JANUARY 2020

Brand Style Guide

Prepared by
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Lansing, Michigan

for House Democratic Leader Christine Greig
100th Legislature

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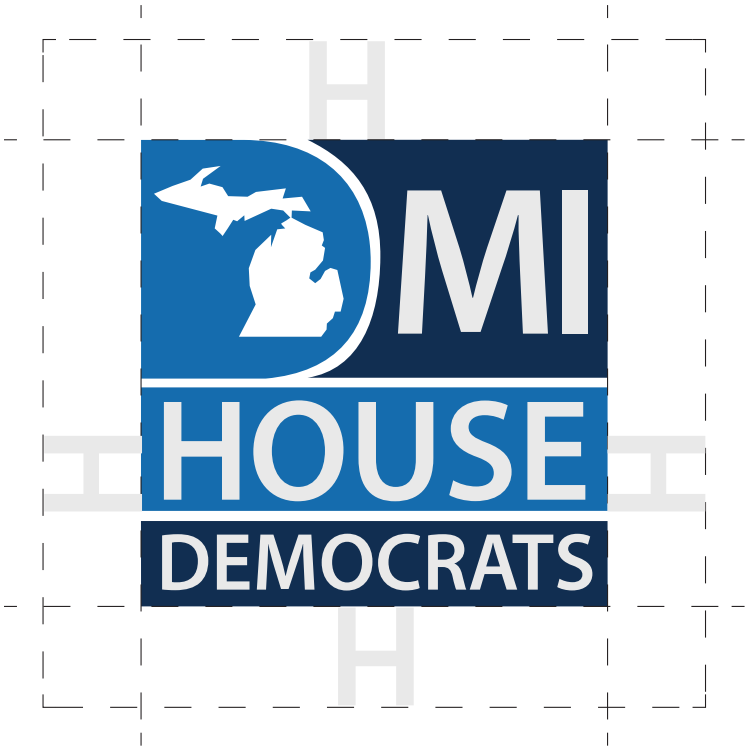
Square Logo

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).

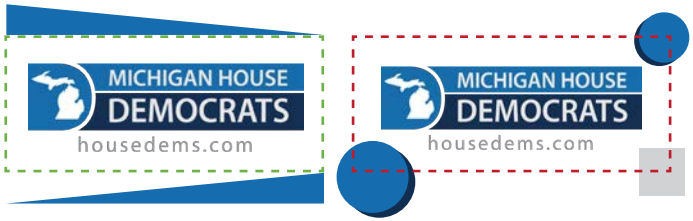
Logo & URL

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.

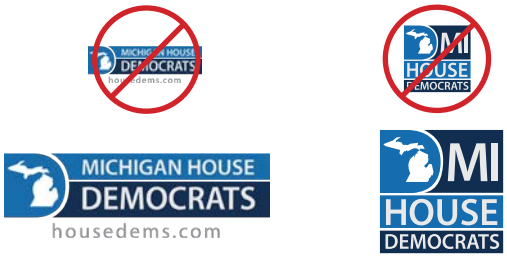
LOGO CROWDING

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



LOGO SIZE

Maintain a minimum size so the logo is legible.



Black & White

Grayscale

RGB

For screens.

CMYK

For process printing (without spot colors).

Logo Usage

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 BACKGROUNDS

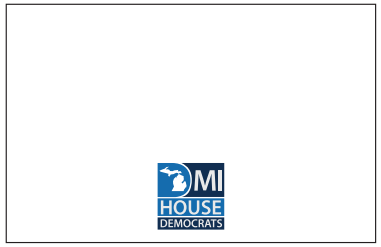
The logo/url should be visible on both light and dark backgrounds. Choose appropriate logo depending on your use. White logo can be transparent "ghosted" down to not less than 25% if it enhances the design. Use of color logo is preference unless the an image is of competing colors.

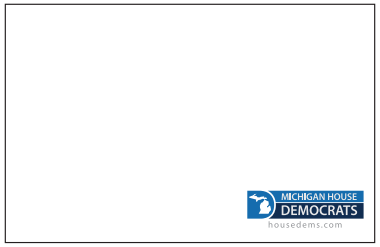
DO NOT

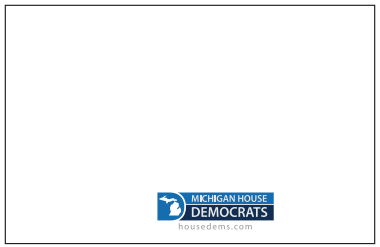
Alter the logo or logo/url in any manner. Skewing, stretching, reversing, separating parts of the logo go against the brand standard.

NEVER

Place logo in upper left corner, or at the edge of an image without minimum clear space.







Colors

Primary Colors

PMS 295
CMYK 99,84,40,36
RGB 20,47,82
HEX 142f52

PMS 286
CMYK 89,57,6,0
RGB 26,108,173
HEX 1A6CAD

Dark Grey
CMYK 0,0,0,70
RGB 109,110,113
HEX 6D6E70

Light Grey
CMYK 0,0,0,10
RGB 231,230,230
HEX E7E6E6

White/Paper
CMYK 0,0,0,0
RGB 255,255,255
HEX FFFFFF

Secondary Colors

PMS 661
CMYK 66,46,0,46
RGB 47,75,138
HEX 2F4B8A

PMS 2386
CMYK 70,43,0,24
RGB 58,110,194
HEX 3A6EC2

PMS 7548
CMYK 0,25,100,0
RGB 255,192,0
HEX FFC000

PMS 021
CMYK 0,60,100,0
RGB 255,102,0
HEX FF6600

PMS 3560
CMYK 100,0,4,36
RGB 0,164,157
HEX 00A49D

Tertiary Colors

PMS 520
CMYK 69,94,18,0
RGB 114,57,131
HEX 723983

PMS 368
CMYK 51,0,86,0
RGB 136,198,89
HEX 64B246

PMS 207
CMYK 15,80,50,25
RGB 166,68,81
HEX A64451

PMS 7964
CMYK 67,37,0,56
RGB 37,70,112
HEX 254670

PMS 279
CMYK 47,26,0,26
RGB 100,139,189
HEX 648BBD

Typefaces & Fonts

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 Reguslar 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 !@#$%&*(){}[]-_=+,.?/:;'"

Typefaces & Fonts Continued

Companion Typeface

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
ABCDEFGHIJKL
MNOPQRSTU VWXYZ
0123456789 !@#$%&*(){}[]-_=+,.?/:;”’

Minion Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKL
MNOPQRSTU VWXYZ
0123456789 !@#$%&*(){}[]-_=+,.?/:;”’

Minion Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
0123456789 !@#$%&(){}[]-_=+,.?/:;”’*

Minion Pro Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
0123456789 !@#$%&*(){}[]-_=+,.?/:;”’

Typefaces & Fonts Continued

Alternate Fonts

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

font-family: Crimson text, Times New Roman,
Times, **Museo Slab**

Photography & Imagery

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.

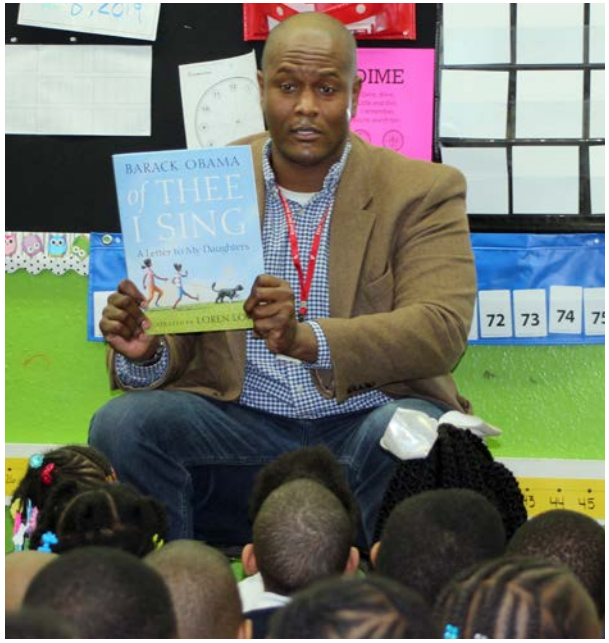
MOODS TO STRIKE

Hopeful
Passion for Serving
Community

EVOKE FEELINGS OF

Democracy
Serving the People
Helping Others

WITWER


BARACK OBAMA
of THEE I SING
A Letter to My Daughters
72
73
74

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