

Proper Logo Use

Use the logo in its intended form.



Maintain a high contrast between the logo and the background it is on.



Leave a margin of space around the logo equal to approximately the same size as the "C" in communications.



Do not change the logo proportions.



Do not alter the logo typefaces.



Do not add elements to the logo.



It's The People.



Name Use Guide

The brand name should always appear as “Mid-Rivers Communications” or “Mid-Rivers.” It should never be written without the hyphen or both the M and the R being capitalized.

The first time the company name appears in a written document or article, it should always be fully displayed as “Mid-Rivers Communications.” Subsequent appearances of the company name in the same document or article may appear as “Mid-Rivers.”

Headlines may use “Mid-Rivers” only if the complete brand name is included in the first sentence of the article.

Any written correspondence being mailed on behalf of Mid-Rivers should use Mid-Rivers letterhead and envelope or be otherwise appropriately branded.

Visual communications for the brand should always include the logo in a visible location and in an easily legible size and contrast.

Mid-Rivers’ name should always be presented in a positive manner.

