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 for additional logo guidelines and examples.

**QUESTIONS? CONTACT**

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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.

**Revised: 09-2005**