

A photograph of a sea cave interior. The cave is formed from dark, layered rock with a rough, textured surface. The ceiling is low and curved, creating a tunnel-like structure. Light enters from an opening in the distance, where a bright sunset is visible over the ocean. The sun is low on the horizon, casting a golden glow across the water and the cave's interior. The floor of the cave is uneven and rocky, with several small pools of water reflecting the light from the opening. The overall atmosphere is serene and natural.

PURE MICHIGAN®

## Brand Guidelines

Consumer Marketing

Michigan Economic Development Corporation

Version 3.3 (October 2016)



## What is it?

The words “Pure Michigan” and the logo are trademarked by the MEDC. While the MEDC has the trademark for both the words and the logo, only logo requests are reviewed and then approved or declined. The MEDC does not approve use of the words “Pure Michigan” in any case.

## Why does it matter?

Our logo immediately identifies us. It tells people that the communication they’re looking at is informed by the standards, values and ideals of Pure Michigan.

## What is the benefit of consistent use of the logo?

By leveraging the state’s signature mark, you can help it — and us — gain power and recognition over time. This is especially important at a time when we are seeking to build national recognition for our brand.

## The Pure Michigan logo is easy to use.

You can request use of the logo at:  
[michiganbusiness.org/logo-request](https://michiganbusiness.org/logo-request).

## Basic style guidelines

Follow the basic guidelines below when using the logo:

- Never change the logo colors.
- Never change the typefaces within the logo.
- Never compromise the legibility of the logo.
- The logo needs prior approval by MEDC before use via [michiganbusiness.org/logo-request](https://michiganbusiness.org/logo-request).

PURE *M*ICHIGAN®

PURE *M*ICHIGAN®

**MINIMUM SIZE USAGE:**

- Newspaper
- 1.75" wide



**MINIMUM SIZE USAGE:**

- Magazine
- 1.25" wide



**Note:**

When scaling the logo, make sure all size relationships remain intact.

Multi-Color



PANTONE® 2915  
C=45, M=6, Y=0, K=6  
R=123, G=189, B=225

Grayscale



PANTONE® Cool Gray 7  
C=0, M=0, Y=0, K=40  
R=173, G=175, B=178

Background Color



PANTONE® 287  
C=100, M=85, Y=0, K=45  
R=5, G=36, B=101

## Basic tourism and consumer marketing logo guidelines

In order to maintain a consistent visual presence, use of the Pure Michigan logo must maintain certain guidelines:

- The logo is a single piece of art. Use only the original mark.
- Do not adjust, modify, add to or recreate any element of the logo.
- Always use as one unit. Do not separate the elements.
- The logo needs prior approval by MEDC before use via [michiganbusiness.org/logo-request](https://michiganbusiness.org/logo-request).
- Pure Michigan logo use is to promote the Michigan travel industry and not for personal use.
- The logo must be used in a secondary manner (i.e. smaller than main logo) and must be placed in the lower right or left hand corner (or in the footer for website use).





**USAGE**

This is the preferred usage for broadcast, print and most web applications.



**USAGE**

This is the preferred usage for out-of-home, merchandising and any other applications where the readability of the tagline is compromised.



**USAGE**

The logo is approved for usage in solid black or solid white in applications where the readability of the Pure Michigan blue is compromised.

Avenir has been chosen as the brand typeface. Practical and simple, it offers impact in its heavier weights and clear legibility in its text weights. It is strongly recommended, but not required, that Avenir be used in communications where applicable. Remember that there should be no manipulation of the typeface within the Pure Michigan logo. Please see next page for details.

**AVENIR BOOK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890

**AVENIR MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890

**AVENIR HEAVY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890

Please do not alter or misuse the logo. Here are several examples of how the logo should **NOT** be used:



**COLOR APPLICATIONS**

Do not deviate from the approved color palette.



**COLOR APPLICATIONS**

Do not deviate from the approved color palette.



**TYPEFACE SUBSTITUTION**

Do not replace any typeface or text within the logo and don't alter any capitalization styles within the logo.



**DISTORTION**

Do not alter the vertical or horizontal proportions of the logo.

**NOTE:** Please remember that the phrase "Pure Michigan" is copyrighted — not only in logo form, but also the words themselves. Do not alter or misuse the phrase.



**SPECIAL EFFECTS**

Do not use any kind of special effect around the logo.

*\*Exception: A black drop shadow may be used with the reverse logo over 4C photos to enhance readability*



**LOGO FRAMING**

Do not enclose the logo in a shape or frame. When using a color background, never enclose the logo in a white box.



**INSUFFICIENT CONTRAST**

Only use the logo on background colors that provide significant contrast. Backgrounds that are too light or too dark threaten its visual integrity.



**USE OF THE "M"**

Do not use the "M" without the full logo. Do not use it alone or as a design element. Do not use it to begin a word or sentence, even if the word is "Michigan."