The Mission Critical
Open Platform (MCOP)

✳ MCOP

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Supporter

MCOP Supporter

Logo Usage Guidelines

Version 1 - October 2018

www.mcopenplatform.org info@mcopenplatform.org 🐦 @mcopenplatform

General notes

This logo is only authorised for use by companies who have a countersigned Mission Critical Open Platform (MCOP) Supporter program Letter of Commitment.   If your organization is not yet a recognized MCOP supporter and you would like more information, please contact **info@mcopenplatform.org**

The purpose of these guidelines is to ensure a consistent brand look and representation for the MCOP Supporter logo.
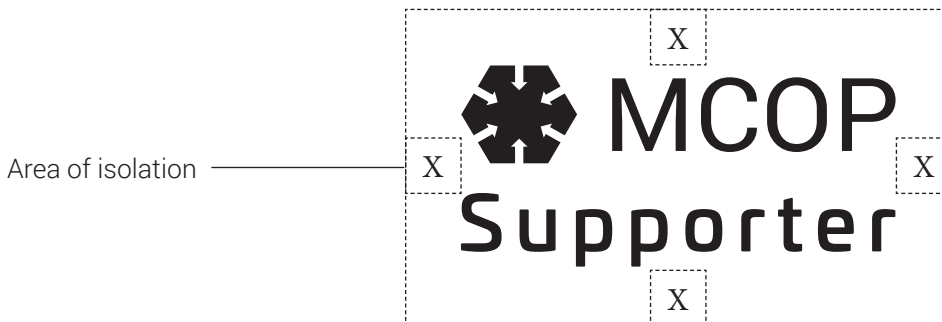
When being used as a reference for design work these guidelines should be used with common sense and good design judgement.

Logo elements

Logo design elements ——— **❋ MCOP Supporter** ——— Logotype

Minimum clear space

It is important that the logo sits within its own space and does not conflict with surrounding graphic elements. The area of isolation or 'X' space is dictated by the height of the S within the logotype.

Area of isolation ——— **❋ MCOP Supporter**

The written version of the logo

When writing 'MCOP Supporter' always use uppercase 'MCOP' and the word 'Supporter' with an initial cap.

Logo usage guidelines

The two approved versions of the MCOP Supporter logo are 100% black or 100% white. Please do not introduce any other colour scheme to the logo design.

Always use the Black version against a light background, regardless of reproduction process i.e display, lithographic print, screen print, vinyl or embroidery.

Always use the White version against a dark background, regardless of reproduction process i.e display, lithographic print, screen print, vinyl or embroidery.

Incorrect logo usage

Do not stretch, cut apart, alter or change the logo in any way. Below are a few examples of incorrect usage.

Do not change the colour of the logo design elements.

Do not change the layout of the various logo design elements.

Do not stretch or distort the logo.

Available versions of the MCOP Supporter master logos

For MCOP Supporter approved marketing, media and promotional items, versions of the various logos are only available from MCOP. Please contact **info@mcopenplatform.org** for further details.