

MCOA Style Reference

LOGO BASICS

The MCOA logo uses four colors: MCOA Blue, MCOA Green, MCOA Yellow, and White. The logo consists of a circular mark accompanied by the type "Massachusetts Councils On Aging" which can be to the right or below the mark to best fit the available space. Primarily the logo should be used on a white background for maximum impact and clarity.

PRIMARY LOGO WIDE



LOGO WIDE GRAYSCALE



LOGO WIDE GRAYSCALE REVERSED



MINIMUM CLEAR SPACE

The minimum clear space is defined as the width/height of the capital letter 'M' in the logo type. The minimum clear space should always be applied. Try to maximize clear space whenever possible.



PRIMARY LOGO SQUARE



LOGO SQUARE GRAYSCALE



LOGO SQUARE GRAYSCALE REVERSED



COLOR PALETTE

LOGO COLORS



MCOA BLUE

CMYK: 98/78/06/00
RGB: 017/079/155
HEX: #114F9B
PANTONE 7686 C



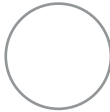
MCOA GREEN

CMYK: 82/06/84/00
RGB: 000/168/097
HEX: #00A861
PANTONE 3405 C



MCOA YELLOW

CMYK: 06/00/71/00
RGB: 246/238/109
HEX: #F6EE6D
PANTONE 393 C



WHITE

CMYK: 00/00/00/00
RGB: 255/255/255
HEX: #FFFFFF
WHITE

WEB COLORS - PRIMARY



MCOA WEB BLUE

CMYK: 82/67/22/05
RGB: 70/92/139
HEX: #465C8B



MCOA WEB GREEN

CMYK: 46/06/69/00
RGB: 147/193/120
HEX: #93C178



MCOA YELLOW

CMYK: 06/00/71/00
RGB: 246/238/109
HEX: #F6EE6D



GAINSBORO

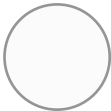
CMYK: 11/11/05/00
RGB: 223/220/227
HEX: #DFDCE3



BRIGHT NAVY BLUE

CMYK: 81/58/00/00
RGB: 038/109/211
HEX: #266DD3

WEB COLORS - SUPPORTING



SNOW

CMYK: 01/01/01/00
RGB: 250/250/250
HEX: #FAFAFA



ANTI-FLASH WHITE

CMYK: 05/05/02/00
RGB: 239/237/240
HEX: #EFEDF1



BLACK SHADOWS

CMYK: 31/25/26/00
RGB: 179/177/177
HEX: #B3B1B1



OUTER SPACE

CMYK: 75/64/46/31
RGB: 067/075/090
HEX: #434B5A



DARK GUNMETAL

CMYK: 79/71/56/66
RGB: 032/036/045
HEX: #20242D

FONTS

HEADLINES: ROBOTO SLAB (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY: OPEN SANS (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789