

Logo, Usage



Do not remove any words from the lock-up in the approved logo

Do not alter the relationship between the words

Do not change the positioning or size of the words or circle in relation to one another

Do not modify the colors used within the logo

Do not use the colored logo on anything other than a white or very light background

Use discretion when using the white logo on colored backgrounds to ensure there is enough contrast

Do not use the logos on busy imagery



Brand Colors

Color Palette

COLOR	PANTONE	CMYK	RGB	HEX
Dark Teal	3035 C	C97 M68 Y50 K44	R1 G57 B74	#01394A
Ruby	1935 UP	C0 M70 Y59 K20	R203 G60 B83	#CB3C53
Gray	7547 UP	C6 M2 Y0 K63	R88 G92 B94	#585C5E
Light Blue	657 UP	C9 M3 Y0 K8	R214 G227 B235	#D6E3EB
MXR Blue	Process Blue UP	C92 M38 Y0 K26	R15 G117 B189	#0F75BD

Typography



Corporate Font

For MXR print materials, utilize the Roboto Slab font for headlines and key points. This typeface comes in a wide variety of weights and can be used in all marketing materials including the website.

For body copy, utilize the Lato font. Limit usage of Lato in italics or bold typeface.

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789