MHSAA Digital Brand Guide

PROPER LOGO USAGE

Here are some examples of ways in which the variations of the MHSAA logo should be used. Choosing the right logo is based on the background color, as it is important for the outline around the logo to contrast with the background. There must also be a fill color, even if it is the same color as the background. The red/white logo should be used on top of most photos and videos. The version with just the Michigan outline is best used when space is limited, like with social media icons.

light background   *dark background*

When using text next to the logo, the height of the letters should align vertically with the top and bottom of the letters in the logo.

PRIMARY COLORS

Primary colors are best used in association with the logo or for large color regions for emphasis and to establish brand. Also used for interactive elements such as buttons and links. Red Pantone 186C should be used when printing the MHSAA logo.
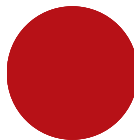

MHSAA dark blue
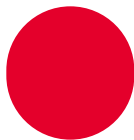rgba(5,53,78,1)
#05354E

Pantone: 2955C

MHSAA light blue
rgba(21,96,134,1)
#156086

Pantone: 3025C

MHSAA button red
rgba(183,17,23,1)
#B71117

Pantone: 186C

digital MHSAA logo red
rgba(228,0,43,1)
#E4002B

Pantone: 185 C

LOGO RESTRICTIONS

Here are some examples of incorrect logos or improper ways to use the MHSAA logo.

DO NOT use without a outline

DO NOT spell out Michigan High School Athletic Association below the logo.

DO NOT distort the logo.

DO NOT use shading, gradients or multiple outlines.

DO NOT use strange filters such as bevel.

DO NOT omit the registered trademark symbol.

DO NOT use older versions.

DO NOT use different fonts or alter the shape of the logo.

DO NOT apply additional design elements into the logo.

DO NOT use without the Michigan icon.

DO NOT rotate the logo.

DO NOT fill with non brand approved colors.

SECONDARY COLORS

Secondary colors are best used as backgrounds behind text so that contrast is readable. Black is generally used just for text or footer.
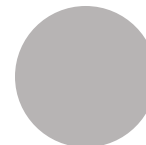

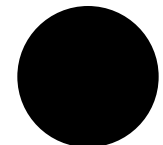**light blue**

rgba(221,236,244,1)
#DDECF4

Pantone: 299 C

light grey

rgba(248,248,248,1)
#F8F8F8

Pantone: 663 C

dark grey

rgba(183,180,180,1)
#B7B4B4

Pantone: 5315 C

black

rgba(0,0,0,1)
#000000