



MEA

MICHIGAN EDUCATION ASSOCIATION

BRAND GUIDELINES

VERSION 2 | DECEMBER 16, 2019

The Logo

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, we have provided the lettermark and icon 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.

The logo may be used in red, navy, black, or white. Each logo is included in three different color spaces: PMS, CMYK, RGB. See File Directory for details.

PRIMARY LOGO



LETTERMARK

MEA

PRIMARY LOGO FULL



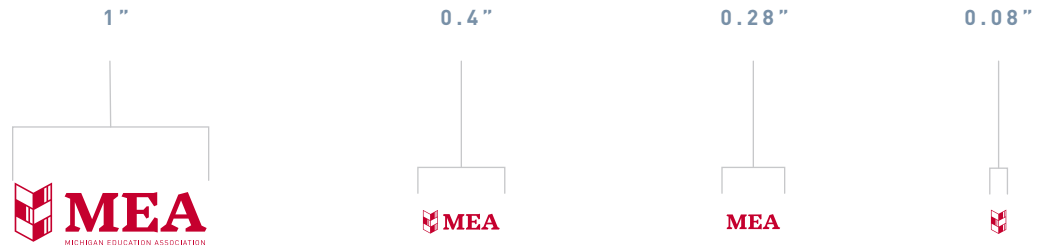
ICON



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 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).



Color Palette

The Michigan Education Association brand is comprised of two colors—red and navy. Always use the color breakouts shown at right.

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. Use the full-color/4 color/CMYK logo when printing digital or 4 color offset.

Use RGB colors only for Web, television, or other “screen” devices. RGB color breaks are much more limited than full color/4 color/CMYK color breaks and, therefore, these tones may vary widely from the printed colors.

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.*

RED

PMS: 200 C

CMYK: 16, 100, 87, 7

RGB: 193, 2, 48

HEX: #C10230

NAVY

PMS: 540 C

CMYK: 100, 80, 38, 37

RGB: 0, 48, 87

HEX: #003057

Typography

When creating marks for Michigan's local associations, always use Inknut Antiqua Extra Bold and DIN Regular. Inknut Antiqua can be downloaded from [Google Fonts](#), and DIN can be purchased from [MyFonts](#).

INKNUT ANTIQUA

Inknut Antiqua was chosen to be the primary typeface in MEA's logos due to its strong, angular serifs that harmonize well with the angles in the icon.

Please note: *Alternate versions of the 'E' and 'F' have been provided to accomodate small sizes. See file directory for details.*

DIN

DIN was selected as the typeface for the subtext of logos due to its readability at small sizes. Use DIN Regular with tracking set at 95 when creating logos with subtext. DIN Bold or Regular may also be used for headlines when creating other materials.

Inknut Antiqua Extra Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

DIN Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

DIN Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

File Directory



MEA_Primary_Black



MEA_Primary_White



MEA_Primary_Red



MEA_Primary_Navy



MEA_PrimaryFull_Black



MEA_PrimaryFull_White



MEA_PrimaryFull_Red



MEA_PrimaryFull_Navy



MEA_Lettermark_Black



MEA_Lettermark_White



MEA_Lettermark_Red



MEA_Lettermark_Navy



MEA_Icon_Black



MEA_Icon_White



MEA_Icon_Red



MEA_Icon_Navy

Please note: All marks shown in the File Directory (excluding white and black) are provided in CMYK, RGB, and PMS color spaces.