



The Complete Guide
to Corporate Identity
and Graphic Standards

Guide to Corporate Identity and Graphic Standards

“Keeping Industry in Motion” is Motion Industries’ signature for success. However, success, name recognition, and the company’s strong brand equity can not be assumed. A key element in maintaining brand equity in the marketplace is consistent brand identity.

The following guidelines outline Motion Industries’ corporate identity standards and the appropriate use. This does not attempt to provide solutions to all conceivable applications; instead it sets a standard of detailed specifications for existing applications and provides guides for new ones. These are necessary to help ensure that corporate graphics are applied uniformly and consistently in all applications ranging from stationary to signage in virtual and live environments.

Any questions or concerns regarding logo use or application, please contact the Marketing Department (see pg. 48).

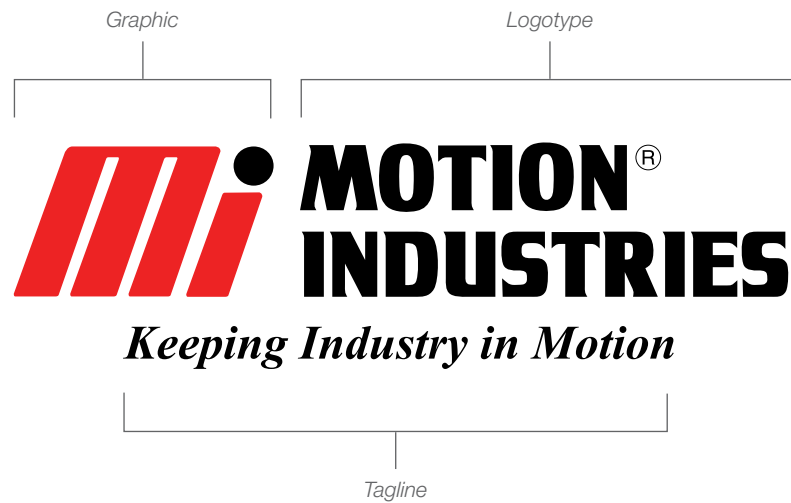


Motion Industries Corporate Logo

The elements of the Motion Industries corporate logo are the “Mi” graphic, “Motion Industries” logotype, registration mark and “Keeping Industry in Motion” tagline. **No element of the corporate logo should ever be rearranged, modified, or altered in any way.**

Reproduction Art

To ensure that the predetermined proportions are consistent, always use approved reproduction art. Corporate logo reproduction art is available in electronic format through the Marketing Department (see pg. 48).



Logo Usage & Co-Branding

Co-Branding with Motion Industries

Without our suppliers, Motion Industries would not be the success we are today. In support of these suppliers and vendors, the Motion Industries logo may be used in the appropriate context.

Co-Branding Collateral

The Motion Industries logo, in its entirety, must be shown in conjunction with our contact information as shown below. This co-branding block is available for download in a variety of formats through [this link](#) for use and is not to be altered in any way. **Motion Industries contact information should be the ONLY contact information that appears on co-branded literature.** Reference approved color schemes on page 8. When products are shown, there must be an accompanying “Mi Item #” for each. ***All pieces must be sent to the Marketing Department*** (see pg. 48) for review and final approval.

Horizontal Format



Call. 800-526-9328
Click. MotionIndustries.com
Visit. Over 530 Locations



Vertical Format



Call. 800-526-9328
Click. MotionIndustries.com
Visit. Over 530 Locations



Partner Online

The Motion Industries logo must be used in its entirety including tagline as shown on pg. 4 in the RGB red and black color scheme only (see pg. 8-11). The logo should also be hyperlinked through to MotionIndustries.com whenever possible. Please contact the Marketing Department for use on your website for guidance.

Color Standards for Co-Branding

A key component to brand equity is color. To ensure all Motion Industries signature color, red, is rendered accurately, please refer to the below guidelines which have been predetermined.

For Print Reproduction

Process Color

Four color, or process (CMYK) logos should be used in newspapers, magazines, and any print media where ink is applied. Please reference the color formula below.

C = 0
M = 95
Y = 85
K = 10



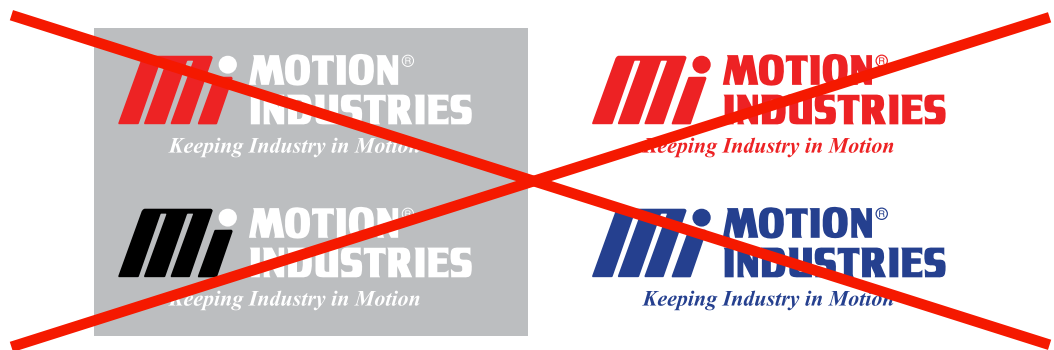
Call. 800-526-9328
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Visit. Over 530 Locations
f @ in p t v mi

Solid Black or White Logo

When four color process is not available OR the logo appears on a background in which one of the above color ways is illegible, the logo may be printed/displayed in all black or all white only.

No other combination is allowed under these branding guidelines.

| | | |
|---|--|--|
| ✓ |  <p>MOTION INDUSTRIES <i>Keeping Industry in Motion</i></p> | <p>Call. 800-526-9328 Click. MotionIndustries.com Visit. Over 530 Locations f @ in p t v mi</p> |
| ✓ |  <p>MOTION INDUSTRIES <i>Keeping Industry in Motion</i></p> | <p>Call. 800-526-9328 Click. MotionIndustries.com Visit. Over 530 Locations f @ in p t v mi</p> |
| ✓ |  <p>MOTION INDUSTRIES <i>Keeping Industry in Motion</i></p> | <p>Call. 800-526-9328 Click. MotionIndustries.com Visit. Over 530 Locations f @ in p t v mi</p> |



Color Standards for Co-Branding

For Digital Reproduction

Digital Coloring

RGB color mix may be used for any digital media including but not limited to video, website, mobile devices, electronic catalogs and electronic collateral. Please reference the color formula below.

R = 245
G = 25
B = 0



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f + @ in p t You Tube Mi

Solid Black or White Logo

When the red and black logo is illegible, the logo may be displayed in all black or all white reversed on a dark background for better readability. **No other combination is allowed under these branding guidelines.**



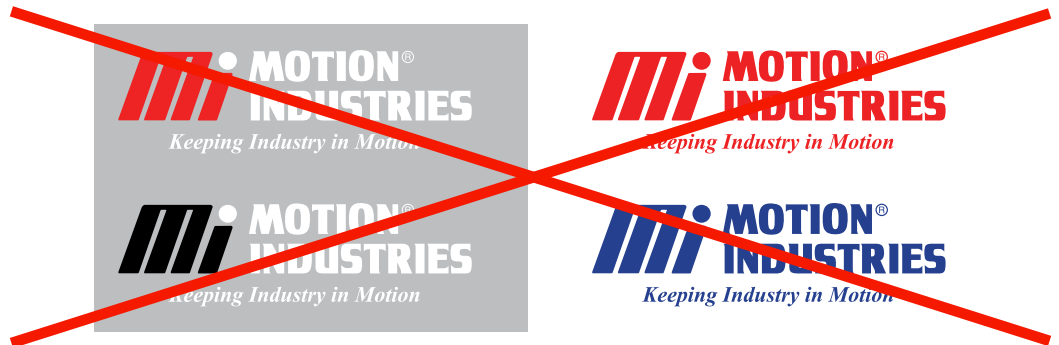
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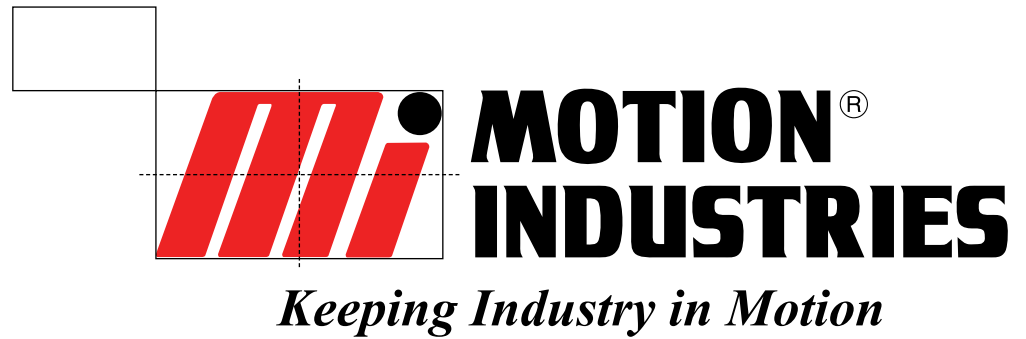
f + @ in p t You Tube Mi



Spatial Requirements

Minimum Space Surrounding Logo

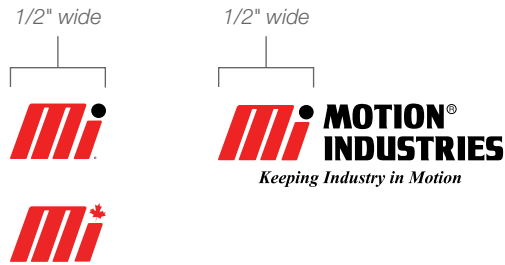
The minimum amount of clear space surrounding all sides of the logo should be at least half the height of the “Mi” graphic portion of the corporate logo. For the corporate logo to communicate most effectively, it should never be crowded or overwhelmed by other elements.



Logo Sizing

Minimum Width of “Mi” Graphic

The minimum size requirement has been predetermined to maintain the visual strength of the corporate logo as well as the “Mi” graphic used alone. The width of the “Mi” graphic should never measure less than a 1/2 inch wide. To request the use of a smaller size, please contact the Marketing Department (see pg. 48).



Motion Industries Social Media

Motion Industries uses the many avenues of social media to keep followers up to date on company news, events, literature, and educational video and article releases, while also building engagement through weekly giveaways and contests. When linking to our social medias, please use the links provided below each outlet:



<https://www.facebook.com/MotionInd>



<https://plus.google.com/+motionindustries>



<https://www.instagram.com/MotionInd>



<https://www.linkedin.com/company/Motion-Industries>



<https://www.MotionIndustries.com/KnowledgeHub.jsp>



<https://www.pinterest.com/MotionInd>



<https://twitter.com/MIMotionInd>



<https://www.youtube.com/user/MIHow2>

*Social strip
used for digital
media*



*Social strip
used for print
media (G+
icon is not
meant to be
printed)*



Contacts

MARKETING

For your convenience, you may contact anyone in the Marketing Department via email at **Marketing@MotionIndustries.com**

Mi WORKPLACE

John Malloch
205-951-6954
John.Malloch@MotionIndustries.com