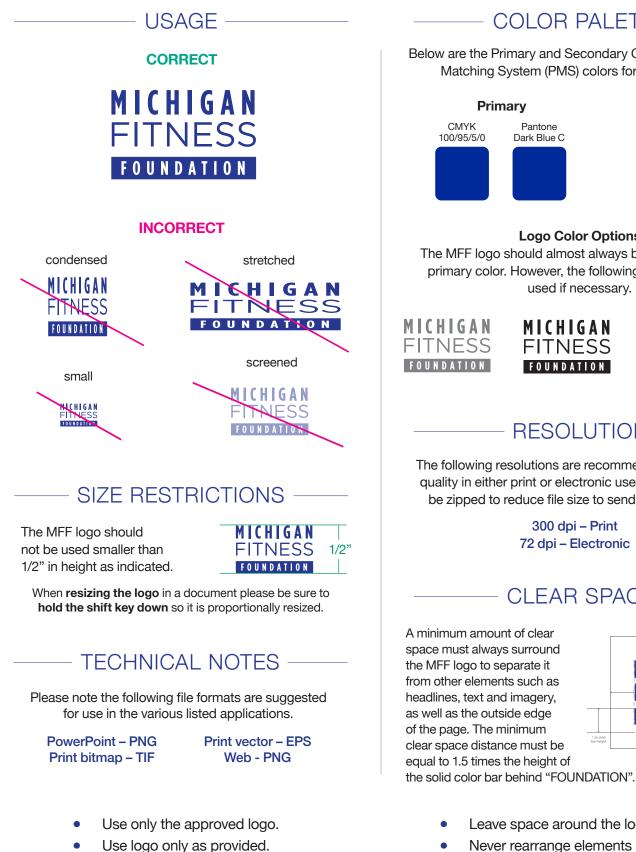
# MICHIGAN FITNESS FOUNDATION (MFF) LOGO USAGE GUIDELINES



Use only the colors provided.

### COLOR PALETTE -

Below are the Primary and Secondary CMYK and Pantone® Matching System (PMS) colors for the MFF logo.



#### Logo Color Options

The MFF logo should almost always be displayed in the primary color. However, the following options may be used if necessary.





# **RESOLUTION -**

The following resolutions are recommended for optimal quality in either print or electronic uses. Print files may be zipped to reduce file size to send through email.

> 300 dpi – Print 72 dpi – Electronic

# CLEAR SPACE -

A minimum amount of clear space must always surround the MFF logo to separate it from other elements such as headlines, text and imagery, as well as the outside edge of the page. The minimum clear space distance must be equal to 1.5 times the height of



- Leave space around the logo.
- Never rearrange elements of the logo.
- Never stretch or distort the logo.