



## **Use of the Mountain Partnership Brand**

Not every mountain-related initiative of MP members is automatically a MP activity. As a general principle, an initiative should only be marked with the MP logo if it clearly derived from the MP.

More specifically, an activity or initiative can be labeled as being implemented within the MP if the following criteria are met:

- At least two partners are involved in or contribute to the initiative; and
- The initiative is clearly related to SMD and contributes to the MP mission and objectives.

It is important that all initiatives which are being implemented under the MP label are reported to the MPS in order to ensure proper communication to the entire membership.

## **Visual Guidelines**

Our external/internal audiences recognize MP as a strong, self-standing, distinct brand. By using the same logo, typefaces, slogans and colours to share our key message, we convey a cohesive and consistent message, which makes our individual voices stronger.

### **Name in English / French / Spanish:**

Mountain Partnership / La Alianza para las Montañas / Partenariat de la montagne

### **Tag line in English / French / Spanish:**

Working together for mountain peoples and environments /

Œuvrer ensemble pour les populations et les environnements de montagne /

Trabajando juntos por los pueblos y el ambiente de las montañas

### **Logo:**

Four green mountain peaks surmounted by black brush strokes



**Colours:**

The background colour is a fading blue (blue gradient angle 131% location 53% C 97% M 85.5% Y 41% K 44% location 0% to C 96% M 84.3% Y 0% K 11% location 100%)

The Green used on the mountains and sometimes on the font is Pantone 254U

The Yellow used is C 9% M 34.5% Y 100% K 0%

Typefaces: 'Open Sans', sans-serif on the website and myriad pro for printed publications