






# MBTI® Certified Practitioner

## LOGO GUIDELINES

This sheet is an introduction and guide to the Myers-Briggs Type Indicator® (MBTI®) Certified Practitioner logo. The logo features four interlocking hands, representing both the four preferences that make up one's personality type and the interdependence of individuals. The logo's apparent motion reinforces the dynamic nature of type, while its similarities to both a flower and a star evoke the lifelong growth and evolution made possible by MBTI tools. This logo is an original design with the graphics and typeface working in unison.

<b>Size Guidelines</b>	The smallest and largest acceptable sizes for this logo are noted here, along with a preferred size suitable for most print applications. Always scale the logo proportionately (i.e., equally along the horizontal and vertical axes).	<b>Smallest acceptable size</b> 3 picas wide	<b>Preferred size for most applications</b> 5 picas wide																					
																								
<b>Color Guidelines</b>	The logo must be reproduced using the color combinations shown below. Please use these guidelines to ensure that colors match — all the time, every time. Pantone Matching System (PMS) inks and process color formulas are specified for printing. Web color equivalents and RGB colors are provided for web and electronic work. Refer to the color chart below to specify the correct color for your work.	<table border="1"> <thead> <tr> <th></th> <th>PMS</th> <th>CMYK</th> <th>RGB</th> <th>WEB</th> </tr> </thead> <tbody> <tr> <td>Red</td> <td>1655 C</td> <td>C 0 / M 75 / Y 96 / K 0</td> <td>R 220 / G 80 / B 105</td> <td>DC500A</td> </tr> <tr> <td>Yellow</td> <td>7408 C</td> <td>C 0 / M 29 / Y 100 / K 0</td> <td>R 235 / G 186 / B 26</td> <td>EBBA17</td> </tr> <tr> <td>Gray</td> <td>432 C</td> <td>C 80 / M 60 / Y 55 / K 55</td> <td>R 45 / G 52 / B 55</td> <td>2D3437</td> </tr> </tbody> </table>				PMS	CMYK	RGB	WEB	Red	1655 C	C 0 / M 75 / Y 96 / K 0	R 220 / G 80 / B 105	DC500A	Yellow	7408 C	C 0 / M 29 / Y 100 / K 0	R 235 / G 186 / B 26	EBBA17	Gray	432 C	C 80 / M 60 / Y 55 / K 55	R 45 / G 52 / B 55	2D3437
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Black is the preferred one-color option. The logo can also be reversed out (appear in all white) on a wide variety of colors. The key is to make sure there is adequate contrast between the logo and the background.		<table border="1"> <thead> <tr> <th>BLACK</th> <th>WEB</th> </tr> </thead> <tbody> <tr> <td>C 0 / M 0 / Y 0 / K 100</td> <td>999999</td> </tr> </tbody> </table>	BLACK	WEB	C 0 / M 0 / Y 0 / K 100	999999																		
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<b>Alteration Guidelines</b>	Other than the acceptable sizing and color variations described above, no alteration or distortion of the logo is permitted. Never alter or repropotion the logo by stretching or condensing it, changing the figures, or angling the logo. Avoid using the logo on a busy background or in a phrase. The logo should not be moved or changed.																							
<b>Trademark Guidelines</b>	All MBTI Certified Practitioner logos have a ® mark and should be accompanied by the trademark line: The MBTI logo is a trademark or registered trademark of The Myers & Briggs Foundation in the United States and other countries.																							
<b>Clear Space</b>	We've established minimum clear space parameters to prevent copy or images from encroaching on this area. Clear space ensures maximum legibility and visual impact.																							
If you have any questions about these guidelines please contact: <a href="mailto:marketing@themysbriggs.com">marketing@themysbriggs.com</a>																								