



Brand guidelines

- **Southeastern Michigan Administrative Services Group**
- **Legal Aid and Defender Association Incorporated**
- **Metropolitan Justice Center of Southeast Michigan**
- **613 Abbott Corporation**

SOUTHEASTERN MICHIGAN ADMINISTRATIVE SERVICES GROUP

SEMASG Logo - Primary

- This is the primary logo and should be the first choice for logo use.
- The logo should not be used any smaller than 2" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 2" wide, there should be .5" of space around it.



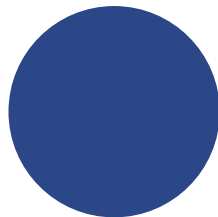
SEMASG Logo - Secondary

- For use on letterhead, memos, footers and headers, and other areas where a strong horizontal is needed.
- The logo should not be used any smaller than 5" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 5" wide, there should be 1.25" of space around it.

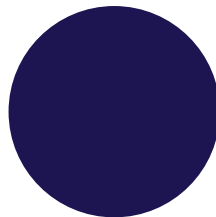


Fonts and color:

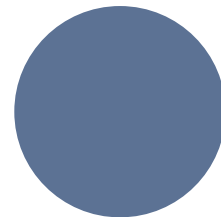
- Baskerville bold
- Baskerville Italic (tagline)



C 85, M 73 Y 0, K 30
PMS 2748
HEX 2f4888



C 100, M 100, Y 25, K 50
PMS 2765
HEX 1d1752



C 46, M 26 Y 0, K 40
PMS 646
HEX 5c7293

LEGAL AID AND DEFENDER ASSOCIATION INCORPORATED

LAD Logo - Primary

- This is the primary logo and should be the first choice for logo use.
- The logo should not be used any smaller than 3" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 3" wide, there should be .75" of space around it.



**LEGAL AID AND DEFENDER
ASSOCIATION INCORPORATED**

LAD Logo - Secondary

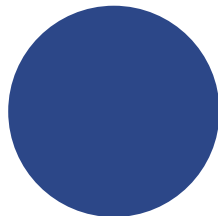
- For use on letterhead, memos, footers and headers, and other areas where a strong horizontal is needed.
- The logo should not be used any smaller than 5" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 5" wide, there should be 1.25" of space around it.



LEGAL AID AND DEFENDER ASSOCIATION INCORPORATED

Fonts and color:

- Baskerville bold



C 85, M 73 Y 0, K 30
PMS 2748
HEX 2f4888

METROPOLITAN JUSTICE CENTER OF SOUTHEAST MICHIGAN

MJC Logo - Primary

- This is the primary logo and should be the first choice for logo use.
- The logo should not be used any smaller than 2" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 2" wide, there should be .5" of space around it.



MJC Logo - Secondary

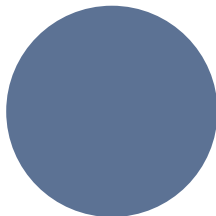
- For use on letterhead, memos, footers and headers, and other areas where a strong horizontal is needed.
- The logo should not be used any smaller than 5" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 5" wide, there should be 1.25" of space around it.



METROPOLITAN JUSTICE CENTER OF SOUTHEAST MICHIGAN

Fonts and color:

- Baskerville bold



C 46, M 26 Y 0, K 40
PMS 646
HEX 5c7293

613 ABBOTT CORPORATION

613 Abbott Corporation Logo - Primary

- This is the primary logo and should be the first choice for logo use.
- The logo should not be used any smaller than 2" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 2" wide, there should be .5" of space around it.



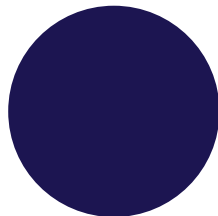
613 Abbott Corporation Logo - Secondary

- For use on letterhead, memos, footers and headers, and other areas where a strong horizontal is needed.
- The logo should not be used any smaller than 3" wide.
- Adequate negative space must surround the logo to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the logo is 3" wide, there should be .75" of space around it.



Fonts and color:

- Baskerville bold



C 100, M 100, Y 25, K 50
PMS 2765
HEX 1d1752

FONTS AND COLORS

Fonts:

Baskerville bold

**Upta cus moluptati diam
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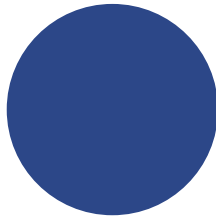
Baskerville bold

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aut quamendipsa voluptat iunt
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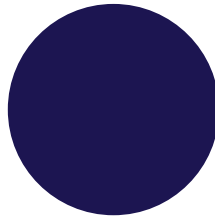
Baskerville Italic

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diti dolut quibus, sit estiis nempe
offic totaspe llecae ducit estiuntis
dollanim aut quamendipsa*

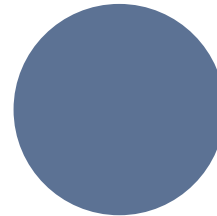
Primary colors:



C 85, M 73 Y 0, K 30
PMS 2748
HEX 2f4888

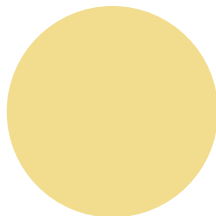


C 100, M 100, Y 25, K 50
PMS 2765
HEX 1d1752

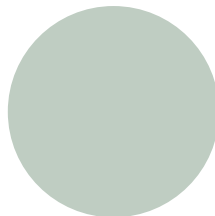


C 46, M 26 Y 0, K 40
PMS 646
HEX 5c7293

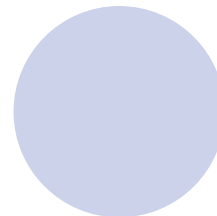
Secondary colors:



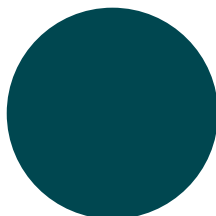
C 5, M 10 Y 53, K 0
PMS 1205
HEX f3dc8d



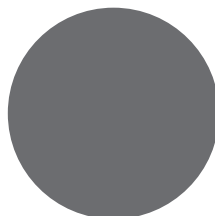
C 100, M 100, Y 25, K 50
PMS 5595
HEX c0cec2



C 18, M 13 Y 0, K 0
PMS 2706
HEX ccd2eb



C 100, M 55 Y 55, K 40
PMS 316
HEX 004750



C 0, M 0, Y 0, K 70
PMS Black 70%
HEX 6d6f71



C 0, M 0 Y 0, K 20
PMS Black 20%
HEX d1d3d4