

*Welcome to the*


# MICHIGAN COLLEGE ACCESS NETWORK



BRAND BOOK


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# **MCAN IS AN INTERMEDIARY NONPROFIT THAT WORKS TOWARD EQUITY THROUGH COLLEGE ACCESS.**

We provide a legislative-facing voice and a strong state network on behalf of students in Michigan who need our representation the most: low-income students, first-generation college-going students, and students of color.

A young person with short dark hair and glasses is shown in profile, looking out a window. The background is a blurred view of trees and foliage. A large, semi-transparent geometric shape, composed of several overlapping triangles, is overlaid on the left side of the image, partially covering the person's face and the window view.

# MCAN AIMS TO HELP STUDENTS IN MICHIGAN ATTAIN COLLEGE DEGREES.

College degrees are the foundation for success in a knowledge-based economy, allowing students to achieve a lifetime of their own goals, both economically and intellectually. In fact, we have one big goal—increase the percentage of Michigan residents with degrees or postsecondary certificates to 60% by the year 2030.



# OUR PROMISE

We will do what it takes to provide students in Michigan with a brighter long-term future through college access and degree attainment: doing the research, talking to agents of change, connecting resources, and being a changemaker.

# OUR MISSION

Increase college readiness, participation, and completion in Michigan, particularly among low-income students, first-generation college-going students, and students of color.

# WE BELIEVE

- **College is *postsecondary education***

We use the term college to refer to the attainment of education beyond high school, including postsecondary certificates and academic degrees.

- **College is *a necessity***

Postsecondary attainment dramatically increases an individual's economic independence in a knowledge-based economy.

- **College is *for everyone***

We work toward changing the systems that perpetuate inequities in postsecondary attainment.

- **College is *a public good***

Postsecondary attainment is critical to a just and equitable society, strong economy, thriving democracy, and healthy communities.

# TONE OF VOICE

Progressive, Passionate, Inspirational,  
Intelligent, Professional, Sharp, Practical,  
Data-driven, Dedicated

# MARKETING LANGUAGE

## Primary Tagline

Can be used to supplement logo, or to clarify MCAN’s work in a broader, aspirational sense.

## Secondary Tagline

Can be used in addition to primary tagline, as a header in advertising materials, or to clarify MCAN’s work in a more direct, literal sense.

## Other Marketing Language

Phrases that would work well as headlines or in social media posts.

### PRIMARY TAGLINE

**Education. Equity. Empowerment.**

### SECONDARY TAGLINE

**Promoting equity through college access.**

### OTHER MARKETING LANGUAGE

**College changes generations.  
College changes lives.  
College is a necessity.  
Our goal, their future.**

## Education.

Certificates and degrees beyond high school are a prerequisite for success in Michigan's knowledge-based economy.

## Equity.

Ensuring that every student in Michigan has the opportunity to attend college—especially low-income students, first-generation college-going students, and students of color.

## Empowerment.

Developing and mobilizing advocates so Michigan residents are economically independent.



# TARGET AUDIENCES

MCAN speaks to agents of change such as: policymakers, funders, system leaders, the media, college advisers, direct service providers, and AmeriCorps partners.

By reaching those who possess the ability to influence change, MCAN is able to be a voice and resource for underrepresented groups of students, especially those who do not see college as an attainable reality.



# MCAN'S NAME

In writing: At first mention, spell out as The Michigan College Access Network (MCAN) and then refer to as MCAN in following references.

When talking: At first mention, say “MCAN, the Michigan College Access Network” and then refer to MCAN thereafter.

# STYLE GUIDE

Adhere to the University Communications Style Guide and The Associated Press Stylebook in all of our editorial content, with the exception of the Oxford comma rule. (MCAN does use the Oxford comma.)



# POINT OF VIEW

## 1. A hybrid of first-person and third-person point of view:

When writing content, default to mixing first and third-person points of view by first mentioning the Michigan College Access Network by its full name, and using the acronym MCAN from then on. After the first mention, use the pronouns “we” and “our.” This perspective tends to achieve an effective, professional tone—it allows you to improve name recognition while still establishing a personal, welcoming tone. This will be the most common point of view for MCAN’s external-facing content.

Avoid using solely first- person point of view without mentioning “the Michigan College Access Network” first, except for internal-only mediums or social media.

**Ex:** “At the Michigan College Access Network, our mission is...”

**Mediums:** MCAN’s website, mailers, and most other mediums

## 2. Third-person point of view

When writing content that will exist on third-party sites or materials, default to third-person point of view. Use this perspective only when a formal tone is warranted.

**Ex:** “The Michigan College Access Network is an organization that serves students across the state, and its goal is to....”

**Mediums:** Print advertisements, press releases, and press release boilerplates

## 3. First-person point of view:

Use first-person point of view exclusively on social media and internal-facing content, such as department-wide emails. This is the most informal option and should only be used in contexts wherein a very casual tone is appropriate. This works well for social media, as MCAN is already represented through the account name itself.

**Ex:** “Our mission is...” or “We believe college is for everyone.”

**Mediums:** Internal things, tweets, Facebook, or Instagram posts

# INTENTIONAL WORD CHOICE

Consistently use the following words and phrases in the proper context.

**Attainment vs. completion:** Attainment refers to students who achieve postsecondary education, with a long-term focus. Completion refers to students who both enroll at and complete college, at a specific moment in time. MCAN is focused on completion.

**College vs. career:** While MCAN uses both “college” and “career,” these are not considered separate tracks. College education is not competing with career education, and vice versa.

**College vs. postsecondary education:** MCAN uses the term “college” to refer to the attainment of education beyond high school, including postsecondary certificates and academic degrees. Therefore, according to MCAN, “college” is an umbrella term that includes postsecondary education.

While other groups often differentiate the two by using “college” to refer to education at four-year institutions and “postsecondary education” to refer to education at community colleges and trade schools, MCAN uses “college” to more broadly reference any education beyond high school, in association with the mindset of continued learning.

At the current time, primarily use “college” when referring to any education after high school. Use “postsecondary education” only when referring to quantitative statistics or the statewide goal, or when word variation is absolutely necessary.

Note: In the long term, we are hoping to shift industry language so that the everyday definition of “college” includes postsecondary education, eventually making “college” the accepted norm. But because this adjustment will take time, the use of “postsecondary education” is still acceptable when necessary for consistency or clarification.

Examples of use:

- **Postsecondary education:** “Our goal is to increase the percentage of Michigan residents with degrees or postsecondary certificates to 60% by the year 2030.”
- **College:** “MCAN aims to help students in Michigan access and attain college degrees so that they can achieve a lifetime of their own goals.”

**They vs. “he or she”:** MCAN uses “they” as a gender-neutral singular pronoun when the preferred pronouns of the subject are not given, rather than the phrase “he or she.” Of course, comply with an individual’s preferred pronouns when they are clarified.

# PREFERRED TERMS OF FOCUS AREAS

SAY THIS	NOT THIS	BECAUSE...
Student-centric	Business-centric	MCAN wants to emphasize that students' well-being is our top priority, not businesses.
Certificates	Certifications	MCAN counts certificates because they are accredited post-secondary institution, hold value in the labor market, credit-bearing, transferable, and stackable. Certifications are not.
College	University	While college is an all-encompassing term for higher education at all levels, university implies a larger institution, primarily four-year programs.
College-educated	White-collar	White-collar is an outdated term that implies that careers that require a college education are associated with an office environment and the upper class, which is not always the case. MCAN does not want to perpetuate a divide in the labor market between careers that require a college degree and those that do not.

SAY THIS	NOT THIS	BECAUSE...
Technical career-focused	Blue-collar	Blue-collar is an outdated term that implies that technical careers are synonymous with manual labor and the lower class, which is not the case. MCAN does not want to perpetuate a divide in the labor market between careers that require a college degree and those that do not.
“College and career” or “College then career”	“College or career”	The phrase “college or career” implies that the two are exclusionary, and that a student must choose between either going to college or starting a career after high school. Instead, using “and” or “then” in this phrase emphasizes the connection between going to college and starting a career, and that the two work in direct conjunction with and as a result of one another.
Every student in Michigan should be able to achieve their goals. And college can get them there.	Every student should be able to go to college.	When supporting your work and your Sixty by 30 goal, it’s important to take the purpose of going to college a step further. Explain why college and your goal is important (to achieve aspirations, for financial stability, to gain a broader perspective, supporting our state’s economy, etc.) so that skeptics aren’t immediately put off.
When you fill out the Free Application for Federal Student Aid (called “the FASFA”), you are eligible for help paying for college.	Fill out the FAFSA.	Spell out all acronyms on their first mention. Many audience members aren’t familiar with acronyms related to the college application process and MCAN’s work—even acronyms you might think are commonplace.

# THE VISUAL BRAND

# THE LOGO

The Michigan College Access Network (MCAN) mark consists of two elements: the wordmark and the icon. This makes it very versatile, allowing it to be used in several different ways. The logo has been provided in a horizontal format (primary) as well as a stacked, vertical format (secondary.) The icon can also be used as a stand-alone piece in certain situations.

To see all versions provided, please refer to the **File Directory** in the Appendix. All logos are included in three different file types: PDF, SVG, and PNG. For more information about when to use which format, see the **File Type Guide** in the Appendix. Each logo is included in three different color spaces: PMS, CMYK, and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the **Color Space Guide** in the Appendix.

PRIMARY FULL



PRIMARY



SECONDARY



ICON



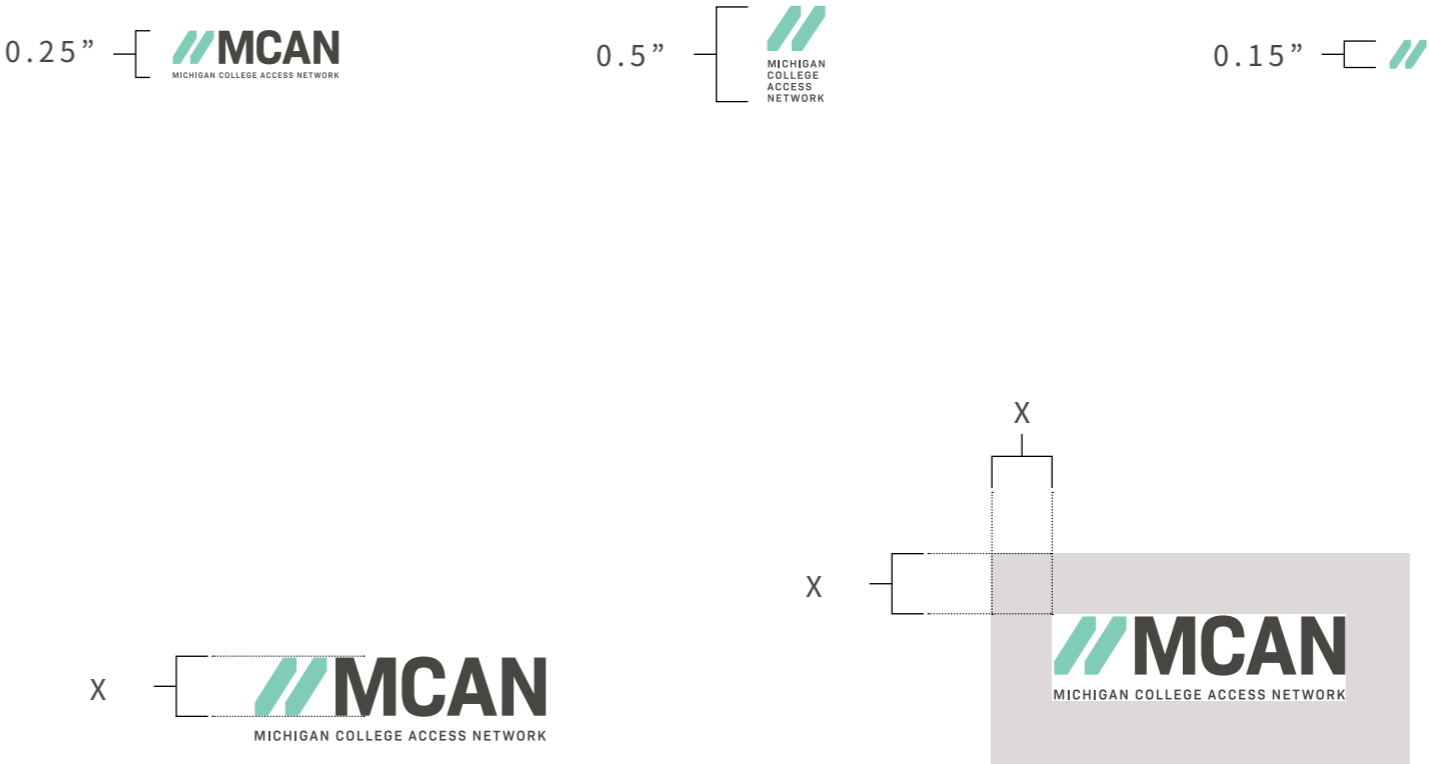
# SIZING & SPACING

## Sizing

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion and the standards provided within this book. Proportions of the logo should **never** be altered, not 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 stem of the P 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).



# CO-BRANDING

Often, the logo will be required to co-exist with logos from partner organizations. It is important to use the primary mark in these instances. Ensure the sizing and spacing requirements from the previous page are being met.

Always align logos along a centered axis, either vertical or horizontal. When all parties have equal emphasis, ensure the logos have been optically balanced in size.

## ADVISEMI



## MIHEART



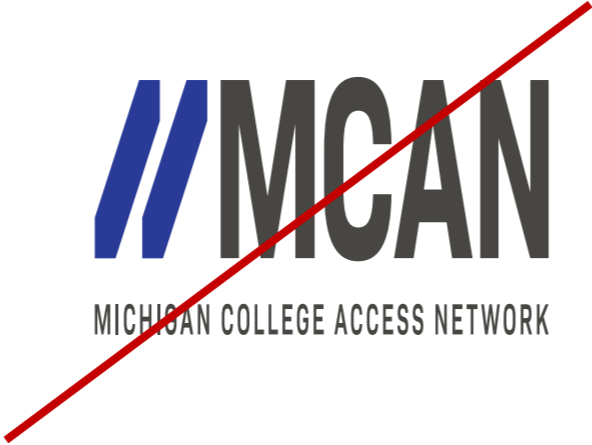
## SIXTY BY 30



# LOGO MISUSE

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo’s fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

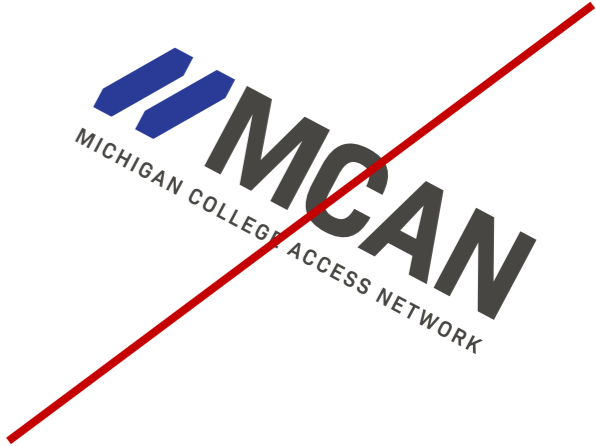
DISTORTED PROPORTIONS



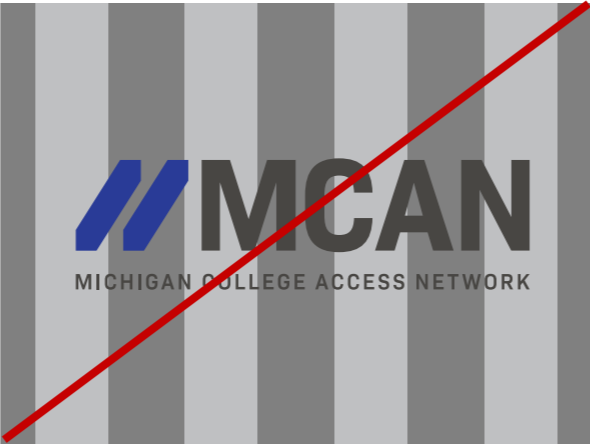
DROP SHADOWS



ROTATION



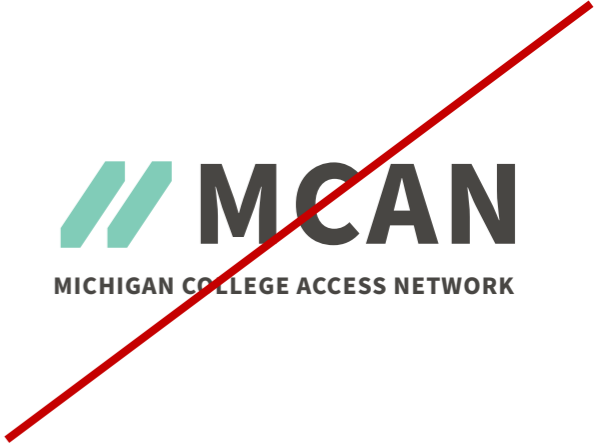
DISTRACTING BACKGROUND



WRONG COLOR



WRONG TYPEFACE



# COLOR PALETTE

The MCAN primary color palette is comprised of three colors: fresh blue, mint, and charcoal. These colors were chosen for versatility and consistency. Always use the color breakouts listed on this page.

The secondary palette can be used when more than three colors are needed, or to add variety to certain pieces. *The secondary color palette is still under consideration and is subject to change if Redhead Design Studio sees fit.*

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

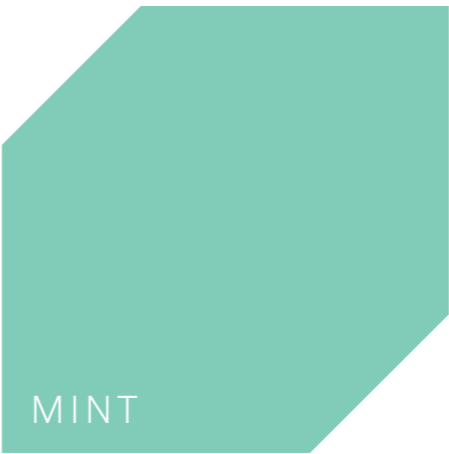
The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, RGB, black, and white. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.

**Please note:** Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Redhead Design Studio at 517.853.3681 for guidelines.

## PRIMARY PALETTE



**PMS:** 2736  
**CMYK:** 99, 93, 0, 0  
**RGB:** 38, 62, 158  
**HEX:** #293B97



**PMS:** 3375  
**CMYK:** 49, 0, 34, 0  
**RGB:** 134, 210, 193  
**HEX:** #80CCB8



**PMS:** Black 7  
**CMYK:** 63, 58, 60, 45  
**RGB:** 72, 70, 67  
**HEX:** #484643

## SECONDARY PALETTE



**PMS:** 151  
**CMYK:** 0, 60, 100, 0  
**RGB:** 255, 131, 0  
**HEX:** #F58220



**PMS:** 7406  
**CMYK:** 5, 20, 100, 0  
**RGB:** 243, 199, 22  
**HEX:** #F3C300



**PMS:** 177  
**CMYK:** 0, 71, 47, 0  
**RGB:** 242, 111, 112  
**HEX:** #FC7070

# TYPOGRAPHY

In order to keep a consistent look and feel, always use branded typography for materials. MCAN’s fonts are Source Sans Pro and Bio Sans.

Source Sans Pro is to be used for all body copy. Bio Sans is to be used for headlines.

## Purchasing fonts

The Source Sans Pro family is available for download on [Google Fonts](#).

The Bio Sans family can be found on [Adobe Fonts](#) or purchased through [myfonts.com](#).

## BODY COPY

Source Sans Pro Extra Light  
*Source Sans Pro Extra Light Italic*

Source Sans Pro Light  
*Source Sans Pro Light Italic*

Source Sans Pro  
*Source Sans Pro Italic*

Source Sans Pro SemiBold  
*Source Sans Pro SemiBold Italic*

Source Sans Pro Bold  
*Source Sans Pro Bold Italic*

Source Sans Pro Black  
*Source Sans Pro Black Italic*

## HEADLINE TYPOGRAPHY

Bio Sans Extra Light  
Bio Sans Extra Light Italic

Bio Sans Light  
*Bio Sans Light Italic*

Bio Sans  
*Bio Sans Italic*

Bio Sans SemiBold  
*Bio Sans SemiBold Italic*

Bio Sans Bold  
*Bio Sans Bold Italic*

Bio Sans Extra Bold  
*Bio Sans Extra Bold Italic*

# TYPOGRAPHY GUIDELINES

When creating marketing materials, it is important to make design choices that are consistently speaking to MCAN’s brand rather than muddling it. Small details reinforce and support the brand personality.

As a rule of thumb, always allow room for generous leading and margins to ensure maximum legibility. Use spacing/styling techniques that help guide the reader through text. See example 1 for details.

When creating bulleted lists, select a square character rather than the default circle bullet. This is also shown in example 1.

Links are a great opportunity to utilize an intentional pop of the mint. Underlined typography will primarily be useful for digital formats, but can also be used in other ways when appropriate. See example 2.

EXAMPLE 1



Subheadlines are bolded and given a subtle amount of space from the body copy.

Slightly more space is given in between paragraphs to cue to the reader a new section has begun.

Square bullet point are used with a pop of mint to strengthen hierarchy.

EXAMPLE 2



# EMAIL SIGNATURES

**Name:** Helvetica Bold, 12pt, #484643

**Title:** Helvetica, 12pt, #484643

**Pronouns:** Helvetica Italic, 12pt, #484643

Add an extra line return to create space between personal information and phone numbers.

**Phone numbers:** Helvetica, 12pt, #484643

Add your direct number

“direct [tab] [insert number]”

Add the MCAN main number

“main [tab] 517-316-1713”

Always use hyphens when writing phone numbers.

Add an extra line return to create space between phone numbers and URL.

**URL:** Helvetica, 12pt, #484643

## EXAMPLE 1

---

**Christopher W. Tremblay, Ed.D.**  
Director of Strategic Engagement  
*He/Him/His*

direct	517-816-7774
main	517-316-1713

micollegeaccess.org

# CVENT NEWSLETTERS

For e-newsletters created from the Cvent templates, use Helvetica for body copy. Headlines can remain Source Sans Pro, as they have been styled in the template.

EXAMPLE 1

Source Sans Pro

Source Sans Pro

Helvetica



# VISUAL ELEMENTS

# GRAPHS & CHARTS

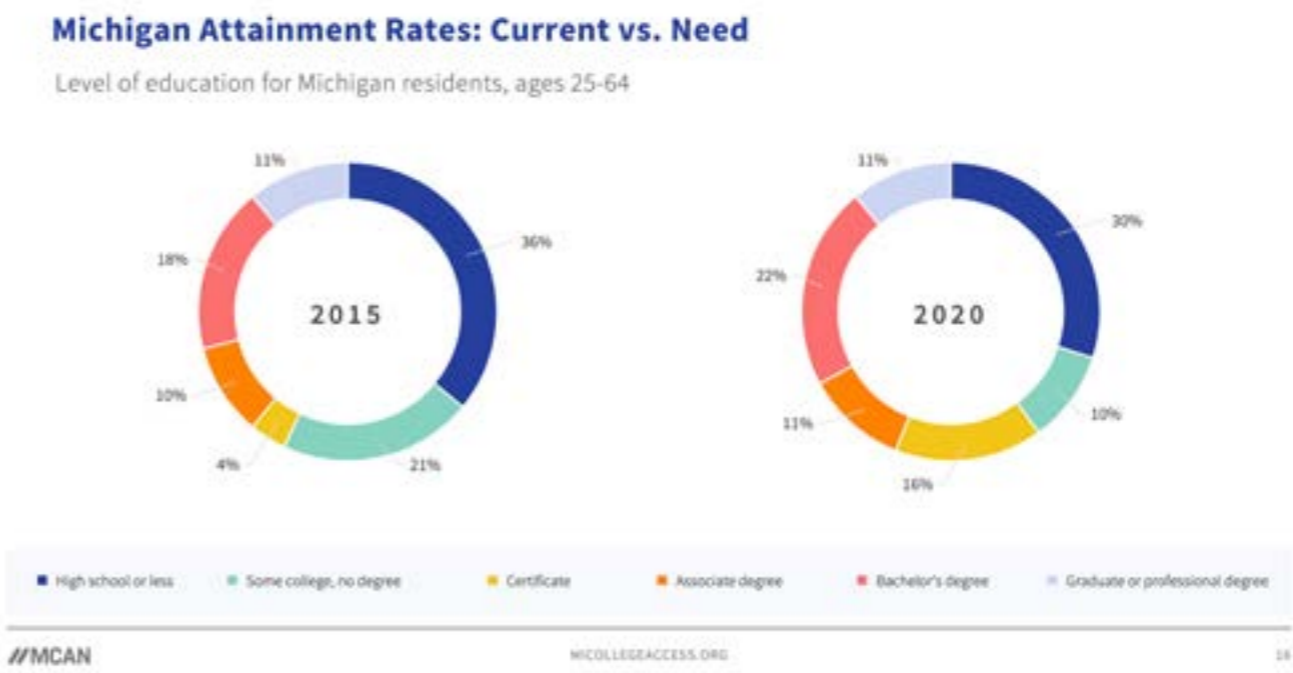
When creating graphs and charts, ensure brand colors and fonts are being used.

The key to keeping everything looking refined is being tasteful, intentional and subtle with your graphic choices. Note how the colors have been arranged in ROYGBIV order in example 1 to help with the visual flow. In example 2, the bars have a very soft outer glow, and the data point of interest is in Tangerine.

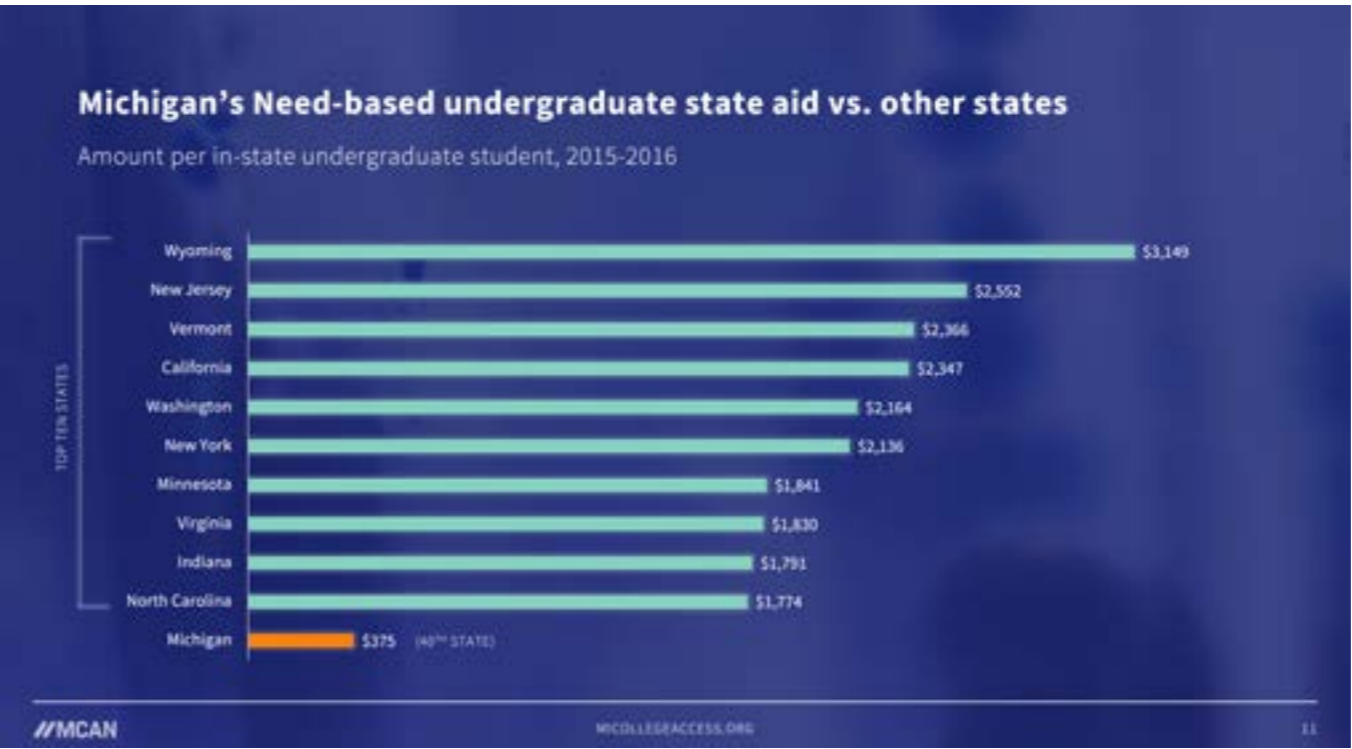
## Adding Outer Glow in Microsoft PowerPoint

- 1. Select the object you’d like to add the effect to.
- 2. Open the Format Shape panel.
- 3. Expand the Glow menu.
- 4. Set the color to white, the size to ~20pt (this may vary depending on the size/shape of the object), and the transparency to 92%.

EXAMPLE 1



EXAMPLE 2



# THE ICON

The MCAN icon can be used as a primary graphic element when creating visual materials.

**Please note:** When the icon is being used as a primary graphic, ensure it is not competing with the MCAN logo in any way. This is done by giving proper amounts of space between the two elements, as well as making sure there is a clear hierarchy through scale or color. See examples to the right for correct and incorrect use.

CORRECT



INCORRECT

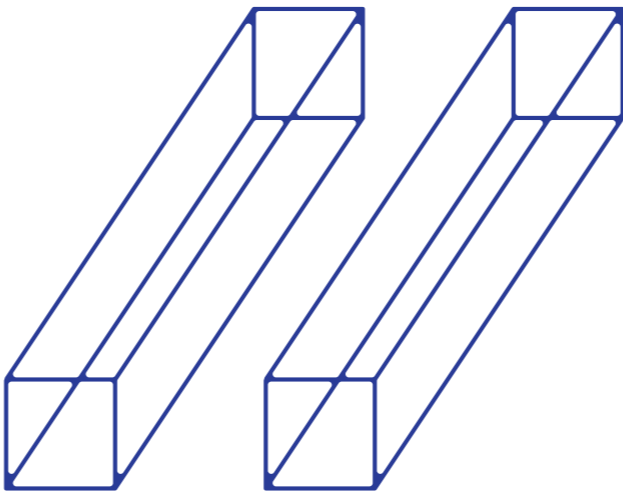


# THE ICON OUTLINE

The Icon Outline is derived from the MCAN icon and is a subtle way to reinforce MCAN’s brand throughout materials. It can be used as a textural background element, as seen right.

**Please note:** When using the Icon Outline, make sure that it is not visually competing with the MCAN logo in any way. Use should be minimal as a graphic element, it works most effectively as a background element. Opt to use the Icon as a main visual element if needed.

THE ICON OUTLINE



EXAMPLE OF USE



# TEXTURES

These photographic textures can be used to create visual interest and add depth to the background of materials. These are ideally used for things like PowerPoint backgrounds and social media posts.

**Tip:** The opacity of these images can vary, the light texture works best as a background at a low opacity.

BLUE TEXTURE



LIGHT TEXTURE



# PHOTOGRAPHY

Photography is a very important marketing tool and should reflect the standards of the MCAN brand. Images should be engaging, dynamic, and professionally lit.

Backgrounds should be natural and photos should not be clipped out onto a white/colored background. Avoid obviously posed photography.

Colors should be rich and vibrant, but not over-saturated. Selecting photography that has a color palette inspired by the brand colors is also a great way to reinforce the brand.

When using photos of subjects, it is important that they are properly lit and emphasized. Subjects should not be lost in a busy background and should be the main focus of a photograph. Lighting should look natural and bright.

Stock photos will be a great resource for things like blog posts. Browse the collections on [pexels.com](https://www.pexels.com) or [unsplash.com](https://unsplash.com) for great free resources.

## Tip

Use the Hue/Saturation tool in Photoshop to manipulate colors in photographs to align more closely with the brand color palette.

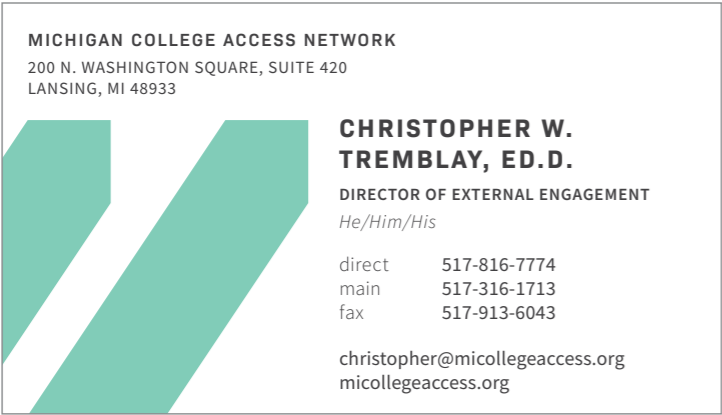


# BRAND IDENTITY MATERIALS

Business Card

[moo.com](http://moo.com)

Original Business Cards  
Size: 3.5” x 2”  
Finish: Matte Finish



#10 Envelope

[smartpress.com](http://smartpress.com)

#10 Business Envelope  
Stock: White Wove  
Ink: Full color print, front only



A6 Envelope

[smartpress.com](https://www.smartpress.com)

A6 Envelope

Stock: White Wove

Ink: Full color print, front only



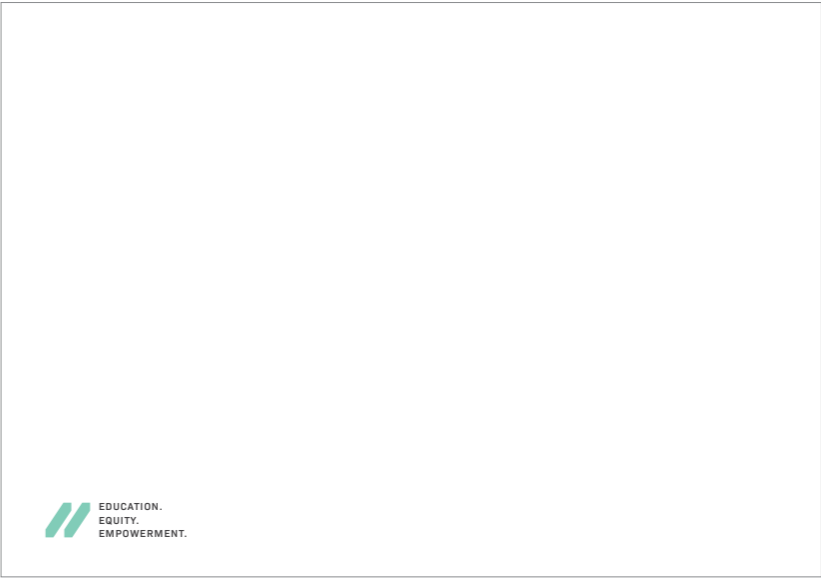
Notecard

[smartpress.com](https://www.smartpress.com)

4.25” x 6”

Stock: Uncoated Smooth - White, 120# cover

Ink: Full color print, both sides



Folder

[smartpress.com](http://smartpress.com)

Pocket Folder

Stock: Coated Semigloss 2 sides, 16 pt

Ink: Full color print, both sides

Finishing: Flat Matte UV Coating - 1 side,

Right Pocket slits for business card



FRONT



INTERIOR

9x12 Envelope

[smartpress.com](http://smartpress.com)

9x12 Open Side Envelope

Stock: White

Ink: Full color print, Front only



# EVENT MATERIALS

Step & Repeat Banner



Pop-up Banners

[artcraftdisplay.com](http://artcraftdisplay.com)

33.5” Wide Expert2 Banner Stand  
& Graphic Package

**EDUCATION**

Certificates and degrees beyond high school are a prerequisite for success in Michigan’s knowledge-based economy.

**EQUITY**

Ensuring that every student in Michigan has the opportunity to attend college—especially low-income students, first-generation college-going students and students of color.

**EMPOWERMENT**

Developing capacity and mobilizing advocates so Michigan residents are economically independent.



**MICHIGAN  
COLLEGE  
ACCESS  
NETWORK**

Table Cloth

[artcraftdisplay.com](http://artcraftdisplay.com)

Full-Color Custom Dye-Sub  
Printed Table Throw

8 ft. Draped - Full



Table Top Banner

[artcraftdisplay.com](http://artcraftdisplay.com)

Breeze 1 Banner Stand  
& Graphic Package

8.37”x11.75”



# APPROVED EVENT MATERIAL SET-UPS

Minimal Set-up

Focus on the tagline piques interest and promotes your mission, which is arguably more important than your name. (Remember, you are well-known and after a few months, your logo use should retreat to a foundational element.)

Small vertical element gives context and the payoff of who you are.

Take-away elements such as business cards, brochures, and flyers on the table are all fully branded.



Basic Set-up

Addition on the logo banner is the preferred option when available.



**Tight Booth Set-up**

When working in a small booth, place logo banner out front to draw people in.

**Please note:** Education, Equity, and Empowerment banners must appear in the order shown.



Full Background Set-up

Ideal for competitive, busy environments.

**Please note:** Banners must appear in the order shown.



Expanded Set-up

Ideal for when space is generous (over 10ft.)

**Please note:** Education, Equity, and Empowerment banners must appear in the order shown.



# FILE DIRECTORY

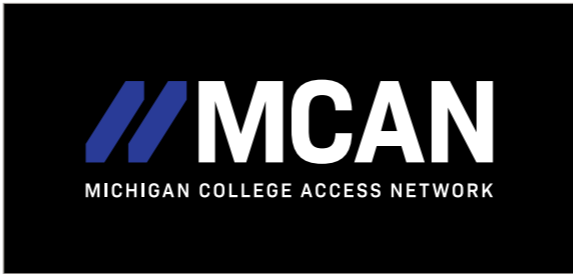
## PRIMARY FULL



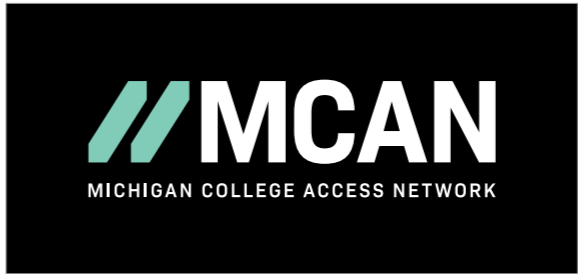
MCAN\_PrimaryFull\_FreshBlue



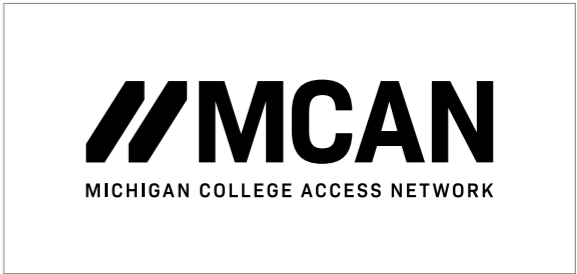
MCAN\_PrimaryFull\_Mint



MCAN\_PrimaryFull\_FreshBlue-Reversed



MCAN\_PrimaryFull\_Mint-Reversed



MCAN\_PrimaryFull\_Black

## PRIMARY



MCAN\_Primary\_FreshBlue



MCAN\_Primary\_Mint



MCAN\_Primary\_FreshBlue-Reversed



MCAN\_Primary\_Mint-Reversed



MCAN\_Primary\_Black

**PLEASE NOTE:** All marks shown in the File Directory (excluding black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .svg, a .pdf, and a .png.

# FILE DIRECTORY CONTINUED

## SECONDARY



MCAN\_Secondary\_FreshBlue



MCAN\_Secondary\_Mint



MCAN\_Secondary\_FreshBlue-Reversed



MCAN\_Secondary\_Mint-Reversed



MCAN\_Secondary\_FreshBlue

## ICON



MCAN\_Icon\_FreshBlue



MCAN\_Icon\_Mint



MCAN\_Icon\_White

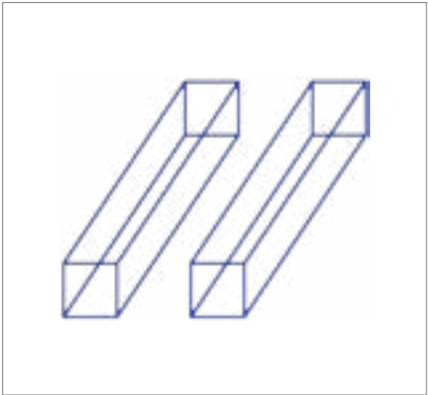


MCAN\_Icon\_Black

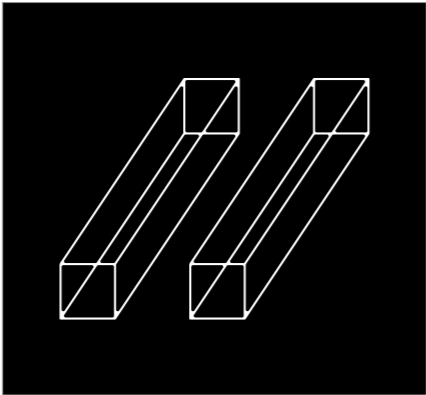
**PLEASE NOTE:** All marks shown in the File Directory (excluding black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .svg, a .pdf, and a .png.

# FILE DIRECTORY CONTINUED

## ICON OUTLINE



MCAN\_IconOutline\_FreshBlue



MCAN\_IconOutline\_White

## TEXTURES



MCAN\_blue-texture



MCAN\_light-texture

**PLEASE NOTE:** All marks shown in the File Directory (excluding black) are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .svg, a .pdf, and a .png. The textures on this page are provided only as .jpg's.

# FILE TYPE GUIDE

There are three different file types included in each logo color space folder. See below for usage situations.

**PDF:** A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

**PNG:** PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

**SVG:** An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

# COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

**CMYK:** Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

**PMS:** Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

**RGB:** Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

**BLACK:** Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

**REVERSED:** Files in Reversed color space should be used when printing or displaying the logo on a dark color.