



LOGO GUIDELINES

GRAPHIC STANDARDS POLICY

The Michigan Amateur Hockey Association (MAHA) is proud of this dynamic new logo. This new identity was introduced in 2007. This new modern logo represents a new era and a new direction for MAHA.

The hockey figure represents the diverse mix of hockey players in Michigan. The blue background represents the ice and the Great Lakes that surround Michigan. The curved MAHA acronym symbolizes the speed of the sport and the fact that MAHA continues to move forward at great speed to provide progressive, quality hockey programs for Michigan hockey players of all levels.

The image conveyed by MAHA to clients and the community is of major importance. To maintain a consistent and positive image for the organization and when utilizing all mediums to promote and support MAHA, all members and staff are required to adhere to these logo usage standards. The MAHA logo is a registered Trademark in the United States of America. Please use the © or TM symbol in close proximity to the logo. The MAHA logo or its likeness may not be used to produce any type of goods for sale without the express written permission from MAHA.

The following guidelines are presented for creating all written material for MAHA, including flyers, brochures, invitations, letters and all other written, visual material, that is intended for the public.

All written material should be reviewed by MAHA at appropriate stages of the development process.

Professional printers, silk screeners and embroiderers usually require digital or camera-ready artwork. MAHA will provide you with the appropriate artwork as requested. Do not scan or copy a logo from stationary or other already printed material. BMP, TIFF, GIF, or JPEG files or other pixel-based files may print fine on a desktop printer, but are not acceptable for professional printing. Downloading screen versions from the MAHA website will also not give you the desired results because these versions have been created in very low resolution.

To obtain a professional quality version of the logo, please contact MAHA by phone, fax, or e-mail as listed on the last page of this document and we will provide you with the correct version for your needs. Every authorized user of the logo and wordmark should observe the standards set out in this specification package. Any usage of the logo other than represented here must be authorized by the MAHA directly. Should you have any questions as to the interpretation of the standards, please ask MAHA for advice or assistance.

PROPER LOGO USAGE GUIDELINES - PRINT

3 Color Version



3 Color Reversed Version
(gray represents background color)



2 Color Version



2 Color Version
(black represents background color)



Black & White Version



Black & White Reversed Version
(black represents background color)



PROPER LOGO USAGE GUIDELINES - SPECIALTY

Light Colored Clothing
4 Colors
(red, blue, white, black)



Dark Colored Clothing
4 Colors
(red, blue, white, black)



Imprinting / Spot Color Logos (1 Color & 2 Color Options)



GRAPHIC STANDARDS POLICY

MAHA's corporate colors, blue, black and red, are represented by the Pantone Matching System color chips below. Pantone Black, PMS 281 (blue) and PMS 1805 (red) are MAHA's official Pantone colors.



PMS 281

PROCESS BREAKDOWN -

100% cyan
89% magenta
28% yellow
27% black



PMS 1805

PROCESS BREAKDOWN -

21% cyan
99% magenta
93% yellow
13% black



PANTONE BLACK

PROCESS BREAKDOWN -

0% cyan
0% magenta
0% yellow
100% black

CORPORATE TYPE STANDARDS

MAHA's Corporate primary font is Eurostile. Use Eurostile (bold) in all caps for headings and sub-headings. For any small body copy or secondary information use Eurostile (medium).

EUROSTILE BOLD (HEADINGS AND SUB-HEADINGS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Eurostile (Body Copy and Secondary Information)
abcdefghijklmnopqrstuvwxy



FOR MORE INFORMATION OR FURTHER AUTHORIZATION CONTACT:

GEORGE ATKINSON

MAHA EXECUTIVE VICE PRESIDENT

PHONE **616-842-9302** · FAX **616-844-0762**

E-MAIL **GCATKINSON@SBCGLOBAL.NET**