



MLK365[®]

The logo features the text 'MLK365' in a bold, sans-serif font. The letters 'M', 'L', and 'K' are white, while '365' is yellow. A yellow crown icon is positioned above the letter 'K'. A registered trademark symbol (®) is located to the upper right of the '5'.

OFFICIAL BRAND GUIDE



LOGOS

Honoring the past. Impacting the future.



MLK365



Symbolism

There are 3 variations of our full logo:
The Type logo, Vertical and **Horizontal logo layout.**

The logo includes a gold crown just above the letter “K” inside a fully enclosed circle.

The letter “K” is the first initial of last name of Martin Luther King Jr., and it represents a person who is holding up a gold crown. The gold crown represents justice and equality, the ideals and values that Dr. King and so many others represented.

The ring (circle) symbolizes the community.

The overall logo concept symbolizes the rippling impact and power in the community of one person who holds up the values and ideals of Martin Luther King Jr.



ICONS

Honoring the past. Impacting the future.





Mont

Aa Bb Cc Dd Aa Bb Cc Dd

Montserrat

Aa Bb Cc Dd



COLOR PALETTE

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MLK365 BLUE

0F284A

C 100 M 86 Y 42 K 42

R 15 G 40 B 74

MLK365 GOLD

E4B739

C 11 M 27 Y 91 K 0

R 228 G 183 B 57

**Honoring
the past.** **Impacting
the future.**

MLK³⁶⁵