



CEPI & MI School Data Branding Guide

Basic Guidelines

Follow these guidelines when using CEPI and MI School Data logos:

- Never change the logo colors or typefaces within the logo
- Never compromise the legibility of the logo

For official logos designed for both web and print, please visit the [MI School Data Support page](#).

CEPI Logo

This is the primary CEPI logo, with name:



This logo with name should be used on all materials directed toward the public. This logo can also be used on internal materials for the State of Michigan. The logo may be co-branded with another office or agency logo such as MDE, SBO, etc.

From time to time there may be a need to use a version of the CEPI logo without name:



MI School Data Logo

The MI School Data logo should be used on the MI School Data portal (www.mischooldata.org) and all materials directed toward the public. The logo may be co-branded with another office or agency logo such as MDE, SBO, etc., as long as the CEPI logo is also included.



Logo Integrity

Spacing: Logos must maintain clear spacing around the edges to protect them from distracting graphics or typography.

Distortion: When scaling the logo, make sure all size relationships remain intact. Do not distort the logo by “squeezing” or “stretching.”



Insufficient Contrast: Do not use backgrounds that provide insufficient contrast.

CEPI Logo Color Palette

Light Blue



- RGB: 110, 174, 211
- CMYK: 56, 18, 7, 0
- RGB # 6eaed3
- Hex: 067EBD

Medium Blue



- RGB: 6, 126, 189
- CMYK: 84, 43, 3, 0
- RGB # 067ebd
- Hex: 0078BF

Dark Blue



- RGB: 45, 71, 103
- CMYK: 89, 72, 37, 23
- RGB # 2d4767
- Hex: 375172

Logo Typeface

Consistent use of approved enterprise typefaces in the CEPI and MI School Data logos reinforces the DTMB brand identity. CEPI logo typeface is Arial Bold. The typeface creates a strong visual hierarchy that will evoke a clean, clear and consistent message.

Authorized Logo Use

In an effort to avoid any impression of bias or endorsement by a state government agency, CEPI generally does not grant permission for vendors or contractors to feature the CEPI or MI School Data logo on company websites, vehicles, stationary, etc. This includes promotional materials of memberships and/or affiliations.

If you have questions about CEPI logo use or have specific logo needs, contact CEPI at cepi@michigan.gov.