



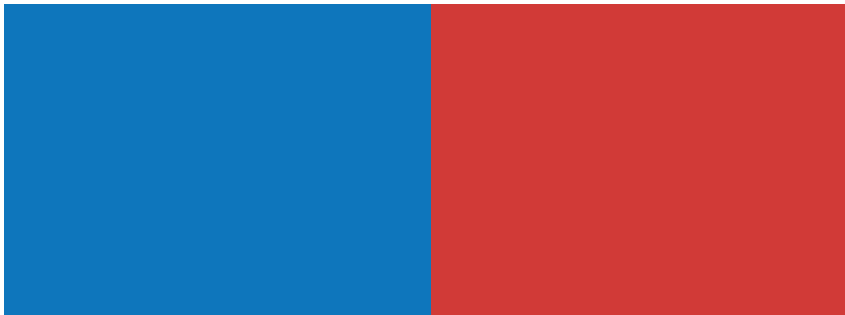
**MICHIGAN VETERAN HOMES**

**BRAND STANDARDS GUIDE**

# THE OFFICIAL COLORS OF MICHIGAN VETERAN HOMES

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## Primary Palette



**MVH Blue**

- #1C75BC
- R=28 G=117 B=188
- C=85 M=50 Y=0 K=0
- Pantone 3005C

**MVH Red**

- #D13A37
- R=209 G=58 B=55
- C=0 M=89 Y=78 K=0
- Pantone 179C

## Primary Palette

The primary colors of Michigan Veteran Homes are MVH Blue and MVH Red. These colors establish the MVH brand and should be used to create a consistent visual experience across the organization. It is important to match these colors using the specified color codes for RGB, CMYK, and Pantone.

## Secondary Palette

Light Gold and Dark Brown are the secondary colors of MVH. These colors may be used only in certain settings that call for a sophisticated visual style. The Primary Palette and Secondary Palette should not be used together.

## Supporting Colors

MVH supporting colors may be used for bodies of text, backgrounds, or minor, visual accents.

## Secondary Palette



**Light Gold**

- #9E8761
- R=158 G=135 B=97
- C=37 M=41 Y=67 K=8
- Pantone 7504C

**Dark Brown**

- #251816
- R=37 G=24 B=22
- C=63 M=71 Y=68 K=78
- Pantone Black 4C

## Supporting Colors



**Gray**

- #444B59
- R=68 G=75 B=89
- C=24 M=12 Y=0 K=78
- Pantone 432C

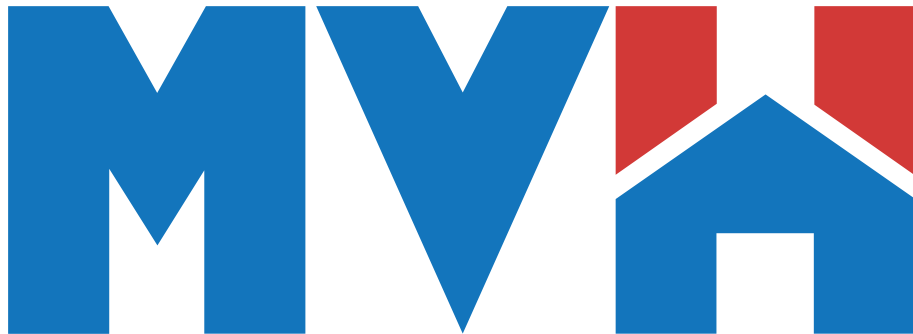
**White**

- #FFFFFF
- R=250 G=250 B=250
- C=0 M=0 Y=0 K=0

# MICHIGAN VETERAN HOMES LOGO

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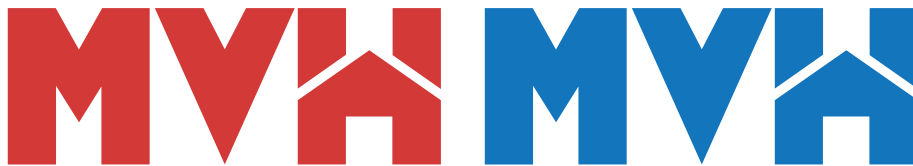
## Full Color Version



**MICHIGAN VETERAN HOMES**

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## Additional Color Variations



**MICHIGAN VETERAN HOMES**

**MICHIGAN VETERAN HOMES**



**MICHIGAN VETERAN HOMES**





















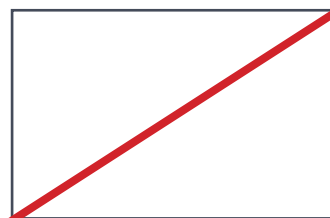

**MICHIGAN VETERAN HOMES**

◀ The MVH Logo is designed with intent to create a unified brand identity that is consistent across all media channels. The logo and any of its components should not be changed or altered in any way unless specified in this guide. This includes altering the colors of the logo, stretching or squashing the logo, changing the type or font, and adding any other graphical elements or subtracting any graphical elements from the existing logo.

The full color logo consists of the colors MVH Blue, MVH Red, and gray. Additional single color variations are also available for necessary applications. Single color variations should be used in cases where the logo needs to be smaller, or less distracting from the main content, or to match the color scheme of the surrounding content.

The following examples in this guide should be followed when placing the MVH logo on a field of color. The MVH logo should never be used on a background that does not provide significant contrast.

# ACCEPTABLE & UNACCEPTABLE USE OF THE MVH LOGO

ON MVH RED	ON MVH BLUE	ON LIGHT	ON DARK	
 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	FULL COLOR
	 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	SINGLE COLOR RED
 MICHIGAN VETERAN HOMES		 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	SINGLE COLOR BLUE
 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES	SINGLE COLOR BLACK
 MICHIGAN VETERAN HOMES	 MICHIGAN VETERAN HOMES		 MICHIGAN VETERAN HOMES	SINGLE COLOR WHITE

## ACCEPTABLE & UNACCEPTABLE USE OF THE MVH LOGO CONT.

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- ◀ In some cases, it may be acceptable to place the full color logo on a dark background. However, the color of the text underneath must be changed to a lighter color. The most important thing is to ensure is that there is enough contrast between all parts of the logo and the background it is placed on

# LOGO SAFE ZONE AND MINIMUM SIZE

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## Logo Safe Zone 1/6th Overall Height



- ◀ The MVH Logo has a designated "safe zone" that is one sixth the overall height of the logo. The safe zone ensures that the logo has enough room to maintain its readability. No other graphic type or content should fall inside the safe zone.

## Minimum Size



- ◀ When printed, the width of the logo should not be less than one and a half inches or 450 pixels at a resolution of 300 DPI. Logos printed smaller than this are difficult to read so it is recommended that the logo be well over the minimum size if possible.

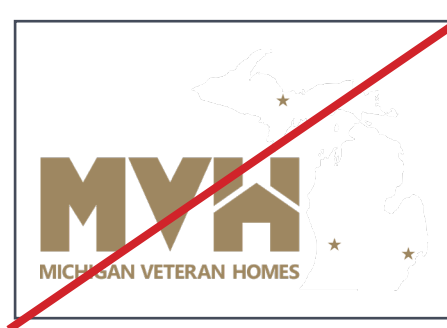
# THE MICHIGAN VETERAN HOMES SECONDARY LOGO

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## MVH Secondary Logo



The MVH Secondary Logo consists of the MVH Logo in a light gold color next to a graphic of the state of Michigan with light gold stars indicating MVH locations. This logo should only be used under special circumstances. Never use this logo with any other color palette. The secondary logo should always appear on a dark brown background. Never alter or display the logo in any way that is not represented in this guide.



# TYPOGRAPHY

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## Avenir Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 0**

**- = { } \ ; ' , . / ! @ # \$ % ^ & \* ( ) \_ + { } : " < > ? |**

## Avenir Heavy

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 0**

**- = { } \ ; ' , . / ! @ # \$ % ^ & \* ( ) \_ + { } : " < > ? |**

## Avenir Medium

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9 0**

**- = { } \ ; ' , . / ! @ # \$ % ^ & \* ( ) \_ + { } : " < > ? |**

## MVH Fonts

Avenir is a bold, sans serif typeface and is used in the MVH logo.

Avenir Black is the boldest style in the font family, and should be used for headings and large text.

Avenir Heavy is the second boldest style and may be used for sub-headings and shorter bodies of text that appear larger on the page.

Avenir Medium is the lightest of the three acceptable styles and should only be used in long bodies of text.

Italics may also be used when necessary.