynamic and thought-provoking. Our photography style should feature clean, contemporary images. The subjects should not look posed, but appear natural. Color photography is preferred to black and white. Outside images are preferred to interior photos, and images including light flares and vibrant, saturated colors are preferred.



IMPORTANT NOTE:

The photography used on this page has NOT been licensed and should be used for reference only.

SAMPLE APPLICATIONS

Business Collateral

When typing correspondence please use:

Times New Roman Regular at 11.5 pt. with single spacing. Follow the pre-determined margins which are set to 1" on all sides (top/left/right/bottom), when using the second sheet.

Do not alter the header or footer graphics within the electronic letterhead documents in any way.

This page shows the approved layouts with the primary elements of MPIPHP's business collateral system.

The letterhead will be used for all official communication that is going out of MPIPHP.

LETTERHEAD, ENVELOPE AND BUSINESS CARD

(not to scale)



OFFICE:
11365 Ventura Boulevard
Studio City, California 91604-3148
(818 or 310) 769-0007

MAILING ADDRESS:
P.O. Box 1999, Studio City, California 91614-0999
www.mpiphp.org



Date

Recipient Name
Title
Company Name
Primary Business Address
City, State Zip

Salutation,

This letter is to demonstrate how a typical letter will appear on your new letterhead. As you can see, the design leaves plenty of space for even a lengthy piece of correspondence. The address line and logo are clearly legible, thus allowing quick recognition of your company by many audiences. If you have any questions or concerns regarding this new set of business collateral, please feel free to give a call to my office.

This letter is to demonstrate how a typical letter will appear on your new letterhead. As you can see, the design leaves plenty of space for even a lengthy piece of correspondence. The address line and logo are clearly legible, thus allowing quick recognition of your company by many audiences.

This letter is to demonstrate how a typical letter will appear on your new letterhead. As you can see, the design leaves plenty of space for even a lengthy piece of correspondence. The address line and logo are clearly legible, thus allowing quick recognition of your company by many audiences. If you have any questions or concerns regarding this new set of business collateral, please feel free to give a call to my office. Once again, it has been a pleasure working with you.

This letter is to demonstrate how a typical letter will appear on your new letterhead. As you can see, the design leaves plenty of space for even a lengthy piece of correspondence.

Sincerely,

Name,
Title

Studio City, California 91604-3148 | Mailing Address: P.O. Box 1999, Studio City, California 91614-0999
818 or 310.769.0007 | www.mpiphp.org

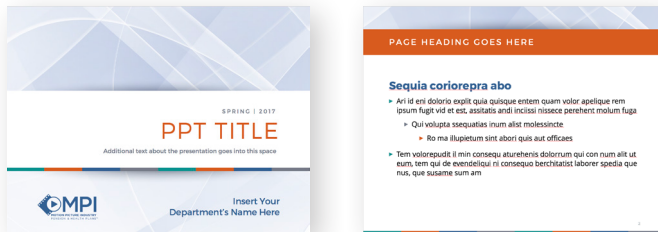
SAMPLE APPLICATIONS

PowerPoint

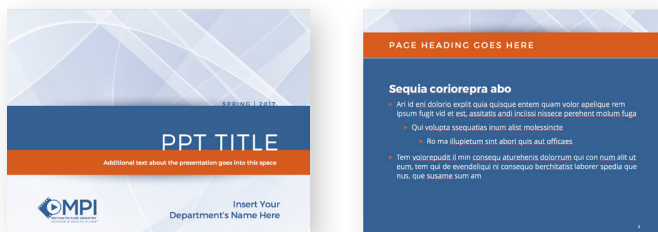
Two PowerPoint templates options have been created. The two typefaces, Montserrat and Open Sans, are available at:

<https://fonts.google.com/specimen/Montserrat>
<https://fonts.google.com/specimen/Open+Sans>

MPI_PPT_WHITE



MPI_PPT_BLUE



Emails and Email Signature

In Outlook, the default font is 11-point Calibri. Instead, please use Times New Roman in 11 pt to comply with our new style guidelines. The color for the text should be set to black. The only color should be used within the email signature.

Standardized email signatures have been established for MPIPHP and should be utilized as a sign-off to all email correspondence. The email signature uses the Georgia typeface at 10pt in MPI Blue (#336194). The individual's name should be in bold, along with the company name which is set in all caps. For set-up details, please see your IT department.

SAMPLE EMAIL SIGNATURE

Lori Brogin-Falley, Esq.

Director of Compliance, Communications & Contracts | Compliance and Privacy Officer
MPI | MOTION PICTURE INDUSTRY PENSION & HEALTH PLANS
11365 Ventura Blvd., Studio City, CA 91604
Phone: 818.769.0007 x602 | lbrogin@mpiphp.org | mpiphp.org

Publications

With the launch of the new logo and Style Guide, MPIPHP publications will reflect these changes.



Contact Information

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