



**MARKETING
GUIDELINES**

BRANDING GUIDELINES



BRAND COLORS



FONTS

Butler Regular - Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

Arimo Regular - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

ADDITIONAL LOGO OPTIONS



WHITE & GRAY LOGO OPTIONS



ALL WHITE LOGO OPTIONS



MARKETING GUIDELINES

SOCIAL MEDIA

Please tag Missouri Humanities on any of the following social media channels:

FACEBOOK | TWITTER | INSTAGRAM | LINKEDIN

Missouri Humanities: [@mohumanities](https://www.instagram.com/mohumanities)

If a "Facebook Event" or "LinkedIn Event" are created, please add Missouri Humanities as an official co-host.

PRINT MEDIA

Please use Missouri Humanities' official logo on all print material related

PROGRAM VERBIAGE / WEBSITE RECOGNITION EMAIL BLASTS / LIVE ANNOUNCEMENT

Please note Missouri Humanities as a partner for all co-hosted programming.

EXAMPLE:

"Join Missouri Humanities and our organization for (EVENT)."

Please link our webpage for all website recognition and email blasts:
mohumanities.org
