

... **MIGHTY** ...

**MISSISSIPPI**

... MIGHTY ...  
MISSISSIPPI



... MIGHTY ...  
MISSISSIPPI

mississippi development authority  
.....  
MISSISSIPPI  
mississippi.org

PRIMARY WORDMARK



ON LIGHT BACKGROUND

The primary mighty wordmark is for white or light backgrounds



ON DARK BACKGROUND

The white primary mighty wordmark is for complicated or dark backgrounds



CREATED BY



**PRIMARY WORDMARK**



DEVELOPMENT AUTHORITY WORDMARK

**ON LIGHT BACKGROUND**

The primary EDC wordmark is for white or light backgrounds



**ON DARK BACKGROUND**

The white primary EDC wordmark is for complicated or dark backgrounds



CREATED BY

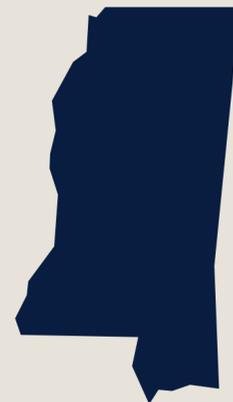




**SECONDARY MARK /  
STATE OF MISSISSIPPI**

The secondary state of Mississippi can be used as a mark (below) or as the state only (shown on right)

The state only can appear in any brand color or white



**SECONDARY COLOR OPTION /  
MIGHTY WORDMARK**

The secondary color option for the mighty wordmark can be used on yellow (shown on right) or blue (below)



EDC WORDMARK



MIGHTY WORDMARK



SECONDARY MARK



MINIMUM SIZING

CREATED BY



**PRIMARY /  
WHITE**

**#FFFFFF  
0 / 0 / 0 / 0**

**PRIMARY /  
MIGHTY BLUE**

**#081D40  
100 / 88 / 42 / 52**

**PRIMARY /  
MIGHTY BLUE**

**#EA3433  
0 / 94 / 87 / 0**

**COLOR PALETTE**

**SECONDARY /  
OFF-WHITE**

**#E8E3DA  
8 / 8 / 12 / 0**

**SECONDARY /  
BLUE**

**#135C97  
95 / 67 / 14 / 0**

**SECONDARY /  
GOLD**

**#E1A943  
12 / 34 / 87 / 0**

**SECONDARY /  
DARK GOLD**

**#C2832A  
22 / 50 / 100 / 4**

CREATED BY



**Aa**

**BbCcDdEeFfGg**

**HhIiJjKkLlMmNn**

**OoPpQqRrSsTt**

**UuVvWwXxYyZz**

**TYPE STYLES**

Headlines are Montserrat Bold  
(sentence case) / Secondary headlines are  
Montserrat Bold (all caps, 150pt tracking) /  
Body copy are Montserrat Regular

**SECONDARY HEADLINES**

# Primary Headlines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.