

Michigan's Mighty Meals Graphic Usage Guide

Logo

Consistent use of the approved logo is critical to its effectiveness. Refrain from additions, deletions, transposition of elements, or manipulations of any kind such as spinning, skewing or stretching. Do not use screen grabs or low-resolution logos.

Logo Positioning

The minimum area of open space surrounding the logo is shown far right. No other element should intrude, and the open space ratio is to always remain as designed. When possible, provide more open space.

Color Usage

The logo is presented here in full color and reversed. The reversed logo can be featured with colored accents. Avoid reproducing the logo with colors other than those depicted in this usage guide.

Primary Logo



Logo Positioning



Reversed Logo (primary)



Reversed Logo (with colored accents)



Logo Lock-up

When creating a logo lock-up (shown right), please maintain proper clear space around the logo. If the lock-up is in full color, it is also important that the primary logo is used.



Logo lock-up example shown left. Always use the primary logo when pairing with other logos.

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Color Palette

These are the approved colors for Michigan's Mighty Meals applications and materials. A minimum color contrast ratio of 4.5:1 is required for text elements against background color. Contrast ratios can be checked using the [WebAIM website](#).

The **Secondary Palette** provides additional colors which can be used in marketing materials, graphics, advertisements and presentation documents.

Primary Palette



| | | | |
|-------|-------|-------|-------|
| C 85 | C 89 | C 4 | C 73 |
| M 67 | M 55 | M 3 | M 2 |
| Y 34 | Y 1 | Y 3 | Y 85 |
| K 17 | K 0 | K 0 | K 0 |
| R 57 | R 2 | R 240 | R 66 |
| G 82 | G 110 | G 240 | G 178 |
| B 115 | B 181 | B 240 | B 98 |

Secondary Palette



| | | | |
|-------|-------|-------|-------|
| C 9 | C 56 | C 0 | C 0 |
| M 91 | M 40 | M 23 | M 68 |
| Y 99 | Y 34 | Y 98 | Y 100 |
| K 1 | K 3 | K 0 | K 0 |
| R 218 | R 121 | R 255 | R 243 |
| G 62 | G 135 | G 197 | G 115 |
| B 40 | B 147 | B 13 | B 33 |

Font System

Montserrat is the approved font family for all Michigan's Mighty Meals materials. Please match the boldness of the font for each usage indicated. The examples at right should serve as a general guideline when sizing, spacing and kerning type.

To access this font, [click here](#).

Montserrat, Black

Headline example: sized 16 pts, with 19 pt leading and kerned -15 pts

Montserrat, Semibold

Subhead example: sized 10 pts, with 13 pt leading and kerned -10 pts

Montserrat, Regular

Body copy example: sized 10 pts, with 13 pt leading and kerned -10 pts

School meals are easy with Michigan's Mighty Meals

Save time and resources with Michigan's Mighty Meals.

Que nus nam el molupta cusam remquis plignih illaut a prehenstem ut quodi ommolorum cus nullorror aciasiti tem nisitas dolor sent. Vid modicit, ommolum none estoratur am, aut abor sum.

Web Safe Substitutions

The font family Arial is acceptable as a substitute when Montserrat is unavailable. Please match the boldness of the font for each usage indicated.

Arial, Bold

Headline example: sized 16 pts, with 19 pt leading and kerned -15 pts

Arial, Regular

Body copy example: sized 10 pts, with 13 pt leading and kerned -10 pts

School meals are easy with Michigan's Mighty Meals

Que nus nam el molupta cusam remquis plignih illaut a prehenstem ut quodi ommolorum cus nullorror aciasiti tem nisitas dolor sent. Vid modicit, ommolum none estoratur am.