

# Michigan Sea Grant Graphic Identity System


This graphic identity system (style guide) is designed for consistency throughout our marketing and communication materials. Please follow these guidelines when developing projects.

## FONTS

Adobe Garamond	ABC abc 123
Bell Gothic	ABC abc 123
Helvetica Neue Family	ABC abc 123
Officina Sans (ITC)	ABC abc 123
Rotis San Serif	ABC abc 123

## COLORS

### PRIMARY COLORS

Pantone 293 U, blue 

### ACCENT / SECONDARY COLORS

Pantone 294 U, dark blue 

Pantone 341 U, green 

Pantone 403 U, grey 

## LOGO USE

Do not skew, rotate, or alter the logo in any way.  
See: [www.miseagrant.umich.edu/logo](http://www.miseagrant.umich.edu/logo) for additional logo guidelines and examples.



Pantone 293 U, blue



Black (K)



White (reversed)

### QUESTIONS? CONTACT

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[www.miseagrant.umich.edu/logo](http://www.miseagrant.umich.edu/logo)

### Logo Guidelines

- The Michigan Sea Grant logo is designed to match the identity system of the NOAA-National Sea Grant College Program. This system was developed to create a clear and consistent national identity. The Michigan Sea Grant logo is the property of Michigan Sea Grant College Program.
- The Michigan logo is used to identify research, outreach and education initiatives, including publications, presentations, partnerships and projects.
- General guidelines for logo size, appearance and colors is below. Please obtain permission from Michigan Sea Grant prior to using the logo. Permission will be granted on a case by case basis.
- Use the specified font and color.
- Use the logo at 1 inch or larger.
- Use the logo with a solid white, black or blue background, do not add background graphic elements.
- Maintain the exact proportions of all the logo the elements, do not elongate or stretch.