



The Premier Association of
Financial Professionals®

focused

ON YOUR SUCCESS

MDRT® Branding Guidelines for Companies

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Introduction

The Million Dollar Round Table® (MDRT®) is pleased in your interest to support MDRT and identify with our brand. The following document is a guide to help you as you work within MDRT’s branding guidelines and to help define visual, stylistic elements and usage.

The MDRT Corporate logo is more than just a logo, it is the symbolic representation of the collaborative nature of its membership. The Round Table is symbolic of the coming together of members who have achieved similar goals from around the world.

MDRT Corporate logo usage and guidelines

This logo represents MDRT the organization.

General Rules:

- The MDRT logo should always be used in whole as the provided file shows. It should not be cropped or used in pieces.



- The logo should be in one color - two tone options are outlined in the following sections
- The logo with tagline should be used unless the print area provided forces the logo to be sized in a way that the tagline is illegible. In that case, the logo without the tag line may be used.
- The logo should not be placed over a competing background.
- The MDRT corporate logo should not be worn. Items that feature the corporate logo are only available from the MDRT Store and signify that they are officially received from the organization.
- Outdated versions of the MDRT logo, or changes to the logo may not be used and will not be approved for usage.
- The Table is not to be used as a standalone MDRT logo. It can be used as a decorative design element, but must be accompanied by an approved MDRT logo.

Tagline usage

The MDRT Tagline; The Premier Association of Financial Professionals®, should always be included with the MDRT logo. It describes the members of the organization and quality of the brand. There are few exceptions when these are not required to be used.

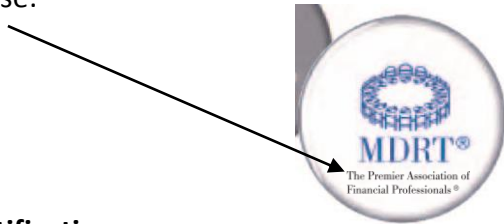
Exceptions to using the MDRT Tagline:

- The space does not allow the tagline to be legible
- The audience is very familiar with the MDRT brand and who the organization is

Correct use:



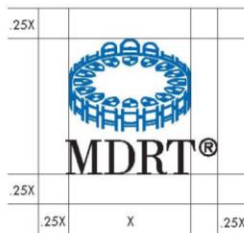
Misuse:



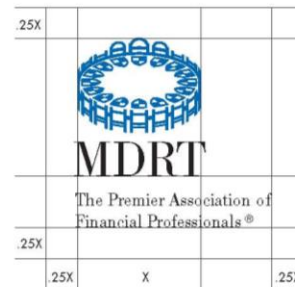
Identification

Always leave the recommended amount of clear space around the logo, as indicated below. This gives room for prominence and ensures that it will not be obscured by neighboring elements or typography. To ensure consistency, use the logo configurations in these guidelines on all MDRT related communications.

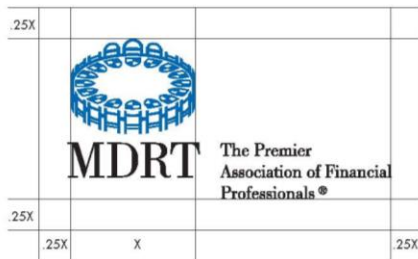
Standard



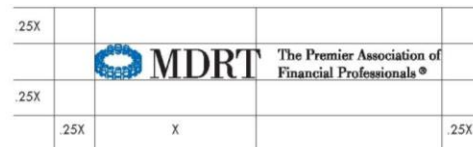
Vertical



Horizontal



Alternate horizontal (inline)



Typography - Fonts

MDRT's official Font is Bodoni BE Light. This font should be used whenever MDRT is being used as a text only logo. It should be followed by the registered mark (®)

Bodoni BE Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHabcdefgh1234567890

Correct use: MDRT® Company event or



Misuse: *MDRT /Company event*

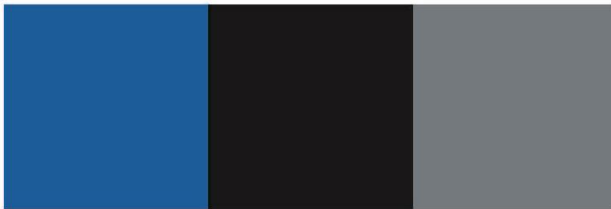
Reproduction

The primary color palette has been carefully considered with the display of MDRT’s identification elements in mind. Below are guidelines for consistent display of the colors for both print and electronic media.

Primary Colors

Supplementary Colors (used as accent to or with primary colors)

Solid Colors



Pantone 293 Black Pantone 431



Pantone 295 Pantone 877 Metallic Silver Pantone 428

Four-color Process

C: 100	C: 0	C: 11	C: 100	Use Pantone 431	C: 2
M: 57	M: 0	M: 1	M: 57	color formula.	M: 0
Y: 0	Y: 0	Y: 0	Y: 0		Y: 0
K: 2	K: 100	K: 64	K: 40		K: 18

Web/Monitor Color

Hexadecimal: 00 33 99	Hexadecimal: 00 00 00	Hexadecimal: 66 66 66	Hexadecimal: 00 33 66	Hexadecimal: CC CC CC
R: 0	R: 255	R: 102	R: 0	R: 204
G: 51	G: 255	G: 102	G: 51	G: 204
B: 153	B: 255	B: 102	B: 102	B: 204





Whenever printing the MDRT logo, the primary pallet above is the preferred pallet for the MDRT logo. If another color must be used, the MDRT logo (both round table and “MDRT”) letters should be the same color. The only Two-color reproduction that will be approved is with the table in Pantone 293 and the type in black.

It is acceptable to reverse out the MDRT Corporate logo from a dark color where the logo appears in white.

Corporate Co-branding

The MDRT logo may be used in conjunction with company logos, especially in inner office communications. A good example of this would be when promoting membership in MDRT. It is acceptable for company logos to appear side by side with the MDRT Corporate logo to signify support.



Sample Applications

A company would have the need to use the MDRT corporate logo when displaying collaboration with the organization as a whole. An example of this may be when an MDRT speaker has been brought in to a company, when a company is disseminating a message from MDRT, or to show general support of membership, an incentive or company program or general promotion.

Sample applications and uses that you may have for the MDRT Corporate logo are:

- Collateral to promote and support membership in MDRT
- Collateral to promote MDRT events
- Distributing MDRT messaging among producers

The MDRT Corporate logo is not to be worn by members (or non-members) or displayed at individuals' work stations. This use is reserved for MDRT Member logos.

Examples of co-branded items that would require the MDRT member logo would be mainly trophies or awards and items that are to be worn such as hats, shirts, jackets, briefcases. The MDRT store offers official MDRT products for MDRT members. The first place to go when looking for items featuring the MDRT Corporate or Member logos is the MDRT Store (www.mdrstore.org).

Common Reproduction Errors

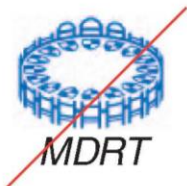
The MDRT Corporate logo can be downloaded from the Company section of MDRT.org. Any manipulating of this logo other than resizing with a locked aspect ratio will generate a reproduction error. The logo is always to show the registered mark and adhere to the guidelines outlined above.



Using unapproved color schemes with signature.



Screening back the color(s) of the signature. (The logo may be screened back only when used as a decorative/illustrative element.)



Changing the typeface used in the signature.



Adding punctuation to the logo type in the signature.



Placing typographic elements on top of the logo.



Placing MDRT above the logo.



Altering (scaling) the proportions of any part of the signature.



Angling the signature in any direction.






Printing the signature over a competing background pattern, or busy area of a photo.



Creating new logos to "play off" the Round Table logo.

<p>Not current MDRT logo</p>	<p>No registered mark on logo. Should have used Member Logo</p>	<p>Old corporate logo, should have used Member Logo.</p>	
<p>Cannot place text with the</p>	<p>The table in this logo has</p>	<p>The MDRT logo</p>	<p>This is an old version of the</p>

table, the table is not to be used on its own, there is no registered mark	been colored in and there is no registered mark	has no registered mark and is placed on top of a competing image	round table and the words are laid over it.
			
Used outdated table logo. Use of the Shield is reserved for MDRT only - not an official graphic. Created title called "MDRT Club".	This is not a current MDRT logo.	This is an old logo.	

MDRT Member logo usage and guidelines

The MDRT Member logos in all variations were designed exclusively to be used by and in reference to those who qualified applied and has been approved for MDRT membership on an annual basis. The logos are only to be used during the year in which that member has qualified, applied and been approved for membership. It is not to be used by someone who merely attained the production levels needed for MDRT; they must also submit an application to the organization, pay membership dues and be approved by the organization by fulfilling the association and ethics requirements.

MDRT also asks that whenever producing apparel, it include the year in which the wearer is an approved member. MDRT members earn membership and approval each year, it is an important goal and to be respectful of the members that qualify each year we ask that all apparel produced outside of MDRT include the approval year.

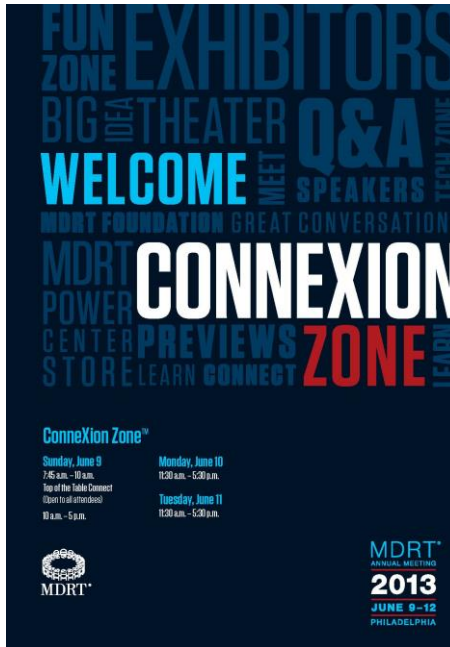
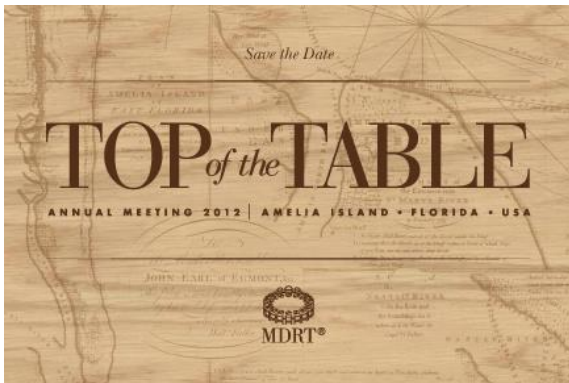


Awards and recognition

One of the main ways that Companies may use the MDRT Member logo is with co-branded awards and recognition among their producers who are MDRT Members. Whenever planning to give an award to an MDRT member, the first place to start is always the MDRT Store (www.mdrtdstore.org). MDRT has a wide offering of official MDRT plaques and awards that were design for MDRT members. If a company would like to pursue a co-branded award that displays the MDRT member logo with the Company logo, they may, however it is important to verify that the recipient has been officially approved for MDRT membership. Simply reaching the qualification levels does not guarantee membership in MDRT.

Terminologies and Sub-brands /Meeting Identifiers and other MDRT logos

MDRT has specific branding for each of its meetings that are MDRT refers to as meeting identifiers, Top of the Table Annual Meeting, The MDRT Experience Meeting and the MDRT Annual Meeting. These are to be used in conjunction with the MDRT logo when reproduced.



If companies are planning on producing apparel for their producers to wear at an MDRT meeting, the apparel should have the MDRT member logo on it. The Meeting Identifier may be used, however it should be used in conjunction with the MDRT member logo for members.



**2013 MDRT Annual Meeting
Philadelphia, Pennsylvania, USA**

If the company is producing apparel to be worn at the MDRT Annual Meeting to be worn by members and non-members (aspirants and company officials), it can feature the MDRT meeting identifier and be cobranded with the company’s logo. Special permission by MDRT must be given for this use.



Company

MDRT Tagline

“The Premier Association of Financial Professionals” is the official tagline of MDRT. It is not to be shortened or used in parts. The tagline is to appear with the MDRT table in all cases unless the logo is being reproduced in a way that the tagline is unable to be read. In that case the MDRT logo or member logo without the tagline may be used.

Effort to use the tagline should always be made when using the MDRT brand with an audience that does not consist of MDRT members. The tagline is used to emphasize and describe who the organization and its members are.

Registered Marks

The registered mark must always appear with the MDRT logo. All logos that are distributed from MDRT already contain the registered mark (®) located in the appropriate places. These are not to be changed or removed.

The samples below show proper placement of the registered mark with the MDRT logos.

MDRT Corporate Logos – to be used by organizations



MDRT Member Logos – to be used by members



MDRT Boiler Plate

Founded in 1927, the Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals®, is a global, independent association of more than 43,000 of the world's leading life insurance and financial services professionals from more than 500 companies in 67 countries. MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business.

FAQ's

Q: Can a company print a shirt with the MDRT Corporate logo for members or non members to wear?

A: The MDRT corporate logo is reserved only for apparel purchased through the MDRT Store. The MDRT Corporate logo is only to be used on collateral by companies to signify a combined effort or support. The Member logo not be used in this instance unless it is only given to members. If the only logo appearing on this shirt is MDRT related, these should be purchased through the MDRT Store. Any items generated outside of MDRT should be sent to MDRT for approval of use.

Q: Our Company would like to make a plaque to recognize MDRT members, can we use the logo?

A: The MDRT Store offers official MDRT membership plaques. You may purchase a bulk order through the store. If you are placing your company logo on the plaques, then you may use the MDRT member logo on the plaque you are producing.

Q: Our Company would like to promote the MDRT Annual Meeting, can you send us the logo for our flyer.

A: MDRT can supply you with a print ready PDF document that you may distribute, reprint or post on your intranet. If you have further needs contact the MDRT Marketing and Communications Department.

Q: We would like to print MDRT on shirts that we will be distributing to all our producers (members and non-members) for a company meeting that encourages participation in MDRT.

A: MDRT and MDRT member logos may not be used in this case (the member logo is reserved for approved members only). The company may write MDRT (in text) but may not display or use logos in this case.

Approvals

If you are using an MDRT logo in any production items, MDRT asks that you submit that project for the review of MDRT staff to ensure that it adheres to these branding guidelines. Inquiries can be sent to:

MDRTmarketing@mdrt.org. You can expect a response within three business days.

MDRT Foundation Corporate Identity

For inquiries and guidelines on usage of the MDRT Foundation logos, please contact Foundation@mdrt.org.