



Madison Center for
American Leadership

Brand standards and materials

A working identity and materials system based on the Madison Center website, with reusable formats for correspondence, publications and outreach.

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Logo and identity

Keep the torch and the two-line name together as the primary identity.



Madison Center for American Leadership

Primary logo

Use the supplied PNG for Word and PowerPoint. Use the SVG for layout work. The lettering is outlined, so the logo itself does not require a font installation.

Clear space

Allow at least one torch width around the visible mark. The existing image padding is a starting point; leave additional room when placing other text or artwork nearby.

Recommended minimum

Use a visible logo width of about 198 px on screen or 1.8 in in print. Keep the original proportions, line break and spacing. The torch alone is suitable for an avatar where the organization name appears nearby.



The supplied logo sits on white. The torch is the original embedded raster image, not a new vector drawing. For large signage, commission a vector production master from this exact silhouette.

Color

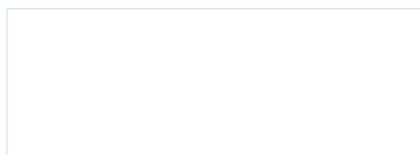
Use the newer site-wide palette as the shared standard for organization materials.



Navy

#142D4B

Primary text and identity



White

#FFFFFF

Main background



Slate

#596C80

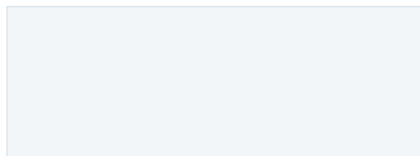
Secondary text



Accent

#234969

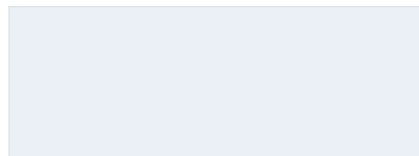
Links and restrained emphasis



Surface

#F3F6F9

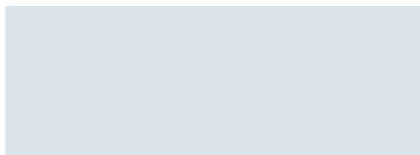
Light background areas



Soft blue

#EAF0F6

Secondary surfaces



Rule

#DCE4EB

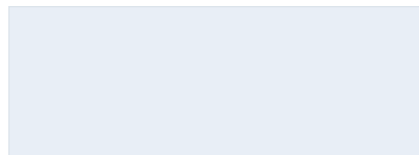
Dividers and borders



Dark field

#0E1725

Optional dark background



Light ink

#E8EEF6

Text on dark backgrounds

Background and text. Use navy on white for most materials. Reserve slate for secondary copy. Pale colors and the rule color separate areas; they are not body-text colors.

Source: the `--cal` variables in the HTML. Earlier `--wn` colors remain in parts of the homepage; this kit standardizes the newer set for collateral. RGB values are the master references.

Typography and language

Manrope is the primary typeface. Regular and Medium carry the system.

Thoughtful civic leadership

FORUM / LEARNING / ORGANIZATION

Large, closely spaced headings and quiet supporting text reproduce the website's editorial character. Keep body text naturally spaced and leave room around each section.

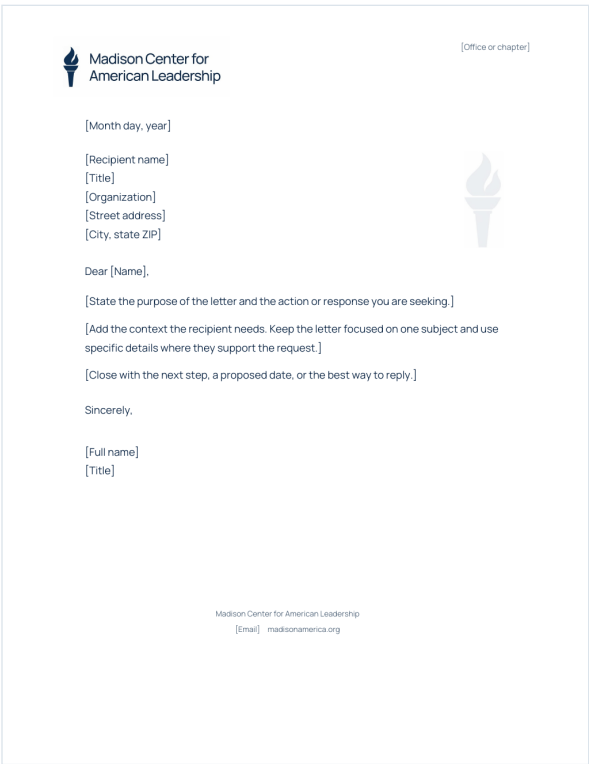
Document title	24-30 pt	Medium
Section heading	13-16 pt	Medium
Document body	11 pt / 1.3 line spacing	Regular
Footer or metadata	8-9 pt	Regular
Slides	36-54 pt titles / 20-24 pt body	Regular or Medium

Names and voice. Use Madison Center for American Leadership on first reference and Madison Center thereafter. Keep Forum as the editorial label. Identify chapters or offices separately from the logo. Use specific claims and plain language.

Existing website description. “Formation for thoughtful, articulate, and responsible civic leadership.” This is source wording, not a newly adopted mission statement.

Letterhead and documents

The correspondence layout adapts the institutional letterhead example to the website identity.



Letterhead format

US Letter, 8.5 × 11 in. The logo sits at the upper left; the office or chapter sits at the upper right. An inset body column and a small centered footer keep the page calm.

Working dimensions

The letter body begins 1.65 in from the top, with a 1.20 in left margin and 0.85 in right margin. Body copy is 11 pt. The pale torch appears on the first page only.

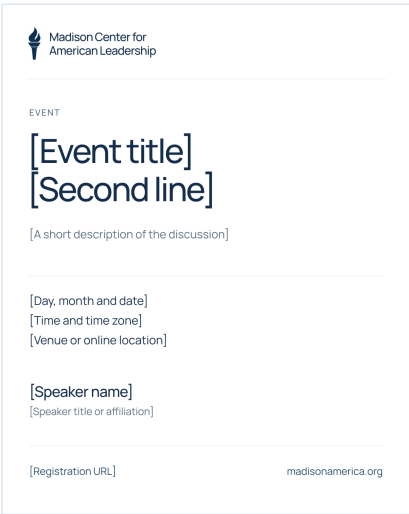
Matching letterhead files

Letterhead.docx is the editable one-page master. Letterhead.pdf shows the same artwork and text fields. Use Letterhead-Blank.pdf for blank stationery.

Memorandum	A recommendation, background and next action.
Meeting agenda	Timed discussion, decisions, owners and due dates.
Forum article	Title, standfirst, byline, argument and sources.
Organization brief	Purpose, current work and a specific request.

Digital and printed materials

Download the PowerPoint versions to edit graphic text and layout. See page 9 for filenames.



Event announcement

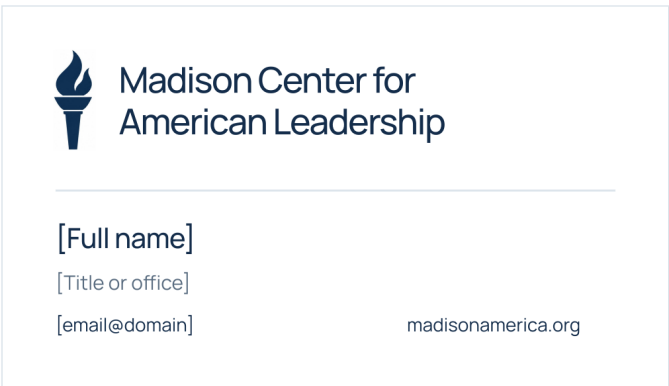
1080 × 1350 px



Forum article graphic

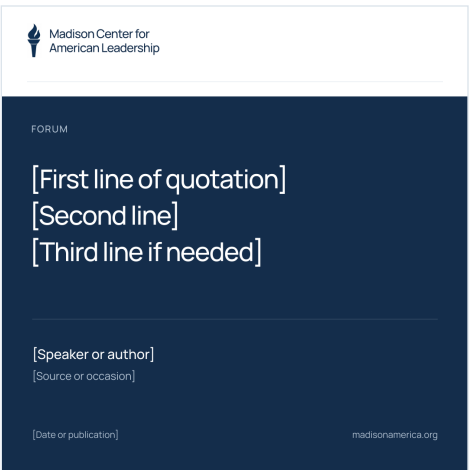
1200 × 630 px

Use short headlines. Preserve the author name and a clear publication label. For events, include the time zone and a usable registration address.



Business card

3.5 × 2 in, front and back

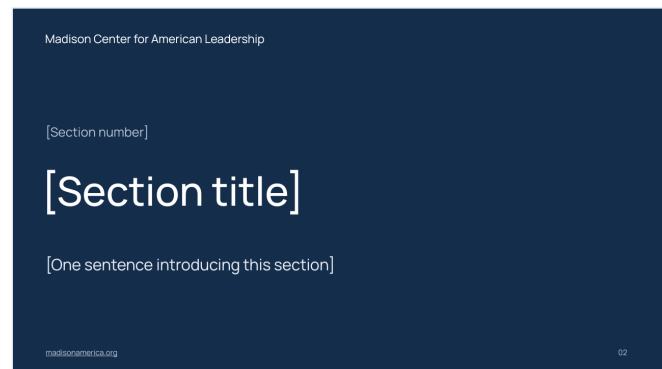


Quotation graphic

1080 × 1080 px

Presentations and signatures

Use the same identity in meetings and everyday correspondence.



Eight editable layouts. Title, section, main point, comparison, quotation, program overview, event and closing. The presentation uses a 16:9 canvas. Duplicate the layout you need and replace its bracketed text.

Email signature

Luke Zaniewski

Founder

Madison Center for
American Leadership

[Email]
madisonamerica.org

The HTML signature uses Arial, the website's fallback font, so email does not depend on web-font support. The generic version can be used by other officers. A plain-text version is also included.

Edit the HTML or copy its rendered content into the signature editor, then replace the email placeholder. The signature is deliberately text based, so it does not rely on linked images.

Using the kit

The official website is madisonamerica.org. Install the fonts before editing the templates.

01 Brand Guide

This guide, exact color values and reusable design tokens.

02 Logos

Primary logo, isolated torch and a square avatar.

03 Documents

Five Word templates, a matching letterhead PDF and blank stationery.

04 Presentations

Eight editable PowerPoint layouts.

05 Digital

Editable PowerPoint graphics, SVGs, PNGs and email signatures.

06 Business Cards

Editable PowerPoint cards, SVGs, PNGs and a PDF template.

07 Fonts

Manrope Regular, Manrope Medium and the supplied license.

Editing and export

Use the PowerPoint versions of social graphics and business cards for text and layout edits. Install both Manrope fonts first. Replace the bracketed fields, save an editable copy, then export the finished graphic as PNG. SVG files remain available for vector editors.

Print production

Print the blank stationery at actual size. Business-card pages are at trim size, with no bleed or crop marks. After replacing the sample fields, ask the printer to apply its required production settings. Supply the RGB masters and let the printer convert colors for its paper and press.

Basis: Madison-Center-Website-Layout-Refined.html, inspected 19 September 2026, and the supplied letterhead example. Colors and logo geometry come from the HTML. Print sizes, clear space and usage rules are proposed working standards in this kit.

Asset files and downloads

Open [Madison-Center-Asset-Catalog.html](#) in a browser to preview and download individual files.

Choose PowerPoint for easy text and layout edits. Install the included Manrope fonts, replace the bracketed fields, and export your finished graphic as PNG for upload.

ASSET / KIT FOLDER	FILES
Quotation graphic 05-Digital/	Quotation-1080x1080.pptx Quotation-1080x1080.png Quotation-1080x1080.svg
Event announcement 05-Digital/	Event-Announcement-1080x1350.pptx Event-Announcement-1080x1350.png Event-Announcement-1080x1350.svg
Forum article graphic 05-Digital/	Forum-Article-1200x630.pptx Forum-Article-1200x630.png Forum-Article-1200x630.svg
Primary logo 02-Logos/	Madison-Center-Logo.png Madison-Center-Logo.svg
Avatar 02-Logos/	Madison-Center-Avatar.png Madison-Center-Avatar.svg
Torch 02-Logos/	Madison-Center-Torch.png Madison-Center-Torch.svg
Business card front 06-Business-Cards/	Business-Card-Template.pptx Business-Card-Front.png Business-Card-Front.svg
Business card back 06-Business-Cards/	Business-Card-Template.pptx Business-Card-Back.png Business-Card-Back.svg

The business-card PowerPoint contains both sides: slide 1 is the front and slide 2 is the back. Logo files remain supplied PNG and SVG artwork.