MCIA_logo_3cSpot.eps

MCIA_logo_2cSpot.eps

MCIA_logo_1cSpot.eps

MCIA_logo_Black.eps

MCIA_logo_White.eps

MCIA_logoMark_1cSpot.eps

Color Palette

PANTONE® 286

PMS 286
CMYK – 100c 75m 0y 0k
RGB – 0r 51g 160b
Web – #0033A0

PANTONE® 3005

PMS 3005
CMYK – 100c 31m 0y 0k
RGB – 0r 119g 200b
Web – #0077C8

PANTONE® Cool Gray 8

PMS Cool Gray 8
CMYK – 0c 0m 0y 60k
RGB – 136r 139g 141b
Web – #888B8D

Digital Formats

Vector
Encapsulated Postscript files –
eps CMYK and PMS spot colors

Raster
png – rgb, 72 dpi at 100%, for web and PowerPoint
jpg – rgb, 72 dpi at 100%, for web and PowerPoint
jpg – 4c process, 300 dpi, high res for print
tiff – 4c process, 300 dpi, high res for print

Bufferzone

The illustration indicates the minimum space around the logo that should be kept clear of other elements. The buffer zone is measured based on the height of "M" oval mark in the Mid-Continent Instruments and Avionics logo.



Corporate name references within text are very important to uphold brand reputation whether it be for internal or external communications. The following are examples of approved format references.

A trademark symbol (®) is used with the corporate logo.

Accepted	Not Accepted

EXTERNAL REFERENCES

Mid-Continent Instruments and Avionics is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics, and power solutions.	Mid-Continent Instruments & Avionics is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics, and power solutions.
	Mid-Continent Instruments + Avionics is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics, and power solutions.
	Mid-Continent is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics, and power solutions. avionics, and power solutions.
	MCIA is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics, and power solutions. avionics, and power solutions.
	MCI is an industry leader in the overhaul, exchange, repair, design, and manufacturing of aircraft instruments, avionics, and power solutions. avionics, and power solutions.