

MSAA 60th Anniversary Logo USAGE AND GUIDELINES

The standard MSAA 60th Anniversary logo is a single color image, black or white depending on the contrast to the intended background. A variety of file types are provided for many uses. For printing, the optimum logo is: *MSAA 60 Logo Blk.eps* or *MSAA 60 Logo Wht.eps*.

SIZE

The MSAA 60th Anniversary logo must never be used smaller than 3/8" tall. At a smaller size the legibility of the logo is in question.

CLEAR SPACE

The logo is most effective when positioned away from other graphic elements with a generous amount of clear space surrounding it. The minimum proportional clear space is equal to the width of the Minnesota State icon foot within the logo. All original vector files have the designated clear space included within the logo files for layout reference.

INCORRECT USAGE

Proper use and rendering of the logo is essential for maintaining and reinforcing the MSAA brand clarity. Incorrect use of the logo diminishes identity recognition and is unacceptable. Do not pinch, distort, deconstruct, rearrange, or drop-shadow the logo. Always constrain the logo proportions when scaling. When used over background colors or designs, the logo should appear clearly and with good contrast, within an uncluttered area.

COLOR USAGE

Colors other than black or white can be applied by a graphic designer and should follow all guidelines above. To maintain legibility it is important to use a light color on a dark background or a dark color on a light background. This system allows for the logo to be used with a variety of colors as long as the background contrast is taken into consideration.

One-color, Standard version:

Black
Use: light background



Reversed, Standard version:

White
Use: dark background



Logo showing minimum proportional clear space



No distortion



No drop shadow



No use smaller than 3/8"

