# MEA LOGO 2020

## Logo Usage Guidelines

PRIMARY LOGO FULL

MEA
MICHIGAN EDUCATION ASSOCIATION

## LOGO ARTWORK

The Michigan Education Association mark is very versatile, it is comprised of two elements: the lettermark and the icon. This allows it to be used in several different ways.

Although the primary logo should be used most often, the lettermark and icon may be used as alternative representations of the brand.

The primary logo is provided with the organization's full name (Primary Logo Full) and with just the MEA acronym for flexibility of use.

No elements of this logo are intended to be removed, extracted, or ammended.

## COLORS

PMS: Pantone 200 C

| | | | |
|---|---|---|---|
| C: | 16 | R: | 193 |
| M: | 100 | G: | 2 |
| Y: | 87 | B: | 48 |
| K: | 7 | | |

Hex: #C10230

PMS: Pantone 540 C

| | | | |
|---|---|---|---|
| C: | 100 | R: | 0 |
| M: | 80 | G: | 48 |
| Y: | 38 | B: | 87 |
| K: | 37 | | |

Hex: #003057

## FONTS

The fonts used in our logo are:

**Inknut Antiqua Extra Bold**

DIN Regular

## LOGO USAGE

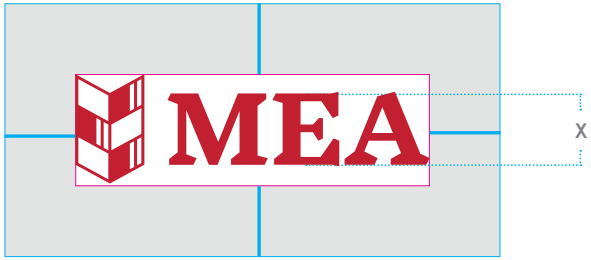
The dimensions and design of the MEA logo should not be altered under any circumstances.

Examples:

Do not stretch artwork dimensions.

Do not condense artwork dimensions.

Do not substitute colors, change or remove elements.




## SIZING

Minimum size requirements have been established to ensure legibility of the logo, and recognition of the brand.

**Proportions of the logo should never be altered under any circumstances.**

## SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the icon. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page). The amount of clear space around your logo should be equal to or greater than the height of the letters in the monogram.

## OTHER VERSIONS

WHITE ONLY

PRIMARY LOGO

ICON

BLACK ONLY

LETTERMARK