



MEA's new brand is more than a logo and colors. It's how we talk about who we are and what we believe—and how we visually represent that to the world. Beginning at the 2020 Winter Conference and beyond, MEA will be implementing this new brand. We've developed this FAQ to help you learn more:

### **Why did MEA rebrand?**

The existing MEA logo and image guidelines were nearly 15 years old—from a time that pre-dates both the attacks on unions and public education, as well as the explosion of social media. This rebrand is designed to better meet new member recruitment/retention needs, to better reflect who we are as a statewide organization, and to streamline/modernize our visual look.

### **What process was used to develop this new brand?**

Through a competitive bid, a Lansing-based firm—Redhead Design Studios—was engaged to help us through the research and development of the rebrand, which included input from MEA members, leaders and staff. In the end, the MEA Board of Directors voted in December to implement the new brand.

### **What does the logo represent?**

While meant to be somewhat abstract, at first glance it appears as a shield (and, to some a book). It is intended to represent a foundation of collective strength and advocacy for education, uniting K-12 educators, support professionals, and higher education employees to support our schools and our communities. Together we are the shield protecting every student's right to succeed. We are Champions for Education.

### **Where can I get the new logo?**

You can download the logo, in all relevant formats, for general office and online use at [mea.org/branding](https://mea.org/branding). A branding guide is also available there to advise on proper logo use.

### **Do we need to dispose of any materials with the old logo?**

**No!** We are committed to both a financially and environmentally friendly rollout of this new brand that minimizes waste. Continue to use old materials until they're depleted. We will update printed materials as they are requested for printing or online publishing. All online formats of the logo will be updated as soon as possible.

### **Will template materials utilizing the new brand, such as letterhead and newsletters, be made available?**

Yes! Stay tuned for more information on where these documents will be located.

### **Will the rebranding affect any local units that have their own logos?**

If locals have their own logos, they're under no obligation to change them. To strengthen both MEA and local brand identity, we're happy to help incorporate this new brand into local materials—the brand is designed to be flexible in that regard. Any new local logos designed by the MEA Creative Projects Team will incorporate this new brand.

### **What about office signage?**

Updating office signage will be evaluated on a case-by-case basis as opportunities arise. Again, we're committed to being fiscally responsible in implementing this new brand.

### **Who should I contact with any other questions?**

You can start with Gus Schowengerdt, Manager of Creative Projects, at [GSchowengerdt@mea.org](mailto:GSchowengerdt@mea.org) or 517-337-5439.



# MEA

MICHIGAN EDUCATION ASSOCIATION

## CHAMPIONS FOR EDUCATION

Ensuring every student in Michigan has access to an excellent education—by ensuring every educator has the support they need to succeed.

PRESENTING THE NEW BRAND OF THE MEA