

The MBTI® brand guidelines

An important co-brand

The MBTI instrument is a key product in OPP's portfolio and has been designed to stand out from others in the marketplace.

When using the word MBTI in text it must display the ® mark on the first instance only.

The MBTI logo incorporates the ® mark. Please ensure that you use this correct trade mark legend: ® MBTI, the MBTI logo, Myers-Briggs Type Indicator and Myers-Briggs are registered trade marks of the Myers-Briggs Type Indicator Trust. OPP Ltd is licensed to use the trade marks in Europe.

colour version

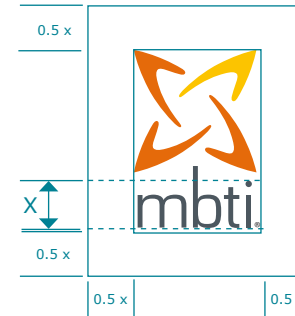


mono version



Exclusion zone

To preserve the integrity of the brandmark, please observe the exclusion zone around the mark. No other visual material should be placed within this area. We've established minimum clear space parameters to prevent copy or images from encroaching thus ensuring maximum legibility and visual impact.



Minimum displayed size

No smaller than 10mm wide.

Colour

The colour is specified here for various reproduction methods.

Note: As this PDF document will be viewed both on screen and as a printout, the colours you see may not be true to Pantone colour standards. Always give the appropriate numerical colour value when specifying colour, or provide a swatch from a Pantone colour selector book.

colours for printing:
Pantone spot colour



Pantone 193 C



Pantone 7408 C



Pantone 432 C

colours for printing:
4-colour process (CMYK)

C0 M69 Y100 K4

C0 M25 Y95 K0

C23 M2 Y0 K77

colours for online
applications (Hex)

#FF3300

#FFCC00

#333333

colours for Microsoft
Office applications (RGB)

R242 G75 B15

R247 G191 B19

R45 G52 B55