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.

PRIMARY FULL

//MCAN
MICHIGAN COLLEGE ACCESS NETWORK

PRIMARY FULL REVERSED

//MCAN
MICHIGAN COLLEGE ACCESS NETWORK

PRIMARY FULL 1-COLOR
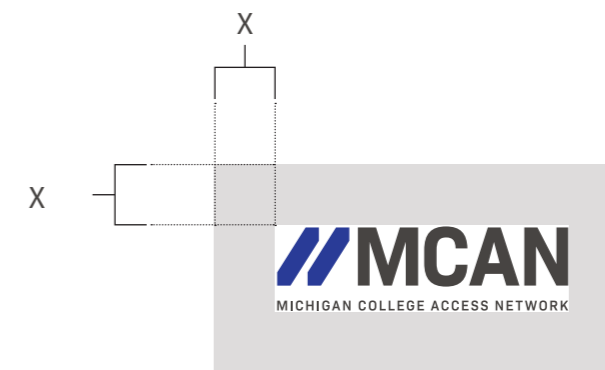
//MCAN
MICHIGAN COLLEGE ACCESS NETWORK

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).

0.25" ///MCAN
MICHIGAN COLLEGE ACCESS NETWORK

X ///MCAN
MICHIGAN COLLEGE ACCESS NETWORK

X

X ///MCAN
MICHIGAN COLLEGE ACCESS NETWORK

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

ASHLEY McCLOUD

*Program Supervisor,
AdviseMI East Michigan*

Kereen Williams

COLLEGE ADVISER ADVISEMI

She/Her/Hers

phone   **810-724-9825**
email   **kwilliams@icsschools.us**

Imlay City High School
1001 Norlin Dr.
Imlay City, MI 48444

micollegeaccess.org

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.
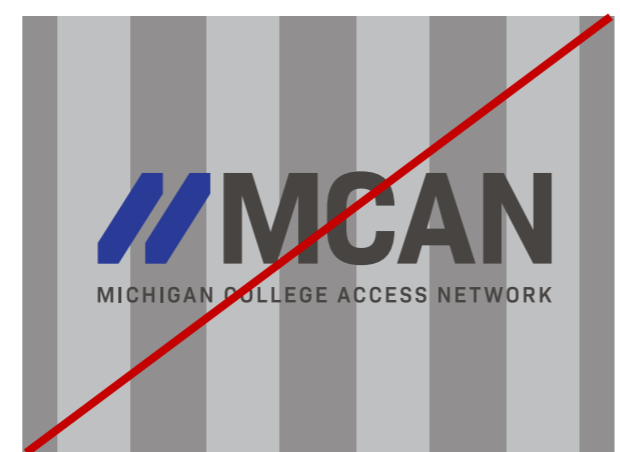
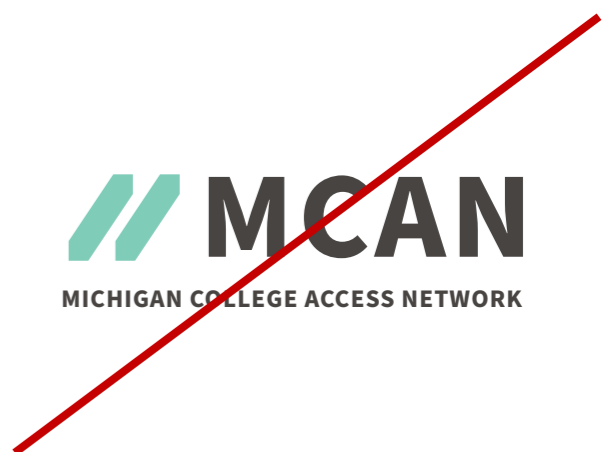DISTORTED PROPORTIONS
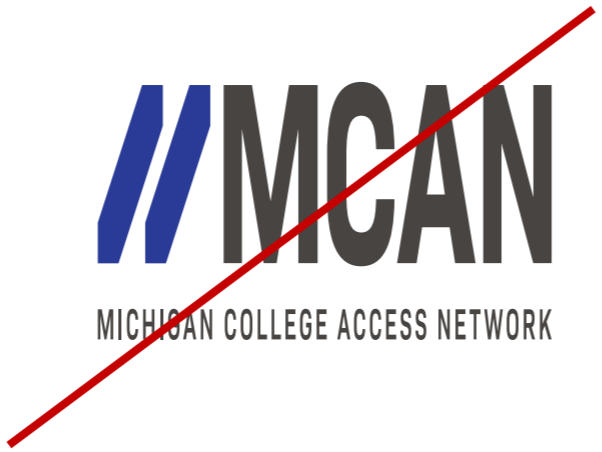
DROP SHADOWS

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.

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

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

FRESH BLUE

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

MINT

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

CHARCOAL

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

SECONDARY PALETTE

TANGERINE

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

MUSTARD

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

SALMON

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