

STATE BAR OF MICHIGAN  
COMMUNICATIONS PROCEDURES AND PRACTICES



DESIGN STANDARDS

C O N T E N T S

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## INTRODUCTION

Welcome to the design standards (DSM) manual for the State Bar of Michigan. This manual will guide you through the application requirements of our visual identity program.

How the State Bar of Michigan presents itself visually greatly determines how it is perceived by its members and the public. Only through the consistent and appropriate use of the logotype, seal, official colors, and typefaces can the Bar establish a clear, meaningful, and respected visual presence. Please adhere to these instructions.

“Unless it consistently represents the aims and beliefs as well as the total activity and production of a company, a corporate image is at best mere window dressing, and at worst deception.”

Paul Rand  
*A Designer's Art*, 1985

#### Image:

- appearance of buildings
- appearance of grounds
- behavior of personnel
- quality of products/service
- reliability
- integrity
- public relations
- advertising/marketing

#### Visual Identity:

- official colors
- logotype
- official typefaces
- publication formats
- design standards

## VISUAL IDENTITY AND IMAGE

An organization's visual identity is its business suit. It often presents the first impression a person will have of the organization, and sometimes the only one. Therefore, a weak or capricious visual identity must be avoided.

An organization's *image* is not the same as its *identity*. They are intertwined but different.

Image derives from how the organization's personnel behave, and how its products and services are perceived by its clients or consumers.

Its visual identity is established by the use of specific visual elements, symbols, practices, and procedures.

A superb visual identity will not overcome a poor image. However, a poor visual identity will tarnish the image of a superb organization.

To assure a strong visual identity, the State Bar of Michigan must consistently apply effective identity standards.

The identity standards which follow will not thwart creative expression; instead, they will assure that the Bar's identity is unmistakable, robust, and representative of the high standards which underly the organization.

## COLOR AND TYPE

Color and type are the most important elements of a visual identity—more important than the logotype or seal. They appeal directly to the viewer’s emotions and bypass the intellect.

The colors selected to represent the State Bar of Michigan were chosen because research indicates they suggest business, integrity, and efficiency. The blue is associated with trust, and the green evokes calm. The colors also suggest Michigan’s lakes and forests.

### Color and Typographic Requirements

- **Do not substitute colors or percentages.**

Use black or the Pantone Matching System (PMS) matches for the correct blue and green.

Pantone is a universally recognized color matching system used by printers around the world.

- **Do not substitute typefaces.**

This restriction applies only to body (text) copy in official publications and when the words *State Bar of Michigan* are used as a title or in conjunction with the logotype or seal. In these instances State Bar of Michigan must be set in either:

- Adobe Garamond Regular

State Bar of Michigan


- Adobe Garamond Small Caps

STATE BAR OF MICHIGAN


## COLORS:

- Black

- PMS 355c

 C=94 M=0 Y=100 K=0  
R=48 G=160 B=70

- PMS Reflex Blue

 C=100 M=73 Y=0 K=2  
R=57 G=71 B=146

## TYPEFACES:

Garamond Regular

(Body copy—print and web graphics)

ADOBE GARAMOND REGULAR SMALL CAPS

(Bar title/special titles—print and web)

Futura (Arial or Helvetica may also substituted)

(Use as a contrasting sans-serif for print and web graphics).

### Futura Extra Black

(*Bar Journal* cover title only)

Garamond Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz** 123456789

GARAMOND REGULAR SMALL CAPS

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 123456789

Futura

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstuv**wxyz** 123456789

- HTML alternatives:

Garamond (Times Roman); Futura (Arial, Helvetica)



#### LOGOTYPE APPLICATIONS

- advertising collateral
- awards (or seal)
- brochures
- posters (or seal)
- stationary system
- labels
- signage
- vehicle identification

#### SEAL APPLICATIONS

- awards (or logotype)
- invitations
- posters (or logotype)
- official documents
- Bar cards

## THE LOGOTYPE

The State Bar of Michigan's SBM logotype is the preferred identity mark for most applications.

The logotype is designed for use as a single-color or two-color version.

Use of the logotype in two colors must be approved by the Communications department. They also retain and control all logotype master files.

Unalterable, versions of the logotype will be made available to authorized personnel upon request and with approval of the communications director.

## THE SEAL

The seal is now restricted to specific applications.

Seals have a traditional flavor and are best suited for diplomas, awards and formal documents.

At the left is a list outlining the appropriate uses of the logotype and seal respectively.

Unalterable versions of the seal will be made available to authorized personnel upon request and with approval of the communications director.

In most applications, the seal and the logotype should not appear together.

## LOGOTYPE: SECTIONS AND DIVISIONS

When a section or division share identity with the Bar on an official State Bar product or publication, the SBM logotype will retain prominence and the identity of the section or division shall be done typographically. No other logos may be used. Examples of how this is to be done are shown at the right.

Proportionally the title of the division or section shall be one half to one third the size of the SBM logotype. The title of the division or section shall be set in all caps using Futura Book, Helvetica Regular, or Arial. No other typeface is acceptable.

When the division or section title is staged at the side of the SBM logotype a .5pt vertical rule, the height of the logotype shall be used to separate the logotype and the title.



■  
PROGRAMS & SERVICES



AVIATION LAW SECTION

## Logotype: Unacceptable Uses



Do not resize or alter individual letters or change the letterspacing.  
Do not change or alter the typefaces.



Leave a minimum of one half of an inch of empty space all the way around.



Do not allow another logo or graphic to touch or overlap the SBM logotype.  
For all official State Bar of Michigan publications, the logotype or seal must take the superior size and position over any other logo or logotype being used.



Never use the SBM letters alone.  
The State Bar of Michigan signature line must appear beneath or adjacent to the logotype.



Never use a box around the logotype.



Never use a drop-shadow with the logotype.



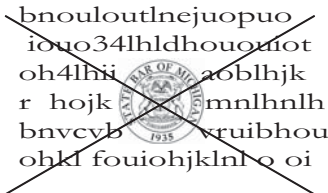
Never reverse the logotype.



## Seal: Unacceptable Uses



Do not resize or alter the circles, typefaces, or the letterspacing.



Leave a minimum of one-quarter of an inch of empty space all the way around.



Do not allow another logo or graphic to touch or overlap the seal.



Never use a box around the seal.



Never use a drop-shadow with the seal.



Never reverse the seal.

## Stationery System

The core of our visual identity is our stationery. Our letters, envelopes and business cards are both seen and held. Therefore, their visual and tactile qualities are of equal importance.

It is foolhardy to underestimate the importance of the feel, surface, and look of our stationery. In the absence of a living representative, our stationery represents who we are and how we want to be perceived, so it is vital that it convey the message we want to send.

## Copy Tone

The State Bar of Michigan brand and personality are communicated through the tone of the copy we send in messages. The tone consists of how we use our e-mail, on the website, and in printed materials. The tone should be carried across every piece of marketing material and should be spoken or written in a way that our members and the public can understand. The message should be clear and easily remembered. It should educate and guide the reader effectively. Speak the tone in a steady voice, honestly, and with a positive attitude!

## Letterhead

showing typing margins

example shown here not to scale

**SBM** S T A T E B A R O F M I C H I G A N

p (517) 546-6500  
p (800) 968-1442  
f (517) 482-6248  
www.michbar.org

306 Townsend Street  
Michael Franck Building  
Lansing, MI  
48993-2012

4 July 2004

Mr. Clarence Judge  
1234 Redirect Lane  
Constitution, Missouri 11111

Mr. Judge:

Lortio dit, vulla consent adio odolare faciduisi.  
Lorem ad et lore dipis aut nulland gnissi blandip ustrud dion et at adio eraesed tat ad eugueraesed modip eum nostrud tat verostrud dolore vulputat.  
Lore volorer sim nullut ing et, quamcortio commolo percini.  
Duis euguero dolor se faccum digna cor aci tatet lor at, vent la conse faciliscipit loreraestrud dolobor iusto odionsed ectet, venisi. velesto del ea feum vel utpat nostrud tat. am velenissit lobor sequisl exer acipsum vullan utpat aut eu feuguero conum digna feum nibh elis nim in henisim digniam in enis nostrud tis ad tat, cons augiamet nibh eugait luptat lor suscinis num euis dolore dolor si.

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Respectfully yours,

## Letterhead (alternate)

For use with approved forms and section letterheads (example not to scale)

**SBM** STATE BAR OF MICHIGAN

p (517) 000-0000 Aviation Building  
p (800) 000-0000 300 Orville Wright Street  
f (517) 000-0000 Blue Yonder, MI 40000-0000

[www.aviationlaw.org](http://www.aviationlaw.org)

### Aviation Law Section

1.75 "

4 July 2004

Mr. Clarence Judge  
1234 Redirect Lane  
Constitution, Missouri 11111

Mr. Judge:

Lortio dit, vulla consent adio odolare faciduisi.

Lorem ad et lore dipis aut nulland gnissi blandip ustrud dion et at adio eraesed tat ad eugueraesed modip eum nostrud tat verostrud dolore vulputat.

Lore volorer sim nullut ing et, quamcortio commolo percini.

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Respectfully yours,

**Jane J. Judge**  
chairperson

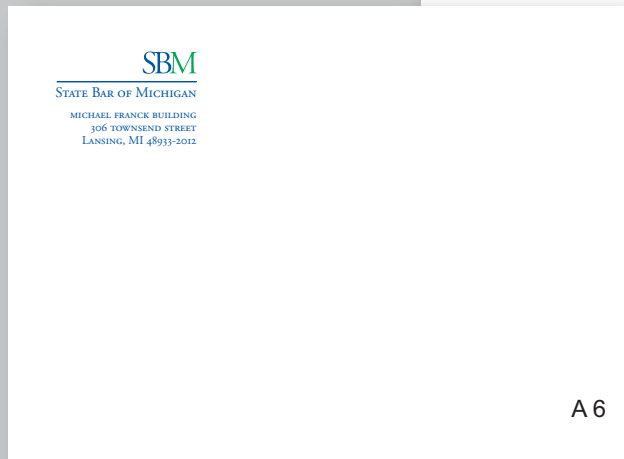
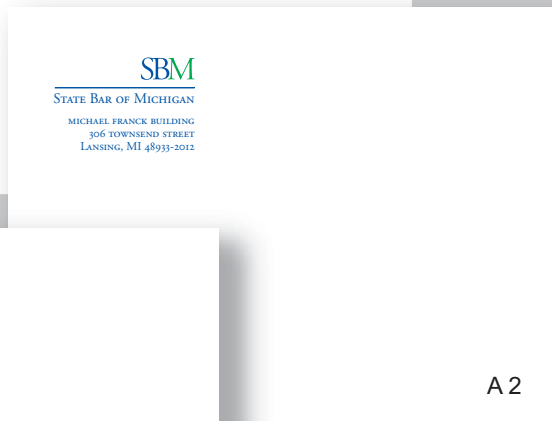
**George Airborne**  
vice chairperson

**Amy Airstream**  
secretary

**Carl Cessna**  
treasurer

## Envelopes and Business Card

envelopes shown at 50%  
address on all envelopes = .5" from edge/top  
card shown actual size



Logotype  
staging options

**SBM**

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STATE BAR OF MICHIGAN

MICHAEL FRANCK BUILDING  
306 TOWNSEND STREET  
LANSING, MI 48933-2012

**SBM**

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