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- **About:**

  The Midwest Archives Conference (MAC) is one of the nation's largest regional professional associations for archivists. While individuals and institutions from across the country and around the globe are welcome, the MAC region covers thirteen heartland states: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Ohio, and Wisconsin.

  MAC's identity is rooted in its mission to advance the archival profession by promoting information exchange and cooperation among individuals and institutions interested in preserving and using archival and manuscript materials.

- **Logo Specifications:**

  The MAC logo is available in two variations. Note that these are the only approved visual representations of the MAC organization.

  Full Logo:
  The full MAC logo is modern and clean, using capital and lower-case letters to symbolize both the professional and friendly nature of the organization. The full logo features 13 squares to represent the 13 member states. Whenever possible, the full MAC logo should be used.

Abbreviated Logo:

The abbreviated MAC logo focuses on the organization's common acronym. The abbreviated logo should be used primarily for responsive interfaces in online environments. It may also be used on physical items where the full logo cannot fit, when the full name of the organization would be redundant or unnecessary (e.g. on communications with members only), or when the full logo would be aesthetically unsatisfactory.

MAC

Favicon:

The MAC favicon, also known as a shortcut or website icon, should be used only on the website.

MAC

▪ Color Specifications:

MAC Blue is the dominant color for MAC's brand identity and should be used whenever a color other than black is required in official promotional materials, meeting signage, official correspondence and forms, and on the title page of publications. Specification for the MAC logo colors are as follows:

MAC BLUE
HEX: #13549b
RGB: 19/84/155
CYMK: 97 / 75 / 7 / 1

MIDWEST BROWN
Hex: #c8a27c
RBG: 200 / 162 / 124
CYMK: 0 / 23 / 41 / 24

In any situation where two-color printing is not possible or is cost prohibitive, one color—MAC Blue—may be used:

In any situation where color is not available, a black logo may be used:

- ▪ **Typeface Details:**

The MAC logo uses the font Abel which has an Open Font License and is free for commercial use (available: https://www.fontsquirrel.com/fonts/abel). This font should be used for the MAC Newsletter masthead. Beyond that, members are encouraged to use this font whenever text is paired with the logo or when it would make good design sense.

- ▪ **Logo Best Practices:**

The MAC Logo is an outward facing identifier to the public, so it is a point of pride, but it also represents our organizational identity. It should be reproduced with the highest quality and consistency using an original image file. The MAC logo is intended as a design element and should not be used in lieu of the words "Midwest Archives Conference" or "MAC." Whenever appropriate, the MAC logo should be left justified. Other best practices when using the logo include the following:

- ✓ Do not change colors
- ✓ Do not change typeface
- ✓ Do not rotate or skew
- ✓ Do not distort proportions
- ✓ Do not add additional design elements such as shadows, graphic filters, or other icons
- ✓ Do not crop the logo to eliminate white space around the image