

MICHIGAN FITNESS FOUNDATION (MFF)

LOGO USAGE GUIDELINES

USAGE

CORRECT



INCORRECT

condensed



stretched



small



screened



SIZE RESTRICTIONS

The MFF logo should not be used smaller than 1/2" in height as indicated.



When **resizing the logo** in a document please be sure to **hold the shift key down** so it is proportionally resized.

TECHNICAL NOTES

Please note the following file formats are suggested for use in the various listed applications.

PowerPoint – PNG
Print bitmap – TIF

Print vector – EPS
Web - PNG

- Use only the approved logo.
- Use logo only as provided.
- Use only the colors provided.

COLOR PALETTE

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

Primary

CMYK
100/95/5/0



Pantone
Dark Blue C



Secondary

CMYK
0/0/0/60



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 the solid color bar behind "FOUNDATION".



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