



MPLIFY BRAND STYLE GUIDE

June 2025

This guide outlines Mplify's core brand elements, including official logos, primary and secondary typefaces, color palette, icons and imagery examples. Whether you're creating presentations, digital content, or printed materials, this go-to reference helps maintain consistency and clarity across all our visual communications.

Primary Logo:
Vertical Lockup



Brand Mark



Horizontal
Lockup



Color Palette

#000136

R0 G1 B54
C96 M91 Y42 K62

#244E9E

R36 G78 B158
C95 M79 Y3 K0

#3D7BC7

R61 G123 B199
C76 M48 Y0 K0

#790072

R121 G0 B114
C62 M100 Y22 K9

#FD7801

R253 G120 B1
C0 M66 Y100 K0

#FEBF10

R254 G191 B16
C1 M27 Y99 K0

#555555

R85 G85 B85
C64 M56 Y55 K31

#A1A1A1

R161 G161 B161
C39 M32 Y32 K1

Fonts

Primary Font for Headings, Subheadings for All Formats | Sansation

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ! ?)

Body Font for Print and Powerpoints | Avenir Next LT Pro (400 & Demi)

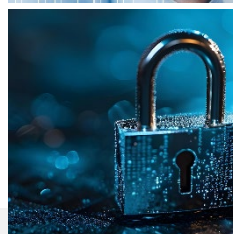
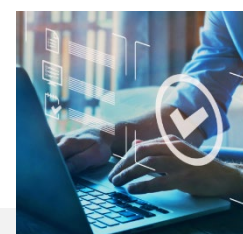
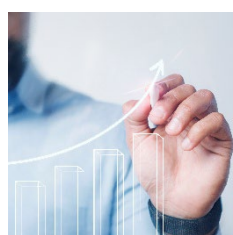
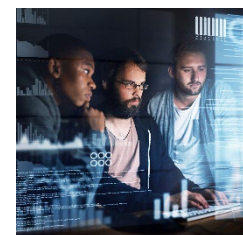
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ! ?)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ! ?)

Body Font for Web | Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * ; ! ?)

Icons & Imagery



For questions or help, please reach out to marketing@mplify.net



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Mplify Messaging

Boilerplate (68 words):

Mplify is a global alliance of network, cloud, cybersecurity, and enterprise organizations working together to accelerate the AI-powered digital economy through standardization, automation, certification, and collaboration. As the defining authority behind Carrier Ethernet, Lifecycle Service Orchestration (LSO) APIs, and certified SASE and SD-WAN, Mplify has developed the global blueprint for Network-as-a-Service (NaaS) that is empowering the industry to innovate, interoperate, and scale trusted network services across a global ecosystem.

Elevator Pitch

Short Version (25 words):

Mplify is a global alliance of network, cloud, cybersecurity, and enterprise organizations working together to accelerate the AI-powered digital economy through standardization, automation, certification, and collaboration.

Mid-length (50 words):

Mplify is a global alliance of enterprises, service providers, cloud and technology providers, data centers, and systems integrators, collaborating to accelerate the AI-powered digital economy. Through standardization, automation, certification, and community-led innovation, Mplify is empowering secure, scalable, and trusted services that drive Network-as-a-Service (NaaS) adoption across a global ecosystem.

Mission Statement

Our mission

To amplify global network and service innovation, interoperability, and resilience through collaboration, standardization, automation, and certification.

Hashtags:

#MplifyAlliance

#WeareMplify

#MplifyConnects



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Mplify Guidelines

Mplify permits its members, partners, media, and third-party developers (“you”) to use its name, trademarks, logos, and brand assets (“Marks” or “Brand Features”) only as outlined in these guidelines. By using any Mplify Marks, you agree to comply with these rules. If you have a separate agreement with Mplify regarding brand use, that agreement takes precedence.

Trademark Use

“Mplify,” the Mplify logo, and any associated sub-brand or product logos are trademarks of Mplify. Please include proper attribution with other copyright or trademark notices.

Using the “Mplify” Name in Text

Always use “Mplify” as a single word, not “the Mplify.”

Use Marks only as adjectives, followed by a descriptor (e.g., Mplify™ certification program).

Do not use Mplify Marks as nouns, verbs, plurals, or in possessive form—unless referring to the organization by name (e.g., “Mplify’s mission”).

Use trademark symbols when referring to Mplify products or services.

Mplify Logos

For Members:

Current members may use the official Mplify member logo in digital or print formats. Logos must be removed once membership expires.

For Partners:

Logos may be used in accordance with your active agreement with Mplify and these guidelines.

For Media:

Logos may be used in press coverage or approved communications. Do not modify, combine, or use them in a misleading way.

Custom Logo Requests:

Email specific requests to: manager@mef.net

How to Cite Mplify

Mplify is a global industry alliance of network, cloud, and technology providers accelerating enterprise digital transformation through a collaborative ecosystem. We deliver service standards, LSO frameworks, APIs, and professional certifications to support trusted, automated digital services across provider networks.

Visit mplify.net and follow us on LinkedIn, Bluesky and YouTube.

Screenshots

You may use unaltered screenshots of public Mplify web pages for educational or editorial use. Do not use screenshots showing personal data or profile pages unless you have consent or obscure all identifiable information.

Usage Restrictions

Books & Publications:

Use of Mplify logos or name in titles or covers requires written permission. For screenshots, follow the guidelines above.



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TV, Film & Video:

Use of Mplify logos in production must adhere to Section 9 ("Use Requirements and Terms").

Blogs:

Mplify Marks may not appear in blog titles and should only be used as descriptive references. Logo use is limited to approved member use.

Merchandise:

Mplify generally does not allow use of Marks on manufactured goods (e.g., T-shirts, swag). Requests must be submitted for approval.

Use Requirements and Terms

Logo Display: Must stand alone with clear space around it.

Color Use: Use the full-color version whenever possible. On light backgrounds only. High-res assets required for print.

Size: Logos may not be enlarged beyond provided size unless in vector format. Minimum height: 21px (screen) or 0.25" (print).

No Modifications: Do not alter logos or combine with other marks.

No Confusing Use: Do not imply Mplify is the source of your products/services or create similar marks.

No Incorporation: Do not include Mplify Marks in your company/product/domain names or icons.

No Generic Use: Do not use in a generic or descriptive way.

No Domains/Usernames: Do not register Mplify Marks as part of domains or social handles.

No Copying: Do not mimic Mplify's website design, colors, or layout.

No Implied Endorsement: Do not suggest Mplify endorses or sponsors your work unless explicitly authorized.

No Prominence: Mplify logos should not be the most prominent element in your content.

No Disparagement: Do not use Marks in a way that harms or discredits Mplify.

No Illegal Use: Do not use Marks on sites with adult content, gambling, or illegal material.

No Objectionable Use: Avoid misleading, defamatory, or inappropriate uses.

Termination: Mplify may revoke usage rights at any time. You must comply within 7 days.

Rights Reserved: Mplify retains all ownership and rights to its Marks.

Mplify disclaims all implied warranties regarding its Marks, including non-infringement, to the extent permitted by law.

Contact & Permissions

Mplify may update these guidelines at any time. Continued use of our Marks indicates your acceptance.

For questions or help, please reach out to marketing@mplify.net