

# MICHIGAN ACHIEVEMENT SCHOLARSHIP BRAND GUIDE

To make college more affordable for families, grow Michigan's talent pool, and get the state closer to achieving its Sixty by 30 goal, Governor Whitmer created the Michigan Achievement Scholarship. This new program begins with the 2023 high school graduating class.



## Branding

MI Student Aid within the Michigan Department of Lifelong, Education, Advancement, and Potential will administer the Michigan Achievement Scholarship.

"Michigan Achievement Scholarship" and "Michigan Achievement Skills Scholarship" should be used in conjunction with the MI Student Aid logo.

MICHIGAN  
ACHIEVEMENT  
SCHOLARSHIP



MICHIGAN  
ACHIEVEMENT  
SKILLS SCHOLARSHIP



### Colors:



#009ea0

#6157a6

#b5c134

#d9d9d9

### Font:

BEBAS NEUE

### Name Use:

"Michigan Achievement Scholarship" must be spelled out with no abbreviations.

### Co-Branding:

Partner logo placement is welcomed to the various social media posts and flyers by working with the MI Student Aid team for logo placement. Reach out to us at [mistudentaid@michigan.gov](mailto:mistudentaid@michigan.gov).

### Disclaimer Language:

This language must be added to ALL printed and digital materials when referencing Michigan Achievement Scholarship and Michigan Achievement Skills Scholarship.

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[michigan.gov/achievement](https://michigan.gov/achievement)