Logo options for download

Gradient Tracks Version

Solid Tracks Version

The MHCA logo

Logo rationale

The new MHCA logo represents the force and growth of the association through several design elements.

The chevrons in the M are reminiscent of tire treads, symbolizing the active role MHCA plays in Manitoba's heavy construction industry. They're also similar to the prairie grasses of our province.

The subtle change of colour in the chevrons represents layering and building and reinforces MHCA's role in both. The strong and downward direction of the chevrons link the logo with MCHA's new tagline "Groundbreaking," showing the association's commitment bringing momentum to the heavy construction industry.

Finally, the bold choice of typefaces signify MHCA's strong commitment to being a valuable and confident voice for Manitoba's heavy construction industry. Maintaining the logo's integrity is key to the success of a strong visual identity. Every element in our logo has been designed to create a visually expressive whole. None of the elements should ever be altered.

Exacting guidelines have been developed for the consistent presentation and reproduction of our logo to ensure its visual intent remains clear. The logo should always be printed from digital files for the highest quality reproduction.

The logo has been designed to work as a whole, the two main components of the logo must never been used separately in any application without first consulting with MHCA. This is an inviolable policy until advised otherwise.

Clear space

There must be a minimum distance separating the MHCA logo from other logos or identifiers, on all sides. The minimum distance is equal to the width and height of the H in the MHCA logo.

Colour standards

Colour breakdowns

The MHCA has a large printed material usage. Our company colours must be used consistently and properly used in each application. There are four specific colours used in all communications materials produced for MHCA. Listed below are the colour names and formulas for Pantone®, CMYK, RGB and greyscale.

	Pantone *	CMYK	RGB	Greyscale
	377 C	45 0 100 24	120 162 47	60% black
	375 C	41 0 78 0	160 207 103	40% black
	373 C	16 0 46 0	218 232 162	20% black
	Black 6 C	100 35 0 100	0 0 0	100% black

	Pantone *	CMYK	RGB	Greyscale
	158 C	0 61 97 0	245 128 37	60% black
	157 C	0 43 70 0	249 162 94	40% black
	156 C	0 22 42 0	253 204 153	20% black
	Black 6 C	100 35 0 100	0 0 0	100% black

	Pantone *	CMYK	RGB	Greyscale
	2925 C	85 24 0 0	0 150 214	60% black
	292 C	49 11 0 0	121 189 232	40% black
	290 C	25 2 0 0	185 224 247	20% black
	Black 6 C	100 35 0 100	0 0 0	100% black