Brand Guidelines

Contents

The Michigan Alliance for Student Opportunity arose to address the unique needs of our member school districts. We serve students with the greatest educational needs who have been historically underserved by the current educational system.

Simply put, we exist to
build an equitable foundation
for education.

At The Alliance, we're committed to shaping a new standard based on individual student needs. Increased student investment is paramount for student success, so we advocate for reform to ensure quality programs and improve educational opportunities across the board.

Our work begins by considering every student's unique start in our member school districts, working to balance an inequitable educational system.

Only then will we achieve our vision: every student in Michigan, regardless of circumstance, is equipped with the power to choose their future after graduation.

Mission

To build an equitable foundation for education.

Vision

We envision a future where every student in Michigan, regardless of circumstance, is equipped to succeed after graduation.

Values

INVESTMENT

Without the necessary investment, our students are not on equal footing. A new investment in education that acknowledges a student's individual needs is vital for their success in school and beyond.

ADVOCACY

We advocate for expanded opportunities so students can build on what they've already accomplished, regardless of circumstance or need.

UNITY

We are dedicated to creating a brighter tomorrow.
No challenge or victory is too small to share together.

expert, vibrant, decisive, experienced, optimistic, uplifting, equity-centric

Positioning/USP

The Michigan Alliance for Student Opportunity is characterized by the resolute dedication shared among our member school districts. Every day, in every action, we work to build a more equitable status quo in education.

Our member districts serve students with the greatest educational needs, and our principle mission is to ensure every student has the opportunities they need to succeed. We accomplish this through relentless advocacy and collaboration.

The Alliance unites like-minded people — policymakers and educators — to shape a better standard in education. We recognize the status quo does not serve every student, and, together, we are dedicated to balancing an inequitable educational system to address this injustice.

Value Proposition

The Michigan Alliance for Student Opportunity is a united, resolute group of educators securing equitable opportunities for all students.

Target Audience

PRIMARY
Michigan policymakers and press

SECONDARY
Member school districts

TAGLINE

because everyone
deserves a fair chance.

Language Usage

NAME

For the first reference, say or write "The Michigan Alliance for Student Opportunity." In subsequent references, use The Alliance.

Do not refer to The Alliance as MASO (pronounced may-soh).

VOCABULARY

Avoid using "poor" and "urban learner" when describing students in member districts. Instead, use some form of "socially, economically, and educationally disadvantaged students."

"At-risk" should only be used as a legal term. Avoid using it in all other contexts.

Elevator Pitch

INFORMAL

The Michigan Alliance for Student Opportunity is a group of member school districts that serve students with the greatest educational needs. We advocate on their behalf to build an equitable foundation for education so every student has the opportunities they need to succeed in school and beyond.

FORMAL

The Michigan Alliance for Student Opportunity is an association composed of member school districts that serve students with the greatest educational needs. We develop solutions and advocate for public policy that will create an equitable educational system in Michigan, one that prioritizes individual student needs. The Alliance is active in school restructuring, finance and education reform efforts, and many of our staff and members serve on state policy committees and advisory groups. This grants us direct input into state-level decision making.

Visual
Guidelines

The Logo

The Michigan Alliance for Student Opportunity logo is comprised or two parts: the icon and the wordmark. The icon is metaphorical, abstracted shape and the wordmark is set in Nimbus Sans.

All logos are included in four different file types: PDF, SVG, EPS 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.

ICON   WORDMARK

MICHIGAN ALLIANCE FOR
student
opportunity

REVERSED   ICON REVERSED

MICHIGAN ALLIANCE FOR
student
opportunity

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 words "student opportunity". 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).

0.4"   0.25"

X   X   X
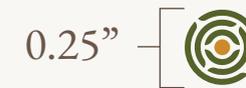
Logo Misuse

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 Alliance primary color palette is comprised of four colors: cedar, olive, amber, and ivory. These colors were chosen for versatility and consistency. Always use the color breakouts listed on this page. Tints of these colors may also be used.

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 Reversed. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.
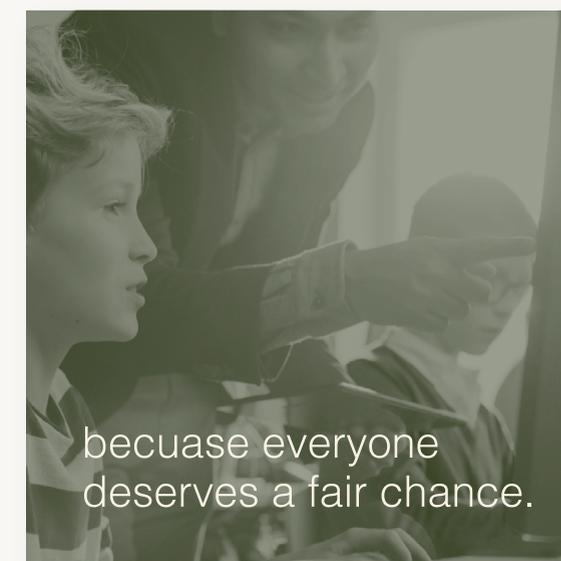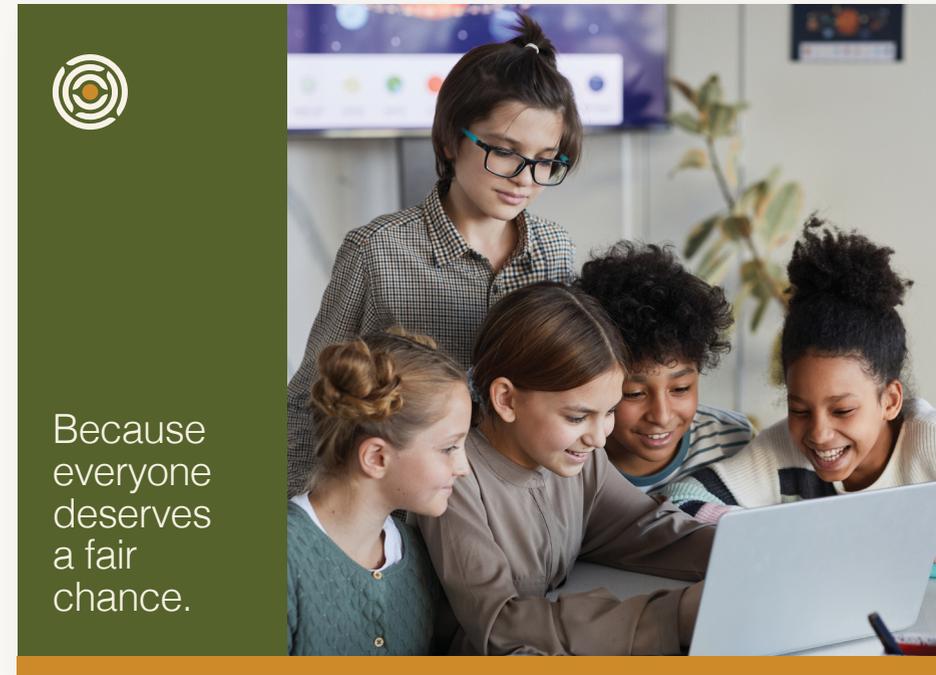
Please note: Colors vary depending upon printing device and monitor screen.

CEDAR

PMS: 7519
CMYK: 51, 60, 70, 40
RGB: 95, 75, 61
HEX: #5F4B3D

OLIVE

PMS: 371
CMYK: 64, 42, 99, 31
RGB: 85, 98, 43
HEX: #55622B

AMBER

PMS: 131
CMYK: 18, 49, 100, 2
RGB: 205, 138, 42
HEX: #CD8A2A

IVORY

PMS: 7500, 30% tint
CMYK: 5, 4, 10, 0
RGB: 246, 241, 228
HEX: #F5F0E3

Color Usage

When using colors, it is generally best to use cedar, olive, and ivory as the "base" or "primary" colors, meaning they are the colors that make up the majority of the piece. The amber color should generally be used as an accent color in small doses to highlight and call out elements.

There are exceptions where the amber can be used as the primary color, but should be done so sparingly.

Because everyone deserves a fair chance.

THANK YOU
teachers

becuase everyone deserves a fair chance.

Typography

In order to keep a consistent look and feel, always use branded typography for materials. The Alliance's primary fonts are Helvetica and EB Garamond.

Helvetica should come pre-loaded on most machines.

EB Garamond can be downloaded from Google Fonts.

Helvetica Light
Helvetica Light Oblique
Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

EB Garamond Regular
EB Garamond Italic
EB Garamond Medium
EB Garamond Medium Italic
EB Garamond Semibold
EB Garamond Semibold Italic
EB Garamond Bold
EB Garamond Bold Italic

Typography Guidelines

How you set your typography is as important as the typefaces you select.

In order to maintain consistency with the brand, use the following sample as a guide on how to set your typography. Specific values will likely need to change according to the needs of the design. Use your best judgment.

Always ensure there are generous margins and enough leading, as these things aid readability.

For headlines, use Helvetica Light. Subheads should be Helvetica Bold in ALL CAPS with some tracking. Body copy is to be set in EB Garamond Regular.

HELVETICA LIGHT
SIZE: 20 PT

Headline/Title

HELVETICA BOLD
SIZE: 8.5 PT,
TRACKING: 40 PT
ALL CAPS

SUBHEAD

EB GARAMOND REGULAR
SIZE:10 PT
LEADING: 15 PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Photography Guidelines

Photography is a very important marketing tool and should reflect the standards of the 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. Monotone treatments with brand colors is also an acceptable application.

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. Subjects should accurately represent our Member Districts.
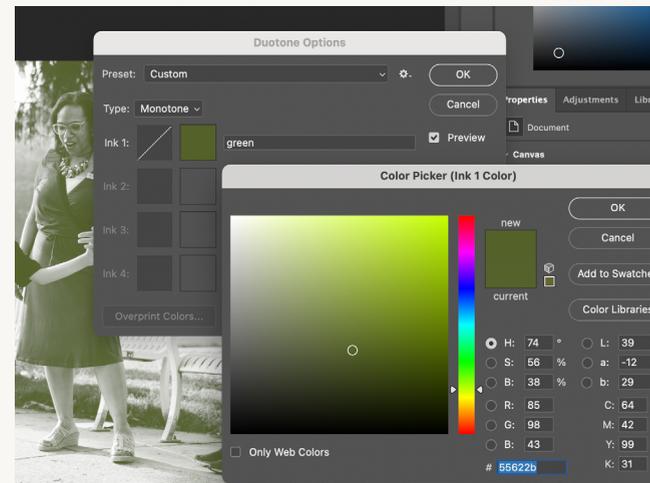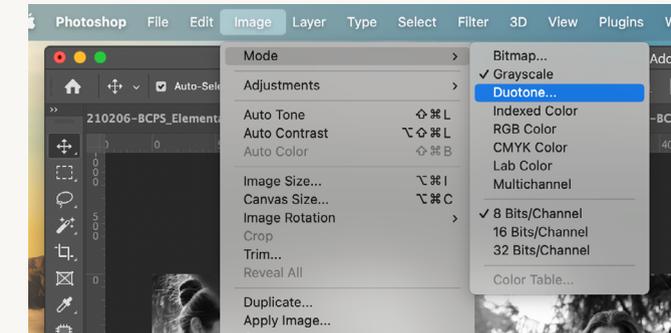
Monotone Photography Instructions

STEP 1
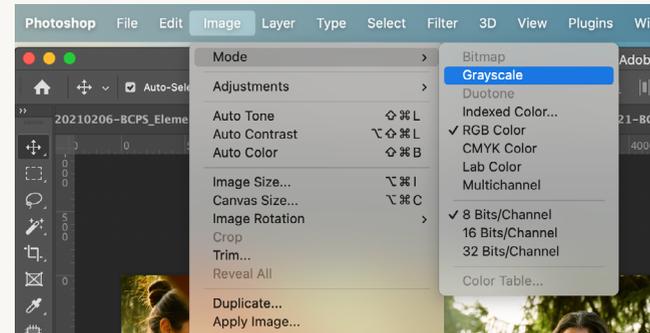
Once your image is opened in Photoshop, open the Image menu. Select Mode > Grayscale. A menu asking to discard color information will appear. Hit OK.

STEP 2

Once the image has been converted to grayscale, go to Image > Mode > Duotone.
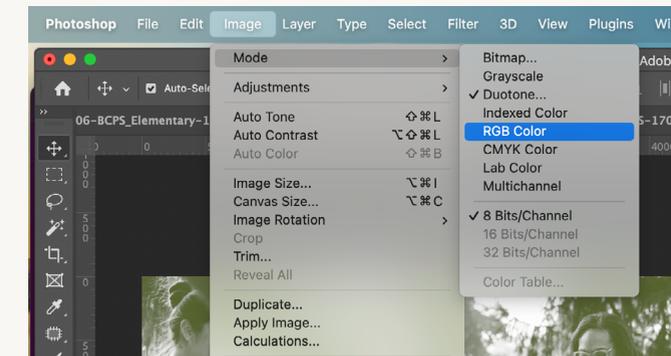
STEP 3

The Duotone menu should appear. double click the color swatch to open the Color Picker menu. Enter your color values (HEX is the most efficient) and it OK. Hit OK again on the Duotone menu.

STEP 4

Your image has been converted to duotone. In order to save out as a common file type, open the Image > Mode menu once again. Select RGB or CMYK, depending on your end use of the image.

Brand Identity Materials

BUSINESS CARDS

Ink: PMS 371, PMS 131, PMS 7519, PMS 7500 at 30%
Standard business card size (3.5"x2")
Stock: Cougar Super Smooth 110 C

#10 ENVELOPE

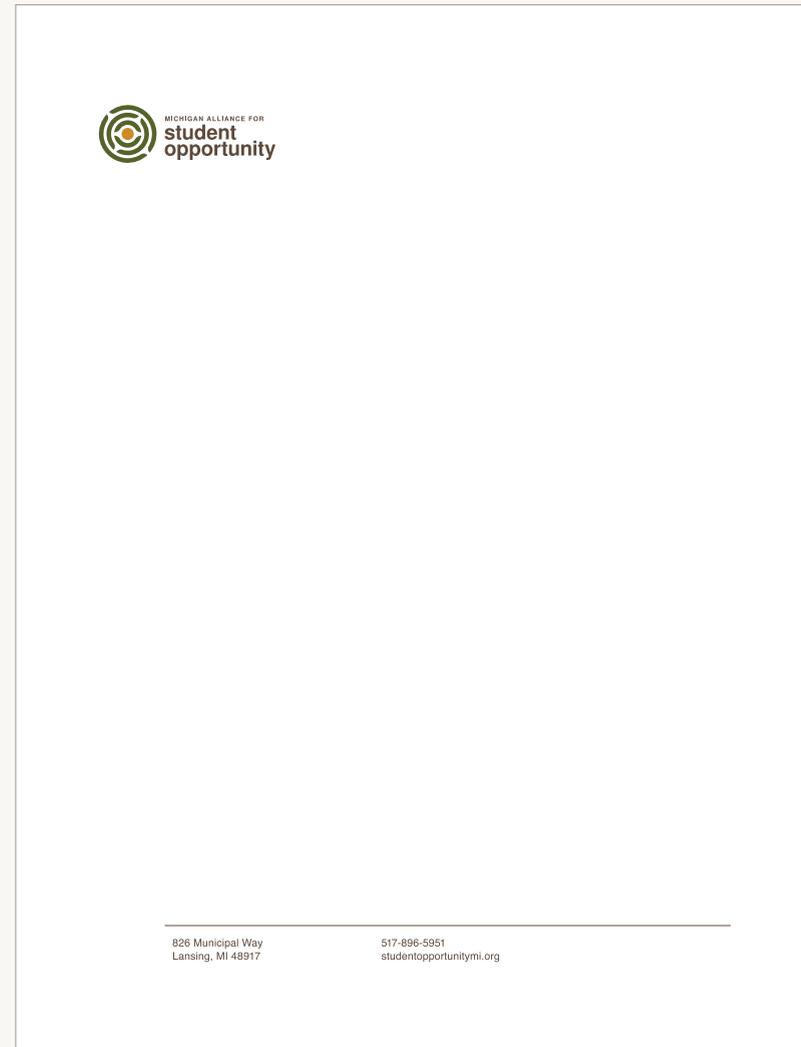Ink: PMS 371, PMS 131, PMS 7519
Stock: Cougar Super Smooth

Brand Identity Materials

LETTERHEAD

Ink: PMS 371, PMS 131, PMS 7519
Stock: Cougar Super Smooth

File Directory

PRIMARY

MCEA_Primary_FullColor

MCEA_Primary_Reversed

MCEA_Primary_Black

ICON

MCEA_Icon_FullColor

MCEA_Icon_Reversed

MCEA_Icon_Black

MCEA_Icon_Ivory

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, .eps, .pdf, and .png.

File Directory

PRESENTATION TEMPLATE

Sample Presentation

Name Here

Date Here

MICHIGAN ALLIANCE FOR STUDENT OPPORTUNITY

File Directory

AVATAR

MCEA_Avatar

BANNER IMAGES

MCEA_FacebookBanner

MCEA_LinkedInBanner

MCEA_TwitterBanner

File Type Guide

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

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

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.