



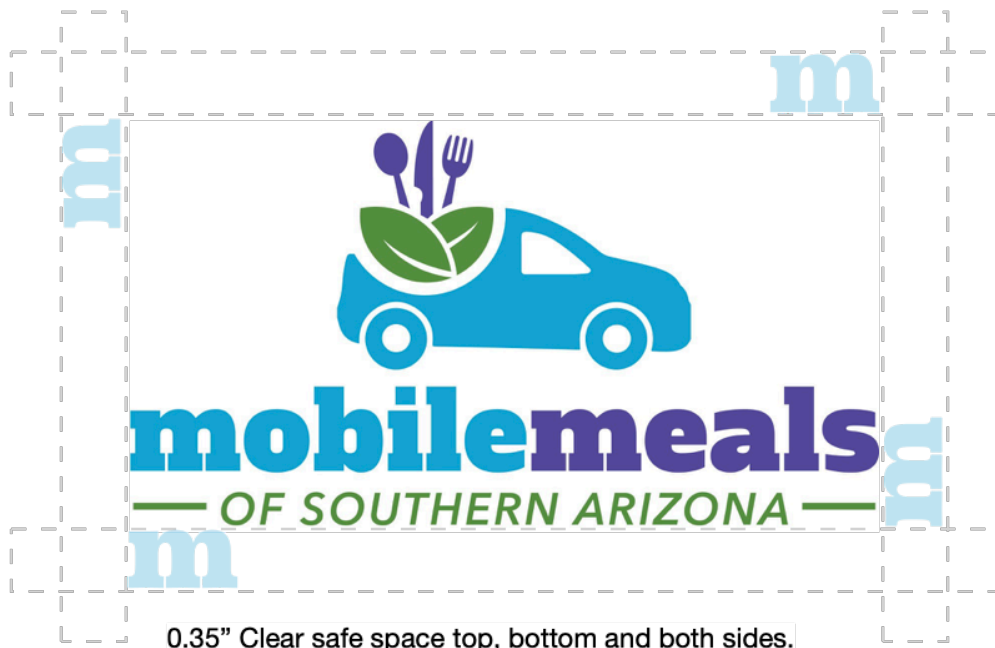
Graphic Standards

REV. April 2022

Mobile Meals Logo Integrity

- Only the current and approved Mobile Meals of Southern Arizona logo and slogan may be used in advertising by authorized personnel.
- The Mobile Meals of Southern Arizona logo is the symbol of the brand and must be presented in a positive light at all time. It is intended to be a symbol of Mobile Meals's core values: Community, Compassion, Generosity, Nutrition and Collaboration.
- The Mobile Meals logo may not be modified, embellish or altered in any way without the consent of Mobile Meals of Southern Arizona.
- The approved tagline: "Volunteer just one day a week for 2-hours driving your own car listening to your own tunes delivering smiles and nutrition to neighbors in need of food.
- All visual advertising (including video) must feature the current Mobile Meals logo in its approved form, without modification and in compliance with Mobile Meal's Graphic Standards.
- Advertising must satisfy the specific placement and clear space guidelines when using the Mobile Meals logo. A clear space of at least 0.25" must surround all sides of the Mobile Meals logo.
- The Mobile Meals logo can only appear on a solid white background.
- Only approved fonts should be used in all Mobile Meals advertising.
- The master Mobile Meals approved font is Helvetica Neue font available as regular, *italic*, Ultralight, *Ultralight Italic*, Thin, *Thin Italic*, Light, *Light Italic*, **Medium**, **Medium Italic**, **Bold**, **Bold Italic**, **Condensed Bold** and **Condensed Black**.
- The exclusive digital font is Arial available in *Italic*, **Bold** and **Bold Italic**.

Logo & Colors



MMSA Blue
RGB 8 167 213
HEX/HTML 08a7d5
CMYK 74 15 6 0
PANTONE 2202 U



MMSA Purple
RGB 85 75 157
HEX/HTML 554b9d
CMYK 80 83 1 0
PANTONE 274 U



MMSA Green
RGB 89 144 65
HEX/HTML 599041
CMYK 70 23 98 7
PANTONE 2418 U

Style Guidelines



Important

Mobile Meals Logo Standards

1. Do not alter the scaling of the logo, do not stretch, or narrow it. It must remain at its current aspect ratio.
2. Use the full color logo on white, or only a very light background.
4. Use a one-color logo on most all colored backgrounds. The brand must be best crisp and clean.
5. Do not take apart the logo or use the logo "type" as copy.

Typography

Helvetica Neue

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Typography

Eames Century Modern

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Extra Bold Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Typography

Headlines:
Helvetica Neue Regular
All caps

MOBILE MEALS DELIVERIES
COMPASSION AND NUTRITION

Alternative Headlines:
Eames Century Modern
All caps

MOBILE MEALS DELIVERIES
COMPASSION AND NUTRITION

Body Copy:
Helvetica Neue Regular
Sentence Case

Volunteer just one day a week for 2-hours driving
your own car listening to your own tunes
delivering smiles and nutrition to neighbors in
need of food.

Offer Copy:
Helvetica Neue Regular
Title Case

Lorem Ipsum Dolor Sit Email, Contour Adjacent
Elit, Se Do Elmwood Tempor Incident Ut Labore
Et Dolore Magna Aqua. Ut Enim Ad Minim Yemen,
Quis Nonsense Exercitation Uncle Laboris Nisi Ut.

Disclaimer Copy:
Helvetica Neue Regular
Sentence Case
10-point type size

Lorem ipsum dolor sit email, contour adjacent elit, se do elmwood
tempor incident ut labore et dolore magna aqua. Ut enim ad minim
yemen, quis nonsense exercitation uncle laboris nisi ut.

Standard PC Fonts

TrueType Font (TTF)

TTF was a joint effort by Apple and Microsoft in the late 1980s. The purpose was simple: they needed a format that both Windows and Mac could use natively, as well as a format that could be read by default by most printers. TrueType Fonts fit the bill.

TTF packages include both the screen and the printer font data in a single file. This made it easy to install new fonts and served as an early cross-platform font format usable by most consumer devices.

OpenType Font (OTF)

OTF was a joint effort by Adobe and Microsoft. Much like TTF, OTF was cross-platform and included the display and printer font data in a single package.

OTF extended TTF by offering many capabilities that TTF wasn't capable of providing. For example, OTF featured a format that allowed for the storage of up to 65,000 characters.

Font options that work cross-platform are:

- Bookman
- Palatino
- Avant Garde
- Garamond

The fonts that are most safe to use are:

Arial / Helvetica.

Times New Roman / Times.

Courier New / Courier.

The most popular PC fonts?

1. Helvetica (sans serif font)
2. Calibri (sans serif font)
3. Futura (sans serif font)
4. Garamond (serif font)
5. Times New Roman (serif font)
6. Arial (sans serif font)
7. Cambria (transitional serif font)
8. Verdana (sans serif font)