LOGO GUIDE

MICHIGAN ROSS

BASICS

M | MICHIGAN ROSS

This is our primary logo. It should be used on internal and external communications. It should be maize & blue whenever possible.

LOGO ON A BLUE BACKGROUND

M | MICHIGAN ROSS

When on a dark background (preferably Ross Blue)
the logo should be maize & white.

LOGO SPACING

1 **M** (like above) is the proportional sizing unit for determining the minimum amount of clear zone/margin, and represents the width of the Block M used in your materials. Having space around the logo gives it importance.

LOGO SIZING

Standard Size:
2.35″

M | MICHIGAN ROSS

Minimum Size:
1.25″

M | MICHIGAN ROSS

Maintaining logo size across materials
helps build brand recognition.

LOGO ON IMAGERY

It is acceptable for the logo to be placed over imagery but only if the background is neutral/simple.

COLORS

ROSS MAIZE

PMS:	7406
CMYK:	0 18 100 0
RGB:	255 203 5
HEX:	FFCB05

ROSS BLUE

PMS:	282
CMYK:	100 60 0 65
RGB:	0 39 76
HEX:	002746

WHAT DO THE COLOR ACRONYMS STAND FOR?

PMS › Pantone Matching System (aka spot colors)
Primarily used in swag/promotional items.

CMYK › Cyan/Magenta/Yellow/Key (black)
Refers to the inks used in four-color process printing.

RGB › Red/Green/Blue
The color model used in the digital space.

HEX › Hexadecimal
The color model used in the HTML space.

DON'TS

LOGO DON'TS

Do not stretch the proportions.

LOGO DON'TS

🚫

MICHIGAN ROSS

M

Do not rearrange the elements.

LOGO DON'TS

M | MICHIGAN ROSS

Do not add effects.

LOGO DON'TS

Do not use unapproved colors.

LOGO DON'TS

M | MICHIGAN ROSS

M | MICHIGAN ROSS

M | MICHIGAN ROSS

Do not rotate or turn on its side.

LOGO DON'TS

🚫

M | MICHIGAN ROSS

Do not change the font/typeface.

LOGO DON'TS

Do not use legacy logos.

LOGO DON'TS

REAL.START
M | MICHIGAN ROSS

Do not combine or lock up with other logos or type treatments.

LOGO DON'TS

Do not use on distracting images.

LOGO DON'TS

Do not use on low contrast colors.

go blue!

M | MICHIGAN ROSS