

Brand Standards Tool Kit



Version 6.0
17 August 2010

Introduction

To maintain and reinforce the desired perception of the Michigan Saves brand, utilize this Brand Standards tool kit. These guidelines ensure delivery of a consistent visual message. Communications created based on these guidelines will help ensure that the organization, its partners, and the public perceive the Michigan Saves Home Energy Loan Program as an easy, affordable, and smart solution for making energy-efficient home improvements.

Elevator Speech

Michigan Saves is a nonprofit organization dedicated to making energy improvements easy and affordable.

Logo Elements & Configuration



The symbol, wordmark, and subhead should always be locked up in the exact configuration and proportions shown above. Always use official artwork — never recreate the elements.

Use of the tagline is optional. The tagline can be used separately from the rest of the logo elements. When the tagline is used with the logo, it should be locked up in the configuration and placement shown above, if possible.

Partner Badges



Authorized Contractor

For lenders only



Authorized Lender

For contractors only

These versions of the logo can only be used by authorized Michigan Saves partners.

All elements should be locked up in the exact configuration and proportions shown here. Always use official artwork — never recreate the elements.

Color Variations



The full-color logo should be used whenever possible. Visually-matched process color (CMYK) and spot color (Pantone/PMS) versions have been created. Please choose the color version most suited to the necessary application.



A grayscale version of the logo is available to use only when constrained to one color, such as with newspapers, b/w digital prints, and photocopies.



A B/W version of the logo is recommended for faxes only.

Color Misuses



Do not change the colors of the logo.



Do not convert the logo to a single-color logo.



Minimum Size



The minimum usage size is shown here. X should never be less than 1" (300 px).

Misuses



Do not delete the subhead.



Do not extract any of the elements.



Do not tilt or transform the logo in any way.



Do not rearrange the elements.



Do not distort or scale any of the individual elements.



Do not attempt to recreate any of the elements with any other typeface.



Do not delete the SM mark.

Clear Space



Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X," as shown.

Nothing except the service mark (SM) should appear within this perimeter

Background Control

For Contractors and Partners

In order to maintain consistent brand quality, the only recommended logo background for authorized Michigan Saves contractors and partners is white. A rectangular white background with set proportions equal to the recommended clear space is included in each digital logo file.



For In-House Use Only

A white version of the logo may be used by with permission of brand administrators. Care should be taken to ensure that the background is not too light or busy.



Primary Colors



**Michigan Saves
Light Green**

PANTONE® 376 C
C50 M0 Y100 K0
R140 G198 B63
HEX #8CC63F



**Michigan Saves
Dark Green**

PANTONE® 3298 C
C100 M0 Y57 K42
R0 G113 B97
HEX #007161

The primary colors used in the Michigan Saves brand are light green and dark green. The specific hues of greens are based on the PANTONE® Color Standard specified at left. For matching, refer printers and other suppliers to the current editions of PANTONE Color Publications. The Michigan Saves brand is best represented by the use of these colors.

Since differences in substrates and processes can affect color, the CMYK equivalents at left are guidelines only and should not be considered exact matches. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

Expanded Colors



PANTONE® 339 C
C84 M0 Y56 K0
R0 G177 B147
HEX #00B193



PANTONE® 337 C
C31 M0 Y20 K0
R175 G221 B210
HEX #AFDDDD



PANTONE® 374 C
C24 M0 Y57 K0
R200 G223 aB142
HEX #C8DF8E



PANTONE® 379 C
C9 M0 Y58 K0
R237 G237 B138
HEX #EDED8A

This expanded color palette has been carefully chosen to complement the Michigan Saves primary colors.



PANTONE® Pro.
Black C
C0 M0 Y0 K100
R35 G31 B32
HEX #231F20



PANTONE® 5535 C
C66 M0 Y57 K82
R0 G63 B45
HEX #003F2D



PANTONE® 5555 C
C43 M0 Y34 K38
R97 G144 B128
HEX #619080



PANTONE® 5575 C
C20 M0 Y16 K17
R173 G199 B189
HEX #ADC7BD

NOTE: Colors shown throughout this style guide are for demonstration purposes only. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide. The PANTONE Color Standard is specified as C, meaning coated. All uncoated inks should be mixed to match the coated specifications.

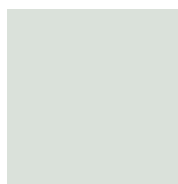
*PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials.
www.pantone.com



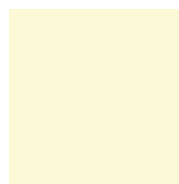
PANTONE® 5767 C
C15 M0 Y68 K39
R148 G156 B81
HEX #949C51



PANTONE® 5783 C
C6 M0 Y28 K27
R184 G188 B155
HEX #B8BC9B



PANTONE® 5665 C
C5 M0 Y7 K10
R218 G225 B217
HEX #DAE1D9



PANTONE® 607 C
C0 M0 Y18 K1
R253 G248 B214
HEX #FDF8D6

Typography

Following are the typefaces used in the Michigan Saves brand. Typography is a strong extension of the brand. Please use these fonts whenever possible in conjunction with Michigan Saves external communications, advertising and graphic design.

Headline/tagline typeface:
Knockout by Hoefler Type Foundry
www.typography.com

Knockout 31

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890"!@#%\$&*?

Subhead/text typeface:
Helvetica Neue by Linotype
www.myfonts.com

55 Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890"!@#%\$&*?

56 Italic

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890"!@#%\$&*?*

75 Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890"!@#%\$&*?**

Written References

- 1) Do not insert the logo or any portion of the logo in copy.
- 2) When the name appears in copy, it should be written as, “**Michigan Saves**” in upper and lower case.
- 3) Other approved references:
Michigan Saves loan
Michigan Saves Home Energy Loan Program
- 4) The SM mark should not appear in written references.
- 5) Do not replace the “S” in Saves with a \$ symbol.
- 6) Do not use SAVES (all caps). All previous uses have been retired.
- 7) Do not abbreviate Michigan Saves. Do not use “Mi Saves,” “MI Saves,” “Mi SAVES,” or any other shortened version.
- 8) Do not use “Michigan Saves Inc.” for branding or marketing purposes.