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LOGO CLEAR SPACE • Square

Keep this minimum clear space distance around the logo in all media. Use the capital letter “H” from “HOUSE” as your visual guide. The exact spacing will change as the logo is scaled up or down.

Black & White

Greyscale

RGB
For screens.

CMYK
For process printing (without spot colors).
LOGO CLEAR SPACE • LOGO & URL

Keep this minimum clear space distance around the logo in all media. Use the capital letter “H” from “HOUSE” as your visual guide. The exact spacing will change as the logo is scaled up or down.

LOGO CROWDING

Maintain a minimum clear space so the logo is not encroached upon.

LOGO SIZE

Maintain a minimum size so the logo is legible.
LOGO PLACEMENT

Keep this minimum distance around the logo in all media. Ideal placement is lower right or lower center - the eye is naturally drawn to those locations and the overall design should lead the eye to the logo when possible. The logo can appear with or without the url present, though with the url is preferred.

TIP:

Think about the logos you see ghosted while watching television - logos tend to appear in the lower right corner.

LIGHT/DARK BACKGROUND

The logo/url should be visible on both light and dark backgrounds. Choose appropriate logo depending on your use. White logo can be transparent “ghosted” down to not less than 25% if it enhances the design. Use of color logo is preference unless the an image is of competing colors.

DO NOT

Alter the logo or logo/url in any manner. Skewing, stretching, reversing, separating parts of the logo go against the brand standard.

NEVER

Place logo in upper left corner, or at the edge of an image without minimum clear space.
<table>
<thead>
<tr>
<th>Colors</th>
<th>Primary Colors</th>
<th>Secondary Colors</th>
<th>Tertiary Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PMS 295</td>
<td>PMS 286</td>
<td>PMS 520</td>
</tr>
<tr>
<td></td>
<td>CMYK 99,84,40,36</td>
<td>CMYK 89,57,6,0</td>
<td>CMYK 69,94,18,0</td>
</tr>
<tr>
<td></td>
<td>RGB 20,47,82</td>
<td>RGB 26,108,173</td>
<td>RGB 114,57,131</td>
</tr>
<tr>
<td></td>
<td>HEX 142f52</td>
<td>HEX 1A6CAD</td>
<td>HEX 723983</td>
</tr>
<tr>
<td>Dark Grey</td>
<td>PMS 475</td>
<td>PMS 2386</td>
<td>PMS 368</td>
</tr>
<tr>
<td></td>
<td>CMYK 0,0,0,70</td>
<td>CMYK 70,43,0,24</td>
<td>CMYK 51,0,86,0</td>
</tr>
<tr>
<td></td>
<td>RGB 109,110,113</td>
<td>RGB 58,110,194</td>
<td>RGB 136,198,89</td>
</tr>
<tr>
<td></td>
<td>HEX 6D6E70</td>
<td>HEX 3A6EC2</td>
<td>HEX 64B246</td>
</tr>
<tr>
<td>Light Grey</td>
<td>PMS 520</td>
<td>PMS 7548</td>
<td>PMS 207</td>
</tr>
<tr>
<td></td>
<td>CMYK 0,0,0,10</td>
<td>CMYK 0,25,100,0</td>
<td>CMYK 15,80,50,25</td>
</tr>
<tr>
<td></td>
<td>RGB 231,230,230</td>
<td>RGB 255,192,0</td>
<td>RGB 166,68,81</td>
</tr>
<tr>
<td></td>
<td>HEX E7E6E6</td>
<td>HEX FF000</td>
<td>HEX A64451</td>
</tr>
<tr>
<td>White/Paper</td>
<td>PMS 207</td>
<td>PMS 021</td>
<td>PMS 7964</td>
</tr>
<tr>
<td></td>
<td>CMYK 0,0,0,0</td>
<td>CMYK 0,60,100,0</td>
<td>CMYK 67,37,0,56</td>
</tr>
<tr>
<td></td>
<td>RGB 255,255,255</td>
<td>RGB 255,102,0</td>
<td>RGB 37,70,112</td>
</tr>
<tr>
<td></td>
<td>HEX FFFFFF</td>
<td>HEX FF6600</td>
<td>HEX 254670</td>
</tr>
</tbody>
</table>

Colors
The Democratic Caucus uses as its primary typefaces a sans serif font, Myriad Pro, and a serif, Minon Pro. Both should be used in all communications representing the brand.

**Primary Typeface**

Use Myriad Pro Bold Condensed when a heavier weight is needed, such as in headlines.

Employ the Regular Semicondensed and Light Semicondensed styles for headings and other places where weight variants would be useful. Our style is go lighter where a design element might typically go heavier.

Use italics as needed in all weights - refrain from the use of underlines as doing so is viewed as a clickable link in web-based applications.
Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&*()[]-_+,.?;/"

Myriad Pro Bold Semicondensed

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&*()[]-_+,.?;/"

Myriad Pro Semicondensed

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&*()[]-_+,.?;/"

Myriad Pro Light Semicondensed

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%&*()[]-_+,.?;/"
To complement our primary typeface, we use Minion Pro. This type family should be used where serifs are preferred to sans serifs, such as in longer passages of text like body copy. Use Regular or Bold weights but not Semibold in standard written communication.

Convey messages of urgency or otherwise call for attention by using italics or bold - never underline in headlines or body copy.
Minion Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%&*(){}[]-_+=,.?;/""

Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%&*(){}[]-_+=,.?;/""

Minion Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%&*(){}[]-_+=,.?;/""

Minion Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%&*(){}[]-_+=,.?;/""
When the use of our main typefaces aren’t possible, such as with Web, mobile, and e-reader-based devices, it may be necessary to employ alternate fonts more common to such devices. These we call our “alternate fonts,” and are generally expressed in a font stack in receding order of desired use. For instance, for serif text we first want to use Minion Pro if it is available to the device. If that font is not available to the device, we want the device to use our second choice, Google font Crimson text. If Crimson text is not available, we need to instruct the device to use Times New Roman, then Times, then any available serif typeface.

At right are the font stacks to employ for the Democratic Caucus’ primary and companion typefaces.

Base italic, bold, and other necessary variations on the Primary and Companion font stacks.
**Primary:** Myriad Pro Regular

font-family: PT Sans, *Microsoft Sans Serif*, Helvetica, Helvetica Neue Light,

**Companion:** Minion Pro

Imagery is a powerful communication medium, not a decoration, when used correctly. Enhance and augment the House Democratic Caucus brand by using imagery that reinforces our message and the feelings the people of Michigan experience when seeing our members at work.

Stock imagery should continue the narrative our members are telling — keeping the imagery in line with the emotional take-away the Caucus or member is seeking to evoke.

TIP: In-district photos of our members are great when captured professionally. In lieu of an in-district shot, an action shot from the floor, a committee or press conference should remain the standard before using stock house imagery.

Imagery

Never flip photographs. If a model is facing the wrong way, choose a different image or request a new photograph. Flipping models too often introduces left- and right-side discrepancies such as wedding rings on the wrong hand, background or reflected text becoming reversed, and fashion designs that don’t match actual products.

MOODS TO STRIKE
Hopeful
Passion for Serving
Community

EVOKE FEELINGS OF
Democracy
Serving the People
Helping Others

Democratic Caucus • MI House of Representatives