



**Mississippi
Arts +
Entertainment
ExperienceSM**

Brand Standards

www.msarts.org

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Brand Standards

Introduction

Following our brand standards will protect our brand identity, eliminate confusion and distinguish our brand in a competitive visual environment.

This graphic standards manual provides clear guidelines for using our official names, logos, colors and typefaces.

Carefully follow these directions on all branded communications.

The MAX Logo

The logo symbol and wordmark should always appear together in an approved lockup. Do not separate, rearrange, or alter the relationship between these elements.

Our lockup helps people associate our logo with our name.

Reference pages 5–6 for logo usage examples.



For more information or to request high resolution artwork, please contact:

Jeremy Sollie
jeremy@msarts.org
601.581.1550

Brand Mission + Values

Our Mission

Celebrate Mississippi's creative legacy, elevate Mississippi artists, and inspire people to explore and pursue their creative passions.

Our Vision

Build stronger communities and a better Mississippi through the arts.

What is The MAX?

Mississippi Arts + Entertainment Experience (The MAX) is a thriving arts and cultural center that inspires Mississippi pride and transforms lives through authentic cultural experiences. The MAX features a museum celebrating Mississippi's creative legacy, a two-story hall of fame featuring the state's groundbreaking artists, and dynamic studio and performance spaces where people of all ages explore their creative passions.

A gateway to arts and culture across the state, The MAX is utterly unique. There's no place like it, because there's no place like Mississippi. Here, the magic and mojo of Mississippi's cultural legacy come to life. Past, present, and future come together at The MAX, where we honor Mississippi's creative icons, showcase working artists, and nurture the next generation.

Our Values

- The arts are essential and everyone is creative
- Transparency and accountability in all that we do
- Stewardship of the assets entrusted to us and the relationships we develop
- Curiosity about the arts, artists, and the world around us
- Collaboration as the mode of operation
- Radical hospitality for all
- Nimble and responsive to new opportunities

Brand Language

Brand names should be consistently expressed in spoken language and in print. When speaking about or writing our brand names, follow the guidelines in this section.

Spoken Style

Full Name:

Since our full name is long, use it sparingly. Speakers, listeners, writers and readers will thank you.

Say “Mississippi Arts + Entertainment Experience” on first mention on formal occasions, such as awards ceremonies or press conferences. Then, say “The MAX” after.

Nickname:

Since our full name is long, our nickname is the alternative way to refer to our brand, our physical building, and our museum as an entity.

Say “The MAX” in all informal spoken communications, such as answering the phone, welcoming museum guests or giving tours. In formal occasions, say “The MAX” after an initial mention of our full name.

Examples:

Phone: “This is The MAX! How may I help you?”
Greeter: “Welcome to The MAX!”

Press Interview:

“Mississippi Arts and Entertainment Experience is a world-class destination for arts and entertainment enthusiasts of all ages.”
Awards Ceremony: “The MAX is pleased to induct Oprah Winfrey into our Hall of Fame.”

Print Style

Full Name:

Use on first mention in body copy of branded collateral and press, and on formal applications, like Hall of Fame materials. Then, use “The MAX.”

Correct:

Mississippi Arts + Entertainment Experience

Incorrect:

The Mississippi Arts + Entertainment Experience
(“The” is not part of full name print style)

Mississippi Arts+Entertainment Experience
(no space around the plus sign)

Mississippi Arts & Entertainment Experience
(ampersand instead of the plus sign)

Mississippi Arts and Entertainment Experience
(and instead of the plus sign)

Nickname:

Use in body copy of branded collateral and press after initial mention of our full name.

Correct:

“The MAX”

Incorrect:

THE MAX *(“The” should be title case)*

The Max *(MAX should be in all caps)*

Logo Lockups

Primary Logo

The primary logo is the main and preferred representation of The MAX brand. It should be used whenever space and layout allow for clear, legible presentation of the full logo. Use the primary logo across primary brand communications, marketing materials, advertising, signage, digital platforms, and other public-facing applications whenever possible.



Logo Lockups

Secondary Logo

The secondary logos offer flexible alternatives to the primary logo for applications where space, orientation, or layout may require a different configuration. Use the stacked or horizontal version when it provides a clearer, more balanced presentation within the available space.



**Mississippi
Arts +
Entertainment
Experience** SM



**Mississippi Arts +
Entertainment Experience** SM



**Mississippi
Arts +
Entertainment
Experience** SM



**Mississippi Arts +
Entertainment Experience** SM

Logo Usage

Safe Space

The logo must have a minimum of space around it in order to set it off distinctly from any accompanying copy or visual material. It must, in other words, have its own “territory” into which no other messages are allowed to encroach. These guidelines and amounts of space given around each element are minimums.

The measurement that determines the minimum territory is the height of the counter (negative space) in the capital A of the logo. This rule applies to all versions of the logo.



Logo Usage

One-Color Logo Use

The one-color logo must be used when the primary logo cannot be reproduced effectively or when the logo is placed on The MAX blue background. This ensures the logo maintains maximum visibility, legibility, and brand recognition.

Always use the logo version that provides the strongest contrast and clearest presentation against its background.



Nickname Logo Lockups

Nickname Logo

The MAX nickname logo may be used when a more concise or informal representation of the brand is appropriate. It is intended for applications where the full logo lockup is not necessary or where the nickname better suits the space, audience, or context.



Color System



MAX BLUE

Color Code: 006ba6

CMYK : 100, 16, 0, 27

RGB : 0, 107, 166

Pantone : 307 C



DARK BLUE

Color Code: 121c28

CMYK : 86, 74, 56, 70

RGB : 18, 28, 40

Pantone : 7547 C



BLACK

Color Code: 000000

CMYK : 0, 0, 0, 100

RGB : 0, 0, 0



WHITE

Color Code: ffffff

CMYK : 0, 0, 0, 0

RGB : 255, 255, 255

Brand Typography

Primary Typeface, Body Copy

Helvetica Neue Light is the primary typeface used in our print communications. It was chosen for its modernist look, which complements our architecture, our logo and the forward-thinking spirit of our brand. Use this typeface for body copy on all print materials, including ads, brochures, trade show booths, posters and interpretive signage.

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character

When possible, follow the guidelines below for manual spacing, kerning and leading for the most custom, branded look.

Font Size 10 pt*

Leading 12 pt*

Kerning 10 Metrics (in thousandths of an em)

Tracking 0 (in thousandths of an em)

*When using a larger font size, the leading should be increased by 2 points in relation to the font point size.

Example:

Font Size 14 pt

Leading 16 pt

Brand **Typography**

Secondary Typeface, Headings and Subheads

Helvetica Neue Bold is the secondary typeface used in our print communications. This typeface is primarily used for headings and subheads.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character

When possible, follow the guidelines below for manual spacing, kerning and leading for the most custom, branded look.

- Font Size** 24 pt*
- Leading** 26 pt*
- Kerning** 10 Metrics (in thousandths of an em)
- Tracking** 0 (in thousandths of an em)

*When using a larger font size, the leading should be increased by 2 points in relation to the font point size.
Example:

- Font Size** 36 pt
- Leading** 38 pt

Web Typeface

When Helvetica Neue is not available, for instance, in cross-platform operating systems, substitute with Arial Bold and Arial Regular.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo Incorrect Usage

Incorrect Usage

These guidelines apply to all versions of the logo.

Do not use a broken or imperfect logo and wordmark.



Do not place the logo in or reverse out of unauthorized shapes. **Do not** use an unapproved logo in reverse applications.



Do not place the logo on heavily textured backgrounds.



Do not place text or other visual elements within the logo's safe space. Reference page 7 for safe space guidelines.

The MAX celebrates Mississippi's creative legacy, elevates artists, and inspires people of all ages to explore and pursue their own creative passions.



Do not alter the approved logo by changing the size, scale, or placement relationships of its elements.



Do not use unauthorized color relationships or drop shadow effects.



Do not stretch the logo vertically or horizontally.



Brand Positioning Line

Positioning Line

Creativity Lives Here

Purpose

Our brand positioning line — Creativity Lives Here — captures the spirit of The MAX as both a cultural home and creative hub for artists, audiences, and communities throughout Mississippi and beyond.

Role in Communications

The positioning line may be used across branded communications to reinforce our identity, differentiate our voice, and deepen emotional connection with our audiences. It functions as a thematic extension of our name and logo, shaping how people understand our purpose and the experiences we deliver.

When to Use

- Key messaging headlines (e.g., at the top of brochures, invitations, ads, and posters)
- Marketing collateral and promotional copy
- Digital and social media campaigns
- Signature event materials and press releases
- Support copy where the The MAX's mission and cultural relevance are emphasized

Voice and Tone

The line should be treated as an enduring, declarative statement which embodies:

- A sense of place rooted in the creative legacy of Mississippi
- Pride in the depth and diversity of artistic expression in the state
- An invitation to explore, participate, and be inspired



2155 Front Street, Meridian, MS 39301 | 601.581.1550

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