



THE INDUSTRY THAT MAKES SUPPLY CHAINS WORK™

MHI Identity Guidelines



Introduction

To understand the function and value of the MHI identity, it is important to recognize that every organization has a specific public identity—an identity partly formed by the look of its printed materials, stationery, website, etc. Each element of communication contributes to the overall impression people have of the organization.

When an organization's identification program is coordinated and intentional, it projects a unified character which works effectively to reinforce all of its activities. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision-making processes.

The purpose of this manual is to explain and direct the components of the MHI visual identity and communications program, define our graphic design standards and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent identity for MHI.

3 Table of Contents

Basic Elements		MHI Programs	
The Icon	5	YPN	35
Basic Logo	6	Solutions	36
Safety Area	7	Innovation Award	37
Color	8	Business Planning Community	38
Use on Different Backgrounds	9	MHIview	39
Primary Typography	10		
Secondary Typography	11	MHI Education	
Incorrect Use	12	CICMHE	41
		MHI Career Technical Education	42
		Material Handling Education Foundation	43
Stationery System			
Business Cards	14	MHI Industry Groups	
Letterhead	15	ACE	45
Envelopes	16-18	AEC	46
Thank You Cards	19	ASRS	47
Mailing Label	20	CMAA	48
		CSS	49
Communications		EASE	50
Pocket Folder	22	HMI	51
Postcard	23	ICWM	52
Website	24	LIFT	53
Banners	25	LODEM	54
PowerPoint Templates	26	MAG	55
Case Study Templates	27	MMA	56
Written Guidelines	28	ProGMA	57
Social Media	29	RMI	58
Survey Themes	30	TRG	59
		SLAM	60
MHI Trade Shows		SMA	61
MODEX	32		
ProMat	33	MHI Division	
		WERC	62

Basic Elements

5 The Icon

This icon has been designed to provide a bold, memorable mark to represent MHI in all forms of communication.

The icon can be read simply as a star, but upon closer observation can also be seen as five arrows coming together. Proper use of the icon, and how it is combined with the MHI name to form the MHI logo, is described on the following pages.

Note: Use of the icon alone without the MHI name is not allowed. However, the icon can be used as a whole or in part as a graphic element to compliment the MHI logo. MHI programs may use the icon in conjunction with their official logo with prior approval.



6 Basic Logo with Tagline & Minimum Size

The icon combined with the MHI lettering and tagline, is the full MHI logo (Fig. A). MHI is always in uppercase letters.

There are no predetermined sizes for the MHI logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the full logo or the basic logo may never be so small that the tagline or MHI lettering is unreadable.

In print the minimum size is 1.5" (Fig. C) for full logo and 1" (Fig. B) for basic logo. For digital uses the minimum size for the full logo is 250 pixels and for the basic logo is 100 pixels. The exception would be for ICO's which is a 16 pixels file.

In some cases where the logo needs to be small but the tagline needs to be readable, the tagline can be moved directly under MHI (Fig. D).

Fig. A



Fig. B



Fig. C



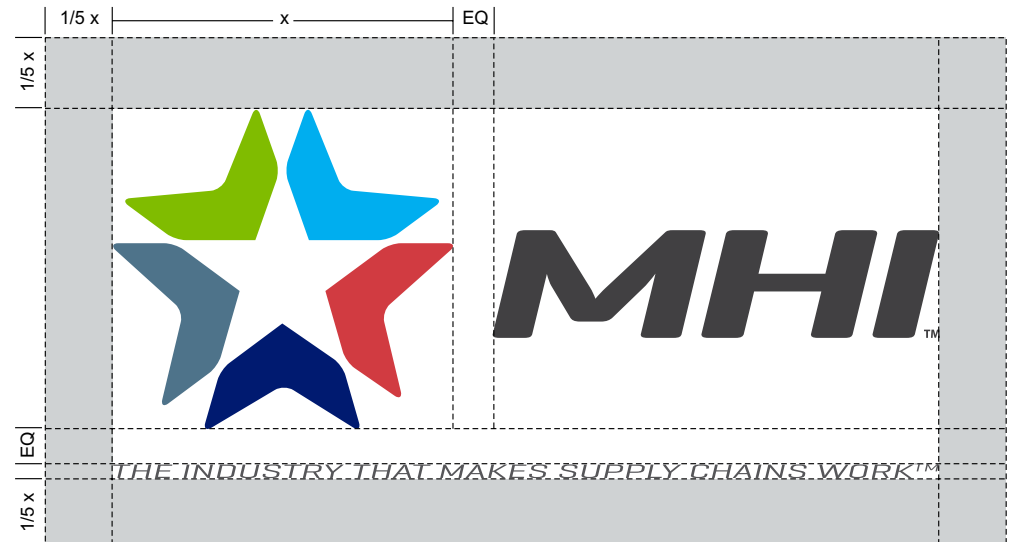
Fig. D



7 Safety Area

When the MHI logo is used, a safety area around the logo will ensure visibility and impact. As illustrated, the minimum safety zone measures $\frac{1}{5}$ the width of the symbol. Use the safety area zone between the logo and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

When the logo and tagline are used together, the recommended safety area measures $\frac{1}{5}$ of the width of the icon. The distance the tagline has from the logo is equal to the distance between the icon and MHI text.



8 Color

The use of color is an important aspect of the MHI identity. The full color logo should be used whenever possible.

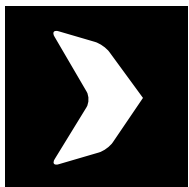
The MHI logo should never be used in any one single color. If full color is not possible then the logo can be in 100% Black, 100% White or Gray depending on the color of the background.

On a dark background the icon may appear in full color while the MHI lettering and tagline are in 100% White.



One Color

PMS Process Black C
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000



Reversed

PMS NA
CMYK NA
RGB 255, 255, 255
HEX FFFFFFFF



PMS 376C
CMYK 50, 0, 100, 0
RGB 141, 198, 63
HEX 8DC63F



PMS Process Cyan
CMYK 100, 0, 0, 0
RGB 0, 174, 239
HEX 00AEEF



PMS 1797C (96%)
CMYK 0, 92, 80, 7
RGB 228, 43, 39
HEX E42B27



PMS 2748C
CMYK 100, 88, 0, 14
RGB 25, 57, 138
HEX 19398A



PMS 5405C
CMYK 58, 17, 0, 46
RGB 59, 110, 143
HEX 3B6E8F



PMS Process Black C
CMYK 0, 0, 0, 90
RGB 26, 26, 26
HEX 1A1A1A

Use PMS or CMYK colors for printing and RGB or HEX colors for digital.



When using the color bar this is the only color order to use.

9 Usage on Different Backgrounds

Here are examples of the correct way to use the MHI logo on a variety of backgrounds. It is important to have adequate contrast between the icon and the background for optimal visibility.



10 Primary Typography

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of MHI.

Geogrotesque Regular, Bold and Italic are used for the logo and tagline.

Geogrotesque Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[*]

Geogrotesque Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[]*

Geogrotesque Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$%!?[*]

11 Secondary Typography

Arial in its various weights and faces can be used for stationery system, advertisements, brochures and other communications when a sans serif face is appropriate.

For business letters or documents
Garamond can be used for easier reading.

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:; '\$%!?(*

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:; '\$%!?(*

Garamond Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:; '\$%!?(*

Garamond Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:; '\$%!?(*

12 Incorrect Usage

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the MHI identity by being aware of the improper logo usage illustrated here. If questions about usage arise please contact the MHI marketing department.



Do not separate icon to stand alone, must use in conjunction with full logo (see page 6)



Do not use an unapproved color. For approved colors see page 9.



Do not blur



Do not distort the logo



Do not use an alternative typeface



Do not use lowercase lettering



Do not change MHI typeface color



Do not rearrange elements of the logo



Do not tint or screen



Do not use full color logo on dark background



Do not use full cover logo over a busy image



Do not tilt the logo

Stationery System

14 Business Cards

3.5" x 2"

Color:

4 color process and Black

Stock:

80# Classic Crest Cover, smooth Solar White

Type specifications:

Employee name is set in 10pt

Geogrotesque. Employee title is 8pt Italic

Geogrotesque and contact information is set in 8.5pt Geogrotesque.

Exception:

In cases where the email address is too long, the email address only should be set at 8pt.



Staff Name

Staff Title

Tel: 704-676-1190

Dir: 704-714-0000

Fax: 704-676-1199

8720 Red Oak Blvd., Suite 201
Charlotte, NC 28217-3992

staffemail@mhi.org

15 Letterhead

8.5" x 11"

Color:

4 color process and Black

Stock:

60# White Offset

Type specifications:

Address is set in 8pt Arial Regular.

Typing Format:

All letters should be typed in Garamond 10pt, with 12pt line spacing. Margins for typing are listed on the example shown to the right.

Electronic Letterhead:

A Microsoft Word Template, with the logo and address line embedded, is available for use when an emailable letter is necessary or when printing in-house.

See page 31 for written communication guidelines.



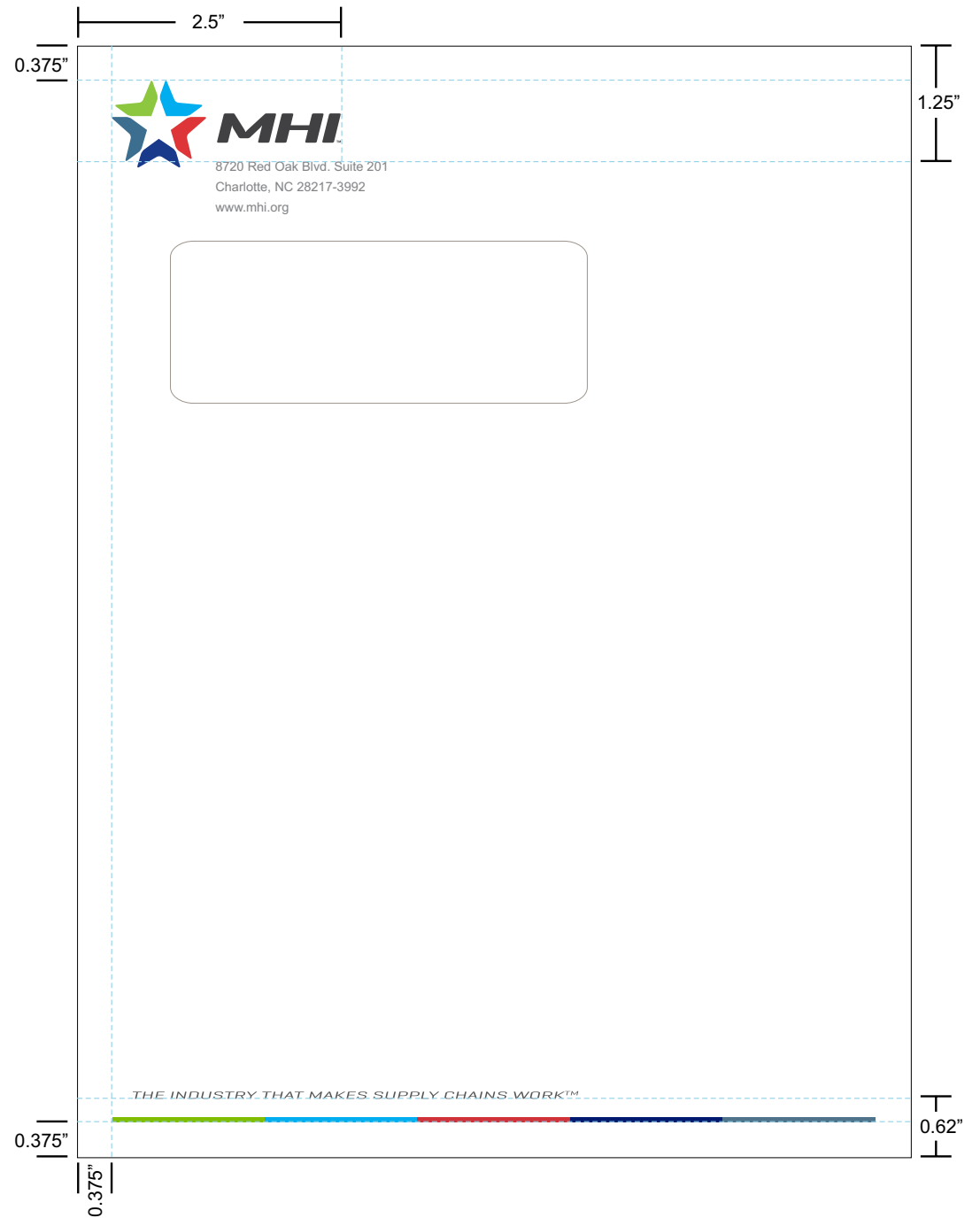
16 Envelopes

Booklet Window Envelope
9" x 12" (4.5" x 1.75" window)

Color:
4 color process

Stock:
28# White Wove with window, conventional
gum

Type specifications:
Address is set in 10pt Arial Regular.



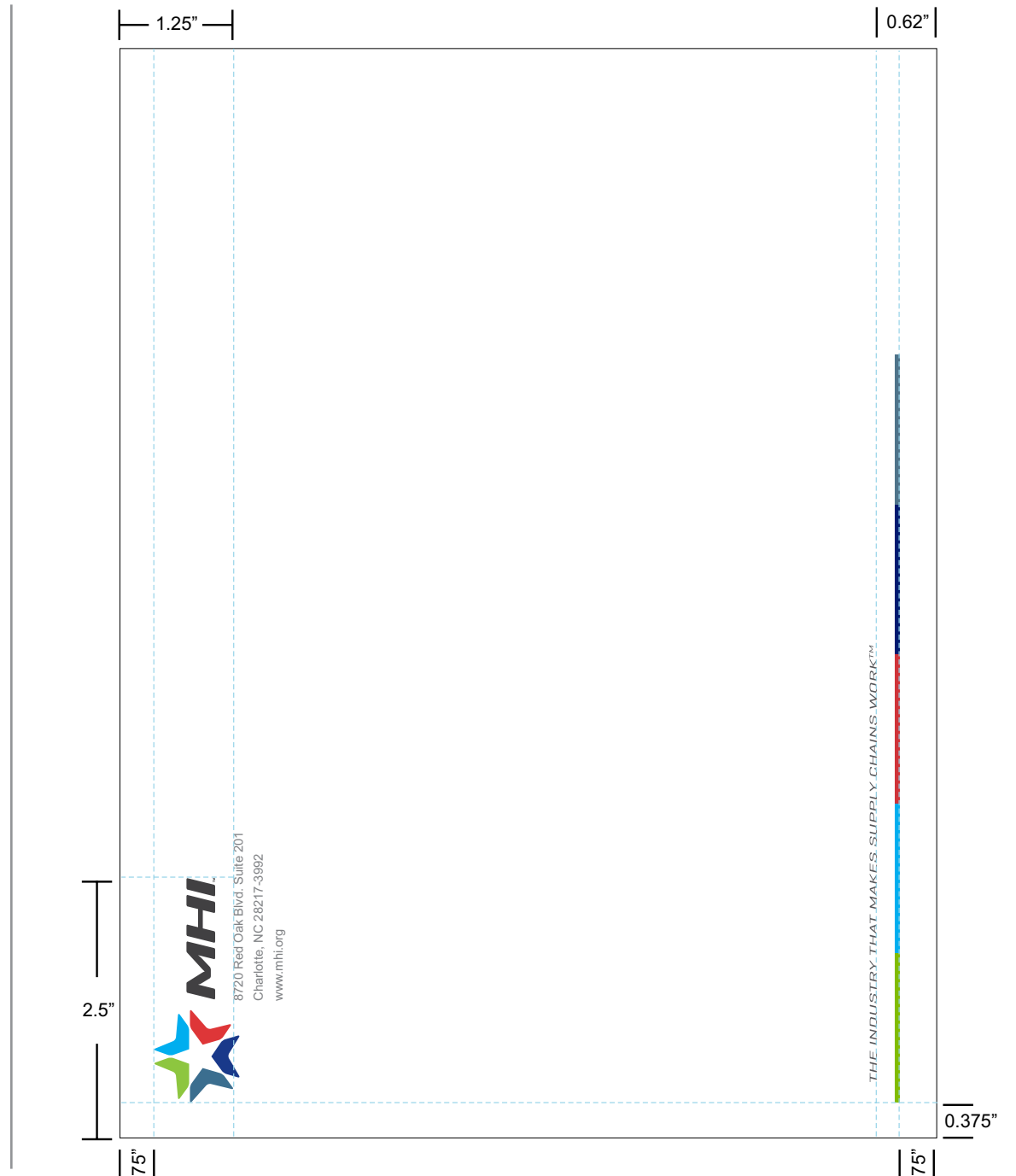
17 Envelopes

#9 Booklet Envelope
9" x 12"

Color:
4 color process

Stock:
28# White Wove, conventional gum

Type specifications:
Address is set in 10pt Arial Regular.



18 Envelopes

#10 Business Envelope

4.125" x 9.5"

Color:

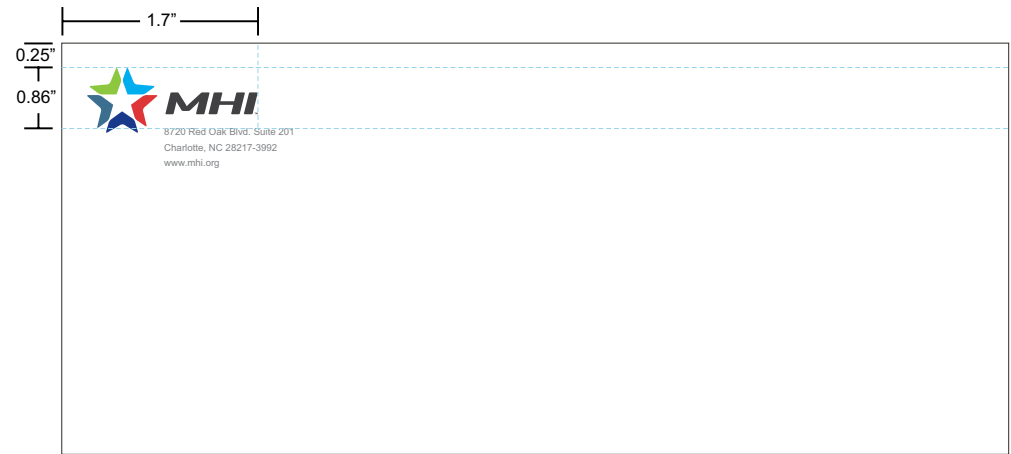
4 color process and Black

Stock:

24# Classic Crest Writing, Solar White

Type specifications:

Address is set in 7pt Arial Regular.



19 Thank You Card

Thank You Card
5.5" x 4"

Color:
4 color process and Black

Stock:
65# Cougar Cover, White, 24# waverly Hall
Bright White Envelopes

Type specifications:
Address is set in 10pt Geogrotesque
Regular.



20 Mailing Label

Mailing Label

2.5" x 1.5"

Color:

4 color process

Stock:

White semi-gloss stock

Type specifications:

Address is set in 12pt Arial Regular.



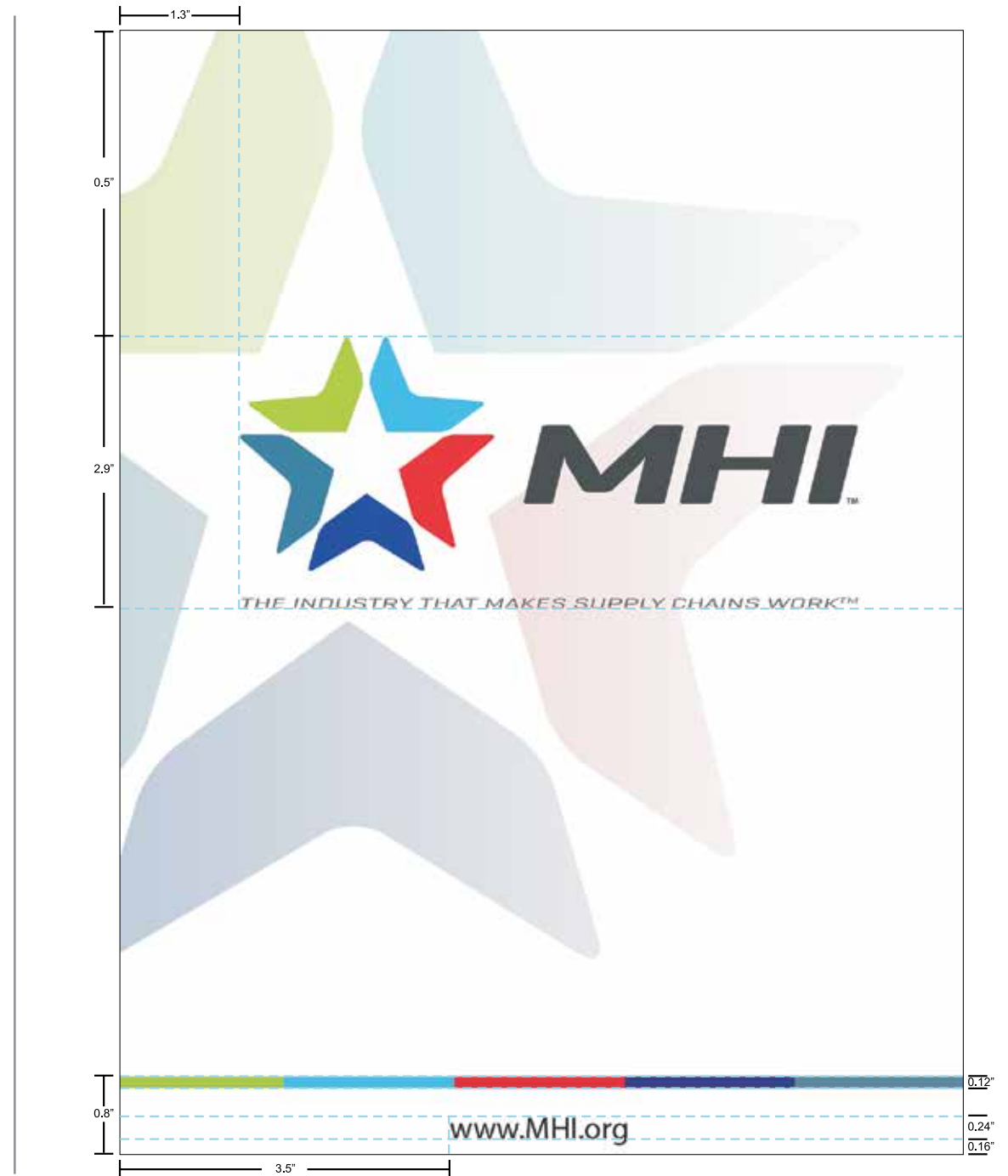
Communications

22 Pocket Folder

Pocket Folder
12" x 9" folded with two 4" pockets

Color:
4 color process plus overall aqueous coating

Stock:
10pt C-1-S Cover



23 Postcard

Postcard

8.875" x 5.875"

Color:

5 color process plus overall aqueous coating
/ 4 color process plus spot aqueous

Stock:

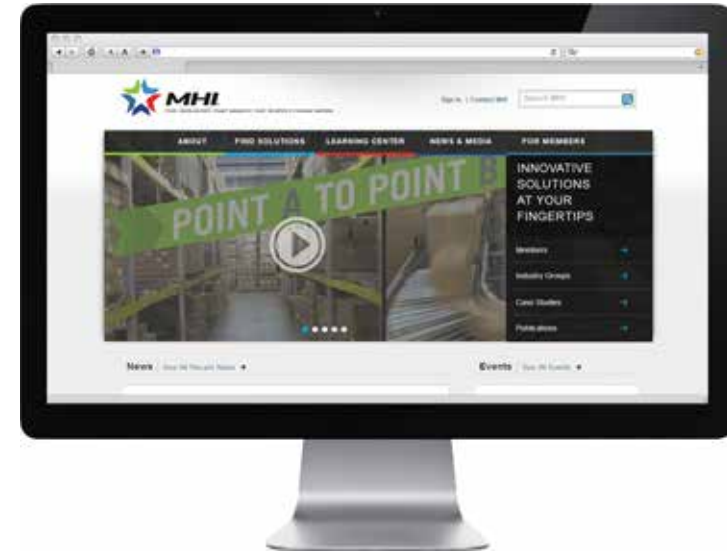
12pt C-1-S Cover



24 Website

The website logo will adjust depending on the viewing device. For the desktop the full logo will be used, tablet will use the basic logo and mobile phone will use smaller version of basic logo.

These examples will be followed for use of our logo on websites outside of our own.



25 Banner Ads

Banner ads for online use only. These ads are not to be used in any printed materials.

The ads will contain MHI logo, tagline and a call to action button.

728px x 90px



486px x 60px



468px x 60px



300px x 250px



200px x 200px



180px x 150px

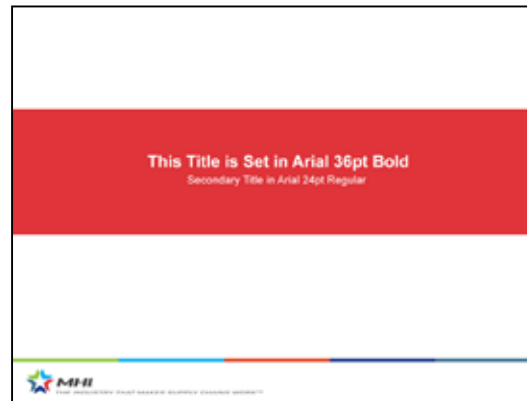
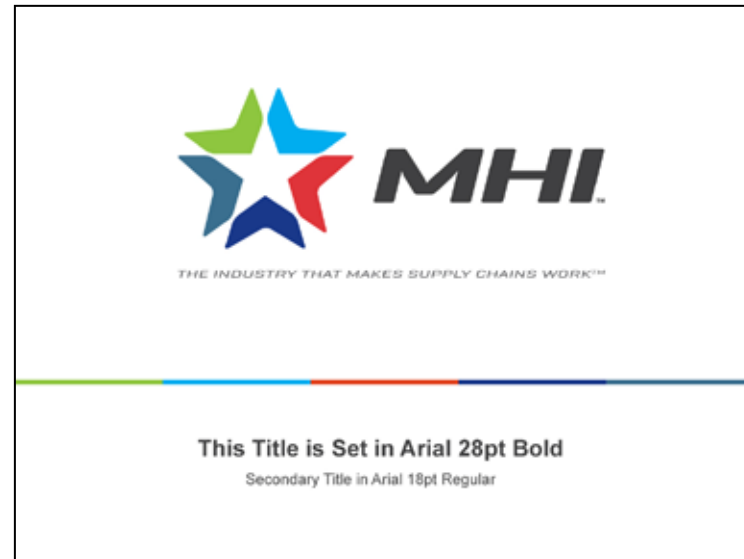


100px x 100px



26 PowerPoint Templates

This will serve as the standard template for internal communications. Here are examples of a cover page, divider page and text page.



27 Case Study Templates

Case Study templates are available from MHI and must be used when submitting case studies for posting on MHI website.

The templates are in Microsoft Word and can be emailed.

MHI Headline

Features and Benefits
FACTORY BENEFITS OF SOLUTION

Industry Group: MHI ACILITY
GROUP

OPTIONAL QUOTE FROM CASE
STUDY

PHOTO

Photo credit

INSERT CASE STUDY

COMPANY LOGO

COMPANY NAME
COMPANY ADDRESS
COMPANY PHONE
COMPANY EMAIL
COMPANY WEBSITE

Content Categories: Check the box to the left of applicable (limit to 10 or less categories).

Facility Type
<input type="checkbox"/> Distribution Center
<input type="checkbox"/> Manufacturing Facility
<input type="checkbox"/> Warehouse

MHI.org Product Categories

<input type="checkbox"/> Attachments - Overhead & Lifting Equip
<input type="checkbox"/> Attachments - Trucks & Mobile Equipm
<input type="checkbox"/> Automated Storage/Retrieval Systems
<input type="checkbox"/> Automatic Guided Vehicle Systems
<input type="checkbox"/> Automatic Identification Products
<input type="checkbox"/> Batteries / Chargers / Motors/ Fuel & P
<input type="checkbox"/> Belt/Track Equipment (i.e. slings, lift)
<input type="checkbox"/> Carousels
<input type="checkbox"/> Casters, Wheels, & Tires
<input type="checkbox"/> Cleaning Systems & Equipment
<input type="checkbox"/> Computer Hardware and/or Software
<input type="checkbox"/> Consulting & Professional Services
<input type="checkbox"/> Containers & Dunnage
<input type="checkbox"/> Controls and Controlling Devices
<input type="checkbox"/> Conveyors
<input type="checkbox"/> Cranes
<input type="checkbox"/> Decking and Flooring
<input type="checkbox"/> Floor Trucks and Carts
<input type="checkbox"/> Hand Lift Trucks
<input type="checkbox"/> Hoists
<input type="checkbox"/> Hydraulic & Electrical Components/Consume
<input type="checkbox"/> Labels and Labeling Devices
<input type="checkbox"/> Lift Products
<input type="checkbox"/> Lift Trucks, Personnel & Burden Carriers
<input type="checkbox"/> Loading Dock Equipment
<input type="checkbox"/> Mezzanines
<input type="checkbox"/> Modular Drawer Storage
<input type="checkbox"/> Monorails & Monorail Systems
<input type="checkbox"/> Order Picking, Fulfillment & Delivery
<input type="checkbox"/> Packaging & Unitizing Machinery & Material
<input type="checkbox"/> Pallets & Palletizers

MHI.org Existing Content Review and New Content Submittal Form

URL (must be a page on the website):

Title of Content:

Summary Description (please include keywords for search):

This content is still valid and needs to be updated.
 This content is not valid and needs to be permanently removed.

Publication Date:

28 Written Communications Guidelines

These guidelines will be used for written communication of the MHI brand or MHI program brands.

General Communications

Communication should be written in a professional format with MHI's standard style, font and size. All communications should be proofread carefully, not only for spelling and punctuation, but also for consistency and accuracy.

- MHI is an acronym and is always used this way - not Material Handling Industry (MHI)
- MHI's tag line is The Industry That Makes Supply Chains Work™
- Board of Governors ("B" and "G" always capitalized)
- MODEX 2014 (name in all caps and space between show and year)
- ProMat 2013 (Capital P and M and space between show and year)
- The first use of a name, which will be used as an acronym later in an article, must be spelled out with parenthesis. (ie: Rack Manufacturers Institute (RMI) ... and RMI will be acceptable for the rest of the story).
- Use title case in story titles and sub-titles, unless there is a special case for having them all Caps or lowercase. (Title Case Means Capitalizing the First Letter of All Main Words in a Title).
- For headlines, a recommended size on 8.5" x 11" is 20pt
- For sub-heads, a recommended size on 8.5" x 11" is 16pt
- For body copy, a recommended size on 8.5" x 11" is 10 to 11pt
- Never apply effects such as shadows or outlines to the typeface in a business communication
- Do not type in all lower case or all caps
- Run all blast emails (emails to a large group or mailing list, including surveys) by MHI Marketing and Communications for content and date to prevent blasts going out on the same date

Social Media Communications

As an association, MHI is held to a different standard when it comes to its online communications. Certain ethical rules must be followed in social media to keep MHI from violating these rules.

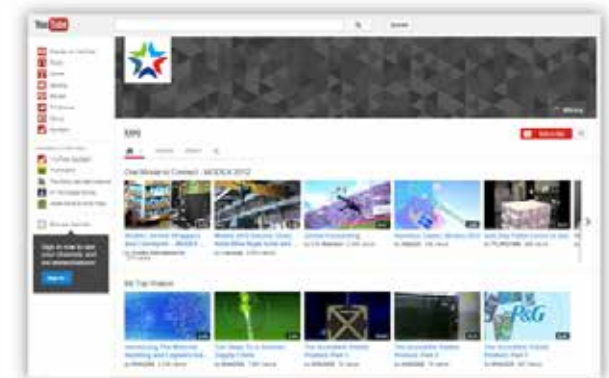
Most conversations on social media platforms are held in an informal manner, so strict application of the MHI writing style is not required for social media communications, however, professional discourse is expected.

- Do not post or link to any materials that are defamatory, harassing or indecent
- Don't promote other brands with our brand
- Do not post any confidential or proprietary information in regards to MHI or its members/exhibitors
- If a personal opinion must be posted, clearly state to all readers that it does not represent the opinions of MHI
- If a negative post or comment is found online about MHI or yourself, do not counter with another negative post. Instead, publicly offer to remedy the situation through positive action
- If MHI or any MHI brand or program is referenced in any media, all social media guidelines apply

29 Social Media

MHI logo is used along with the symbol in our social media outlets. The MHI brand is used in accordance with these guidelines for each platform.

See page 31 for social media writing guidelines.



30 Survey Themes

These themes may be used to create surveys for MHI.

Trade show or meeting surveys can use the Modern Monkey theme and change the color bars to coordinate with the show or meeting.

Clean Theme

MHI ShowPro 2013

1. As an exhibitor at SOURCE 2014 what type of programming would you be interested in for MHI ShowPro?

2. What is your biggest challenge in achieving trade show success?

3. If there is one issue that you would like help on from a expert what would that be?

4. What have been the most difficult problems for you in navigating through the trade show experience that we can help with?

5. Which topics would you like to learn more about?

- Social Media in conjunction with trade shows
- Trade Shows 101
- Promotions and Traffic Builders
- Address Accessions and Generation
- Low Budgetting Photo Strategies
- Strategic Planning and Management
- Exhibit Design
- Floor and Space Relations
- Benefits of Sponsorship Advertising
- Measuring Performance
- How to Use Content Partners
- Selling Before, During and After the Show
- The Exhibitor Manual
- Display Standee Behavior

Modern Monkey Theme

MHI ShowPro 2013

1. As an exhibitor at SOURCE 2014 what type of programming would you be interested in for MHI ShowPro?

2. What is your biggest challenge in achieving trade show success?

3. If there is one issue that you would like help on from a expert what would that be?

4. What have been the most difficult problems for you in navigating through the trade show experience that we can help with?

5. Which topics would you like to learn more about?

- Address Accessions and Generation
- Selling Before, During and After the Show
- Marketing Tools: How are you using them to increase ROI?
- Photo Booth Marketing
- The Exhibitor Manual
- How to Use Content Partners
- Benefits of Sponsorship Advertising
- Exhibit Design
- Strategic Planning and Management
- Floor and Space Relations
- Low Budgetting Photo Strategies
- Promotions and Traffic Builders
- Trade Shows 101
- Transportation and Shipping
- Budgeting for Trade Shows
- Social Media in conjunction with trade shows
- Show Standee Behavior
- Strategic Planning and Management
- Measuring Performance
- Booth Staffing
- Show Standee Behavior

MHI Trade Shows

32 MODEX

This is the full MODEX logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 2.5", for digital uses the minimum size for the logo is 250 pixels.



powered by 

Safety Area



Minimum Size and Color

 **CMYK** 100, 88, 0, 14
RGB 25, 57, 138
HEX 19398A

 **CMYK** 0, 92, 80, 7
RGB 228, 43, 39
HEX E42B27

 **CMYK** 94, 84, 49, 62
RGB 14, 25, 50
HEX 0E1932



33 ProMat

This is the full ProMat logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 2.5", for digital uses the minimum size for the logo is 250 pixels.



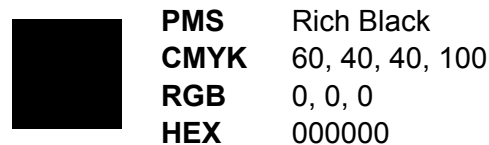
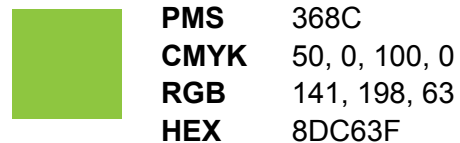
McCormick Place - Chicago
March 17-20, 2025

promatshow.com powered by  MHI

Safety Area



Minimum Size and Color



MHI Program Logos

35 YPN

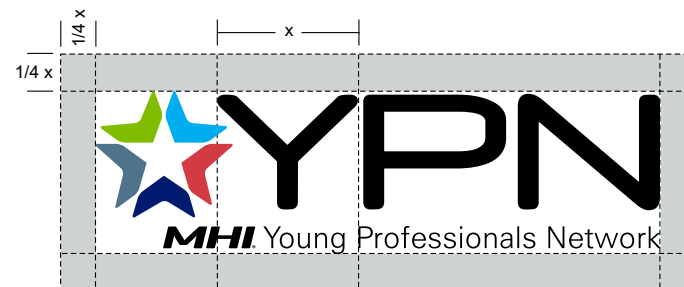
This is the Young Professionals Network (YPN) logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.







In print the minimum size is 1.5". For digital uses the minimum size for the logo is 200 pixels.



Safety Area and Minimum Size



Color

	PMS 376C CMYK 50, 0, 100, 0 RGB 141, 198, 63 HEX 8DC63F		PMS 2748C CMYK 100, 88, 0, 14 RGB 25, 57, 138 HEX 19398A
	PMS Process Cyan CMYK 100, 0, 0, 0 RGB 0, 174, 239 HEX 00AEEF		PMS 5405C CMYK 58, 17, 0, 46 RGB 59, 110, 143 HEX 3B6E8F
	PMS 1797C (96%) CMYK 0, 92, 80, 7 RGB 228, 43, 39 HEX E42B27		PMS Process Black C CMYK 0, 0, 0, 90 RGB 26, 26, 26 HEX 1A1A1A

36 Solutions

This is the Solutions Magazine logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.

In print the minimum size is 1.5". For digital uses the minimum size for the logo is 200 pixels.


The magazine cover is the exception to the color and safety area rules. The logo will be used as large as possible for the magazine cover header, color and readability will be evaluated each issue.




Safety Area



Minimum Size and Color

	PMS	Process Black C
	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	000000



	PMS	NA
	CMYK	0, 0, 0, 0
	RGB	255, 255, 255
	HEX	FFFFFF

37 MHI Innovation Award

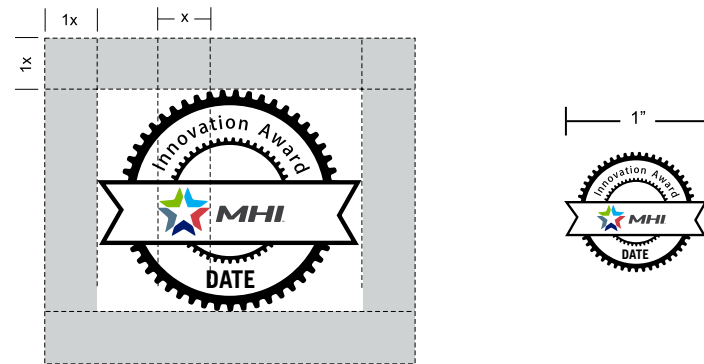
The MHI Innovation Award serves to educate and provide valuable insights on the latest manufacturing and supply chain innovative products and services.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.













In print the minimum size is 1". For digital uses the minimum size for the logo is 150 pixels.



Safety Area and Minimum Size



Color

	PMS	376C		PMS	2748C
	CMYK	50, 0, 100, 0		CMYK	100, 88, 0, 14
	RGB	141, 198, 63		RGB	25, 57, 138
	HEX	8DC63F		HEX	19398A
	PMS	Process Cyan		PMS	5405C
	CMYK	100, 0, 0, 0		CMYK	58, 17, 0, 46
	RGB	0, 174, 239		RGB	59, 110, 143
	HEX	00AEEF		HEX	3B6E8F
	PMS	1797C (96%)		PMS	Process Black C
	CMYK	0, 92, 80, 7		CMYK	0, 0, 0, 90
	RGB	228, 43, 39		RGB	26, 26, 26
	HEX	E42B27		HEX	1A1A1A

38 Business Planning Community

The Business Planning Community offers tools and resources to help Members with their business planning, market intelligence, market analysis, forecasting, market research, economic trends, etc.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



PMS	Cool Gray 7C
CMYK	45, 36, 35, 1
RGB	147, 149, 152
HEX	939598



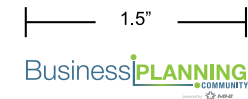
Safety Area



Minimum Size and Color



PMS	7698C
CMYK	82, 51, 28, 6
RGB	57, 110, 143
HEX	396E8F



39 MHIview

MHIview is a video communications platform that will release content designed to spark supply chain innovation by sharing useful information about the industry's maturing, growing, and emerging technologies.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be used so small that it is unreadable.






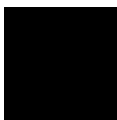
In print the minimum size is 1". For digital uses the minimum size for the logo is 150 pixels.



Safety Area and Minimum Size



Color

	PMS CMYK RGB HEX	376C 50, 0, 100, 0 141, 198, 63 8DC63F		PMS CMYK RGB HEX	2748C 100, 88, 0, 14 25, 57, 138 19398A
	PMS CMYK RGB HEX	Process Cyan 100, 0, 0, 0 0, 174, 239 00AEEF		PMS CMYK RGB HEX	5405C 58, 17, 0, 46 59, 110, 143 3B6E8F
	PMS CMYK RGB HEX	1797C (96%) 0, 92, 80, 7 228, 43, 39 E42B27		PMS CMYK RGB HEX	Process Black C 0, 0, 0, 90 26, 26, 26 1A1A1A

41 College-Industry Council on Material Handling Education (CICMHE)

This is the full College-Industry Council on Material Handling Education (CICMHE) logo. This group is an independent organization which prepares and provides information, teaching materials and events in support of material handling education and research.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598

CICMHE


**COLLEGE-INDUSTRY COUNCIL
ON MATERIAL HANDLING EDUCATION**

powered by  **MHI**

Safety Area



Minimum Size and Color

	PMS	Black
	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	000000



42 MHI Career & Technical Education

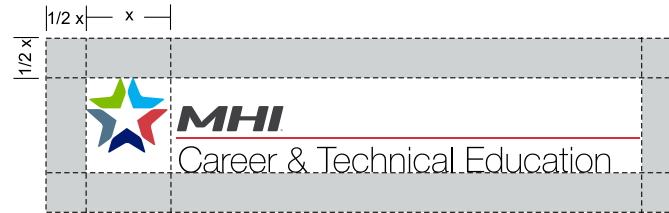
Career & Technical Education (CTE) is a joint educational endeavor of the MHI and the Material Handling Education Foundation, Inc (MHEFI).

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.







In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



Safety Area and Minimum Size



Color

	PMS 376C CMYK 50, 0, 100, 0 RGB 141, 198, 63 HEX 8DC63F		PMS 2748C CMYK 100, 88, 0, 14 RGB 25, 57, 138 HEX 19398A
	PMS Process Cyan CMYK 100, 0, 0, 0 RGB 0, 174, 239 HEX 00AEEF		PMS 5405C CMYK 58, 17, 0, 46 RGB 59, 110, 143 HEX 3B6E8F
	PMS 1797C (96%) CMYK 0, 92, 80, 7 RGB 228, 43, 39 HEX E42B27		PMS Process Black C CMYK 0, 0, 0, 90 RGB 26, 26, 26 HEX 1A1A1A

43 The Material Handling Education Foundation, Inc.

This is the full Material Handling Education Foundation, Inc. logo. This foundation promotes the study of material handling, logistics and the supply chain by exposing students and educators to the industry through financial support.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.



In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



Safety Area



Minimum Size and Color

	PMS	7687C
	CMYK	100, 87, 2, 0
	RGB	29, 68, 153
	HEX	1D4499
	PMS	7739C
	CMYK	80, 16, 100, 3
	RGB	51, 152, 70
	HEX	339846



MHI Industry Groups

45 Automation, Controls, Electrification (ACE)

This is the full Automation, Controls, Electrification (ACE) logo. Members of this group are the Industry's leading suppliers of electrification and controlling devices.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

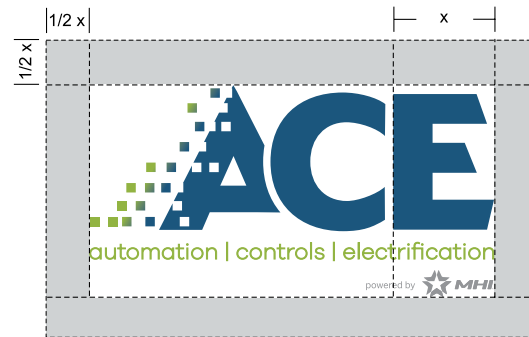
In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.





PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598

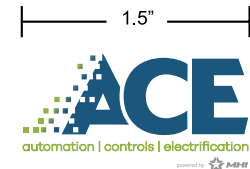


Safety Area



Minimum Size and Color

	PMS	7694C
	CMYK	100, 75, 39, 28
	RGB	0, 63, 96
	HEX	003F60
	PMS	7737C
	CMYK	60, 18, 100, 2
	RGB	119, 162, 47
	HEX	77A22F



46 Advanced Energy Council

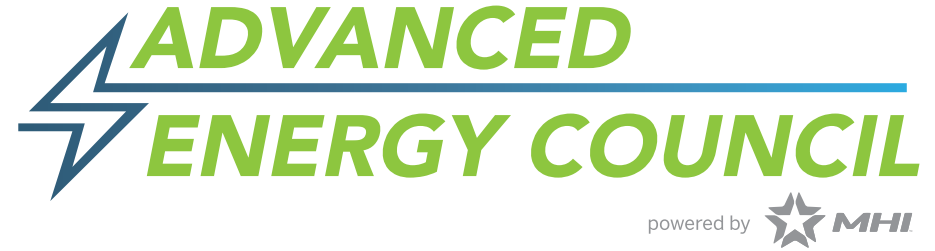
This is the full Advanced Energy Council logo. Members of this group produce, implement, and support advanced energy technologies and accessories.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

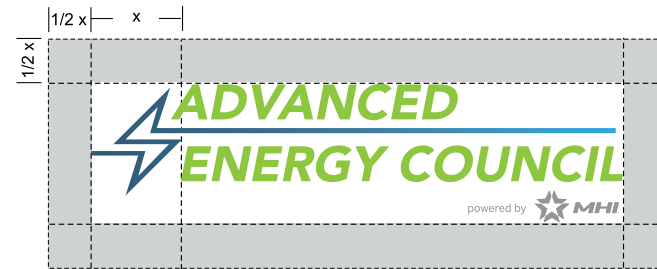
In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598



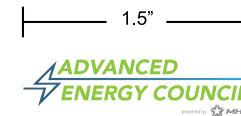
Safety Area



Minimum Size and Color



PMS 7694C
CMYK 100, 75, 39, 28
RGB 0, 63, 96
HEX 003F60



PMS 7737C
CMYK 60, 18, 100, 2
RGB 119, 162, 47
HEX 77A22F

47 Automated Storage/Retrieval Systems (AS/RS)

This is the full Automated Storage/Retrieval Systems logo. Members of this group are the Industry's leading suppliers of automatic storage/retrieval systems.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

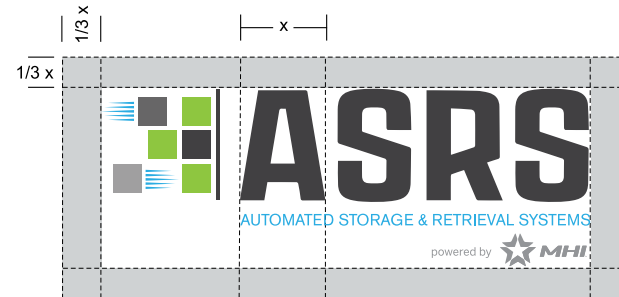
In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598



Safety Area



Minimum Size and Color



PMS Process Black C
CMYK 0, 0, 0, 90
RGB 26, 26, 26
HEX 1A1A1A



PMS 376C
CMYK 50, 0, 100, 0
RGB 141, 198, 63
HEX 8DC63F



PMS Process Cyan
CMYK 100, 0, 0, 0
RGB 0, 174, 239
HEX 00AEEF



PMS Cool Gray 4 C
CMYK 0, 0, 0, 30
RGB 188, 190, 192
HEX BCBEC0



48 Crane Manufacturers Association of America, Inc. (CMAA)

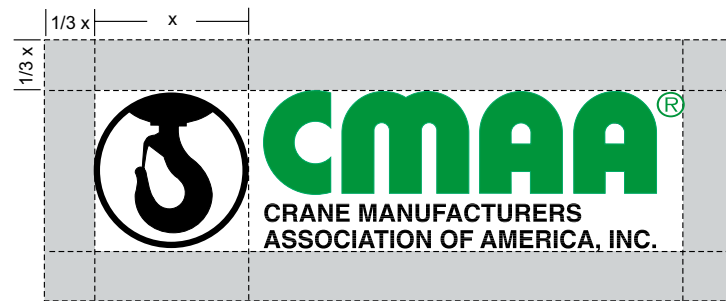
This is the full Crane Manufacturers Association of America, Inc. (CMAA) logo. Members of this group are the Industry's leading providers of overhead cranes.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.


In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.




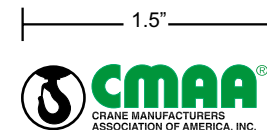
Safety Area



Minimum Size and Color

	PMS	355C
	CMYK	94, 0, 100, 0
	RGB	0, 168, 79
	HEX	00A84F

	PMS	Black
	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	000000



49 Conveyor & Sortation Systems (CSS)

This is the full Conveyor & Sortation Systems (CSS) logo. Members of this group are the Industry's leading providers of conveyors. They design, fabricate and install conveyor systems worldwide.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.

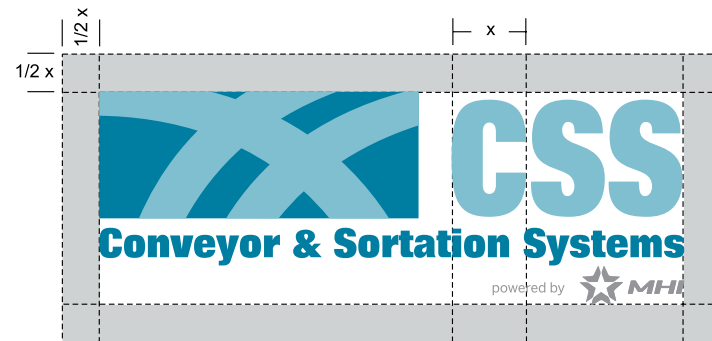


PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598





powered by MHI

Safety Area



Minimum Size and Color

 **PMS** 7458C
CMYK 50, 0, 4, 17
RGB 97, 177, 202
HEX 61B1CA

 **PMS** 7468C
CMYK 100, 0, 8, 34
RGB 0, 126, 162
HEX 007EA2



50 Ergonomic Assist Systems & Equipment Council (EASE)

This is the full Ergonomic Assist Systems & Equipment Council (EASE) logo.

Members of this group are the resource for topics that focus on ergonomics and improving the working interface between people and the materials to reduce injury and increase productivity.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



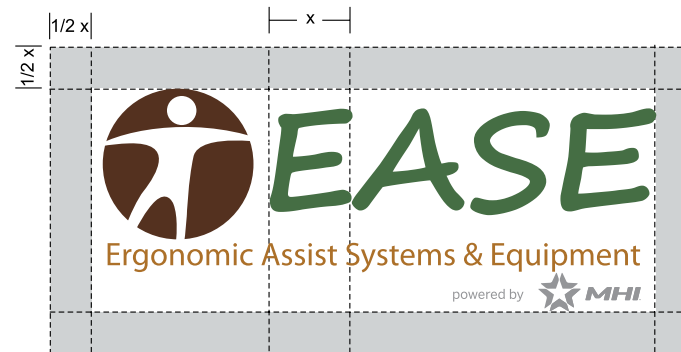
PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598




Ergonomic Assist Systems & Equipment


powered by  MHI


Safety Area



Minimum Size and Color

 **PMS** 4625C
CMYK 44, 71, 82, 56
RGB 84, 49, 31
HEX 54311F

 **PMS** 7743C
CMYK 74, 36, 84, 24
RGB 68, 109, 68
HEX 446D44

 **PMS** 7572C
CMYK 27, 57, 00, 12
RGB 172, 112, 41
HEX AC7029



51 Hoist Manufacturers Institute (HMI)

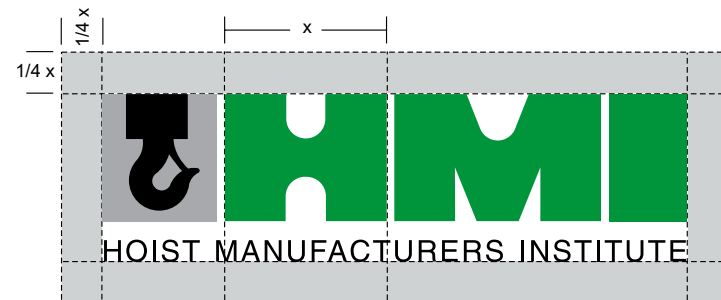
This is the full Hoist Manufacturers Institute (HMI) logo. Members of this group are the Industry's leading suppliers of overhead handling hoists.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.


In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.

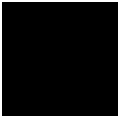


Safety Area



Minimum Size and Color

	PMS	355C
	CMYK	94, 0, 100, 0
	RGB	0, 168, 79
	HEX	00A84F

	PMS	Black
	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	000000

	PMS	Cool Gray 6 C
	CMYK	0, 0, 0, 40
	RGB	167, 169, 171
	HEX	A7A9AB



52 Institute of Caster & Wheel Manufacturers (ICWM)

This is the full Institute of Caster & Wheel Manufacturers (ICWM) logo. Members of this group are the Industry's leading suppliers of casters, wheels, bearings, and industrial trailer trucks, platform trucks and towline trucks.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.




In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



Safety Area



Minimum Size and Color

	<p>PMS 7698C CMYK 82, 51, 26, 5 RGB 57, 111, 147 HEX 396F93</p>
	<p>PMS 1797C (96%) CMYK 0, 92, 80, 7 RGB 228, 43, 39 HEX E42B27</p>
	<p>PMS Black CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX 000000</p>



53 Lift Manufacturers Product Group (LIFT)

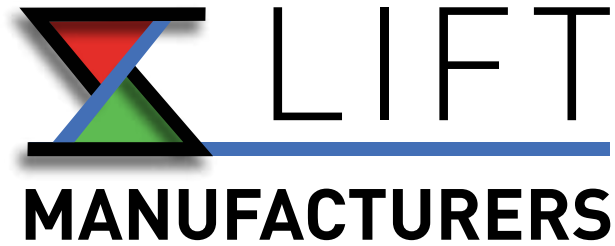
This is the full Lift Manufacturers Product Section (LMPS) logo. Members of this group are the resource for industry best practices, standards, information, and equipment that lifts, rotates, tilts, and otherwise positions materials.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

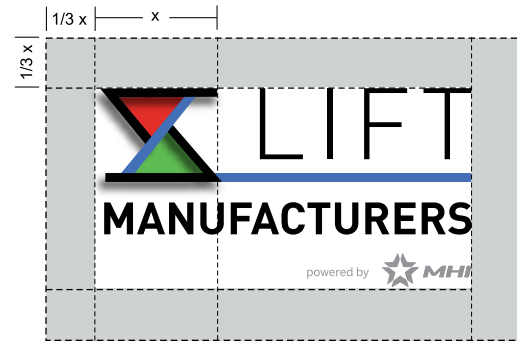
In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.







PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598



Safety Area



Minimum Size and Color

	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	000000
	CMYK	0, 92, 80, 7
	RGB	228, 43, 39
	HEX	E42B27
	CMYK	50, 0, 100, 0
	RGB	141, 198, 63
	HEX	8DC63F
	CMYK	79, 56, 0, 0
	RGB	66, 111, 182
	HEX	426FB6



54 Loading Dock Equipment Manufacturers (LODEM)

This is the full Loading Dock Equipment Manufacturers (LODEM) logo. Members of this group are the Industry's leading suppliers of loading dock equipment.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



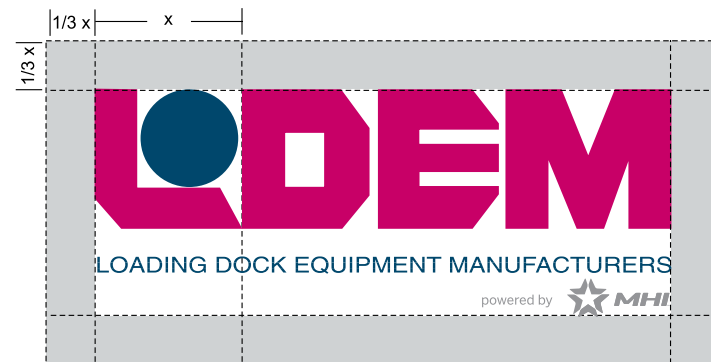
PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598



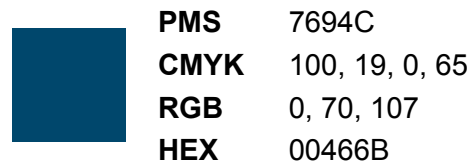
LOADING DOCK EQUIPMENT MANUFACTURERS

powered by 

Safety Area



Minimum Size and Color



55 Mobile Automation Group (MAG)

This is the full Automatic Guided Vehicle Systems (AGVS) logo. Members of this group are the Industry's leading suppliers of automatic guided vehicle systems.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

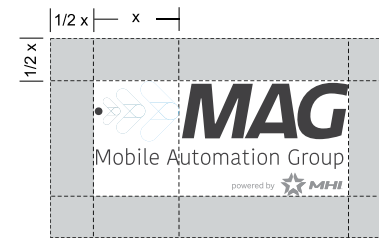
In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598

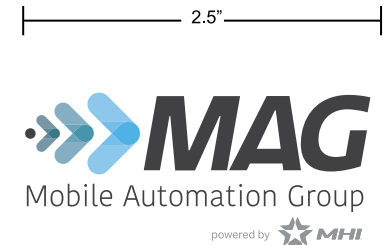


Safety Area



Minimum Size and Color

	PMS 4287C CMYK 0, 0, 0, 90 RGB 65, 64, 66 HEX 414042
	PMS Process Cyan CMYK 100, 0, 0, 0 RGB 0, 174, 239 HEX 00AEEF
	PMS 2212C CMYK 81, 31, 28, 1 RGB 32, 140, 165 HEX 208CA5
	PMS 5487C CMYK 88, 46, 39, 12 RGB 26, 109, 127 HEX 1A6D7F



56 Monorail Manufacturers Association, Inc. (MMA)

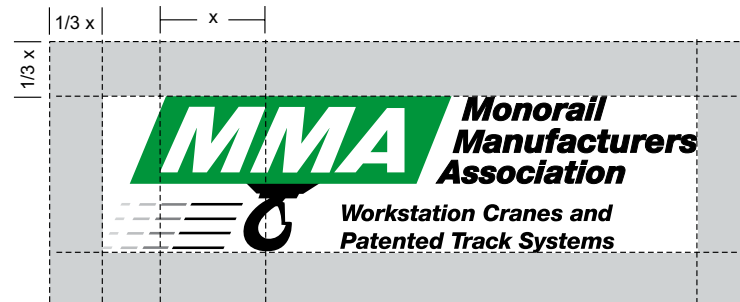
This is the full Monorail Manufacturers Association, Inc. (MMA) logo. Members of this group are the Industry's leading suppliers of patented and enclosed track, underhung cranes and monorail systems.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



Safety Area



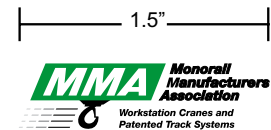
Minimum Size and Color



PMS 355C
CMYK 94, 0, 100, 0
RGB 0, 168, 79
HEX 00A84F



PMS Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000



57 Protective Guarding Manufacturers Association (ProGMA)

This is the full Protective Guarding Manufacturers Association (ProGMA) logo. Members of this group are the Industry's leading suppliers of fixed protective guarding products.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.




PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598




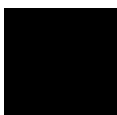
Safety Area



Minimum Size and Color

 **PMS** 604C
CMYK 9, 14, 100, 0
RGB 235, 206, 24
HEX EBCE18

 **PMS** 1645C
CMYK 0, 80, 95, 0
RGB 240, 90, 40
HEX F05A28

 **PMS** Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000



58 Rack Manufacturers Institute, Inc. (RMI)

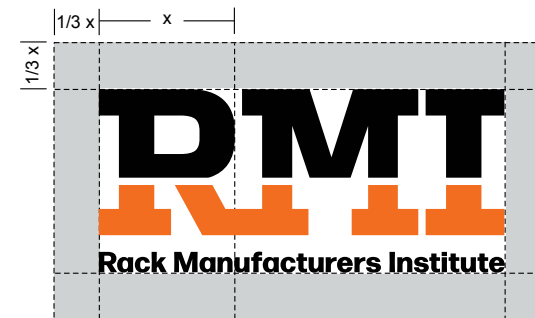
This is the full Rack Manufacturers Institute, Inc. (RMI) logo. Members of this group are the Industry's leading suppliers of industrial steel storage racks and related structural systems. They supply industrial rack solutions worldwide.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



Safety Area



Minimum Size and Color

	CMYK	0, 71, 100, 0
	RGB	243, 109, 33
	HEX	F36D21

	CMYK	0, 0, 0, 100
	RGB	0, 0, 0
	HEX	000000

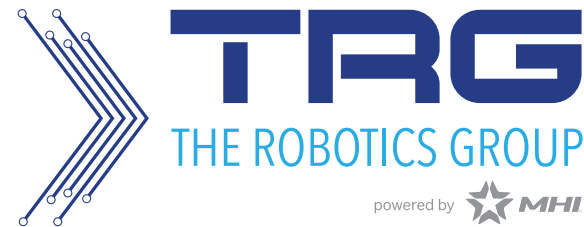


59 The Robotics Group (TRG)

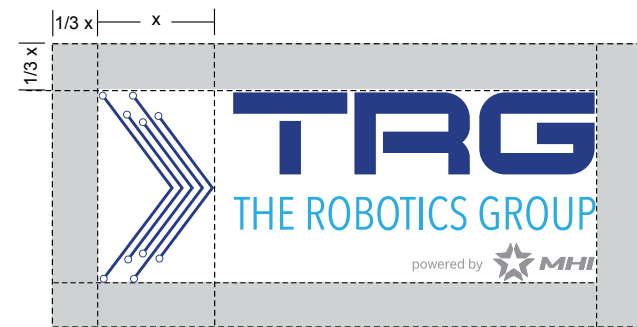
This is the full The Robotics Group (TRG) logo. Members of this group are the leading manufacturers, integrators, consultants, and component suppliers of robotic solutions designed specifically for warehousing and distribution applications.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.



Safety Area



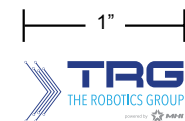
Minimum Size and Color



PMS	2748C
CMYK	100, 88, 0, 14
RGB	25, 57, 138
HEX	19398A



PMS	298
CMYK	70, 15, 0, 0
RGB	39, 170, 225
HEX	27AAE1



60 Scan, Label, Apply, Manifest (SLAM)

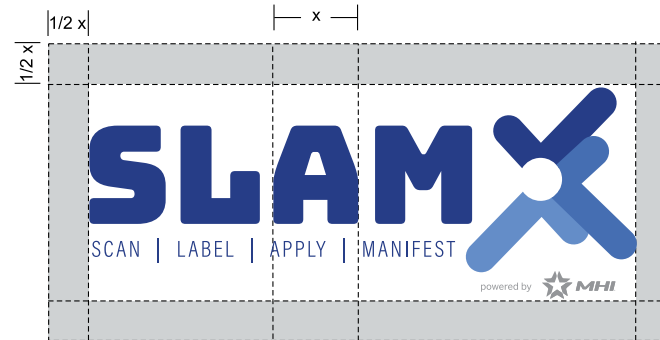
This is the full Scan, Label, Apply, Manifest (SLAM) logo. Members of this group meet regularly to discuss the industry and promote the best and largest possible market for end-of-line technologies and systems; emphasizing the best interest of the user.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.


In print the minimum size is 1", for digital uses the minimum size for the logo is 150 pixels.




Safety Area




Minimum Size and Color

	PMS	2748C
	CMYK	100, 88, 0, 14
	RGB	25, 57, 138
	HEX	19398A



	PMS	7683C
	CMYK	80, 55, 2, 0
	RGB	63, 113, 180
	HEX	3F71B4

	PMS	7682C
	CMYK	60, 40, 0, 0
	RGB	108, 140, 199
	HEX	6C8CC7

61 Storage Manufacturers Association (SMA)

This is the full Storage Manufacturers Association (SMA) logo. Members of this group are the Industry's leading suppliers of industrial storage equipment.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

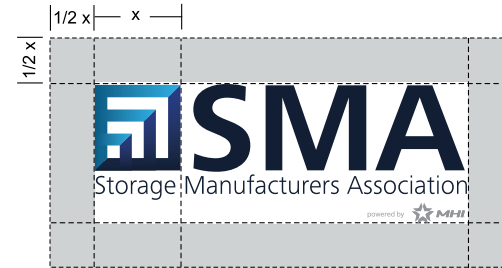
In print the minimum size is 1.5", for digital uses the minimum size for the logo is 200 pixels.



PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598



Safety Area



Minimum Size and Color



PMS 289C
CMYK 90, 80, 50, 60
RGB 22, 32, 53
HEX 162035



PMS 5405C
CMYK 58, 17, 0, 46
RGB 59, 110, 143
HEX 3B6E8F



PMS Process Cyan
CMYK 100, 0, 0, 0
RGB 0, 174, 239
HEX 00AEEF



PMS 2748C
CMYK 100, 88, 0, 14
RGB 25, 57, 138
HEX 19398A



62 The Warehousing Education and Research Council (WERC)

This is the full The Warehousing Education and Research Council (WERC) logo.

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. However, the logo may never be so small that it is unreadable.

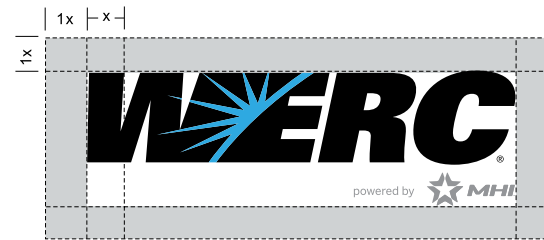
In print the minimum size is 2.5", for digital uses the minimum size for the logo is 200 pixels.





PMS Cool Gray 7C
CMYK 45, 36, 35, 1
RGB 147, 149, 152
HEX 939598



Safety Area



Minimum Size and Color

	PMS Process Black C CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX 000000
	PMS Process Cyan CMYK 100, 0, 0, 0 RGB 0, 174, 239 HEX 00AEEF

