

MI-UCP

BRAND GUIDE

10-5-2020



INTRODUCTION

Introducing MI-UCP. With more than 70 years of experience as UCP/Detroit and UCP/Michigan, we have come together to better serve 1.4 million Michiganders with disabilities. While our legal name is Michigan United Cerebral Palsy, we will refer to the agency simply as MI-UCP.

Recognizing that people with disabilities have often been ignored, marginalized and left out of important conversations, MI-UCP will be inclusive and declarative in our new direction. Our new tagline reflects this.

MI-UCP

Let's close the disability divide.

Our Mission

To empower all Michiganders with disabilities statewide.

Our Vision

To enable all Michiganders with disabilities to live to the best of their abilities and ambitions.





This variation at the top of the page should only be used in special cases.

AFFILIATE LOGO



This is our affiliate logo. It will appear within a gold semi-circle in either the top left or bottom right of all print materials, the bottom right being the standard placement and the top left being the alternative placement for materials such as envelopes where the bottom right is not feasible.

The gold semi-circle that the affiliate logo is inside of should never be less than 1 inch in diameter when printed.

Smallest possible size.



The blue bar should always be the same size, where as the gold semi-circle will change in size dependent on the printed material.





COMMUNICATION GRAPHIC

Always retain the logo/ tagline lockup. Do not separate them or change the size of one in relation to the other. There are two options for the tagline. Regular weight and bold.



Most often the MI-UCP Communication Graphic will appear in the upper left hand corner of documents as it does on this page. In special cases the affiliate logo within the gold semi-circle and blue bar can also appear here. Place them with 1/2" margins from the side and top.



MI-UCP

Let's close the disability divide.

The MI-UCP communication graphic can also be shown in solid primary blue, white, black, and grayscale.



The communication graphic should only appear on white, dark grey, black and MI-UCP primary blue. It should not be placed over any artworks, patterns or photographs.

Remember to use at least one 'dash' of clear spacing around the communication graphic when in use.



KEY MESSAGING

As a state wide leader in the disability community, MI-UCP will maintain language that follows our mission of empowering people with disabilities. MI-UCP will use success stories to help tell the agency story. Additionally we will build on how each story helps "close the disability divide".

Accessibility & Mobility:

MI-UCP provides both portable and permanent wheelchair ramps to allow more freedom and access to the world.

Assistive Technology:

MI-UCP is a leader in AT loans, resources and information.

Financial Services:

MI-UCP operates a range of programs to assist people with disabilities including benefits counseling and representative payee.

Advocacy:

MI-UCP is a leading advocacy voice and resource for both information and referrals statewide. Along with Michigan Alliance for Families, we provide educational advocacy as well.

Employment Services:

MI-UCP operates the Work Incentives Planning and Assistance (WIPA) program that helps Social Security disability beneficiaries better understand and use work incentives to start and/or return to work.

Information and Referral:

MI-UCP serves the entire state as a significant resource for people with disabilities and their families.

Strategic Partnerships:

MI-UCP is an integral part of the statewide disability community.

Our partners and sponsors support our work daily.

TYPOGRAPHY

The primary typeface is Cabin:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use regular weight for body text and semibold to emphasize or draw attention to text.

To empower all Michiganders with disabilities statewide.
To empower all Michiganders with disabilities statewide.

We will also be using the cabin's alternative “@” sign, “@”. After you type the “@” sign select it and you can choose the alternative “@” sign.

Trebuchet is an acceptable alternative for Cabin:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use Trebuchet when Cabin is not available such as when using Microsoft Word, Outlook, certain websites, and limit use to regular and bold weights.

To empower all Michiganders with disabilities statewide.
To empower all Michiganders with disabilities statewide.

ICONS

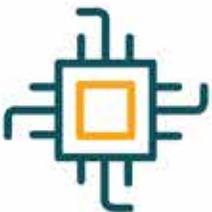
The programs and services operated by MI-UCP that will help close the disability divide, are Accessibility & Mobility, Assistive Technology, Financial Services, Connections, Partnerships and Employment Services. For each of these, there is an icon. When creating communications about a pillar or its impact, it is recommended to use the appropriate icon.



Accessibility & Mobility



Connections



Assistive Technology



Partnerships



Financial Services



Employment Services

COLORS

MI-UCP has three brand colors

This is the primary blue.

This is the main color. This should be used for headline and body text.

Hex: #02684

RGB: 2, 108, 132

CMYK: 90, 47, 36, 10

PMS: 7714

This is the secondary green.

This color should be used to add interest and compliment the primary blue.

Hex: #269346

RGB: 38,147, 70

CMYK: 83, 18,100, 4

PMS: 355

The third, gold color should be used to highlight or underline important elements.

Hex: #FBB615

RGB: 251, 182, 21

CMYK: 0, 31, 100, 0

PMS: 129

Our black and white can also be used as text colors.

Black

Hex: #191919

RGB: 25, 25, 25

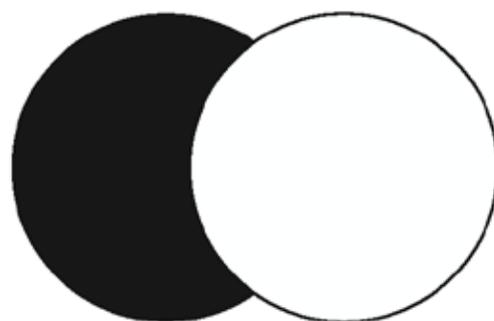
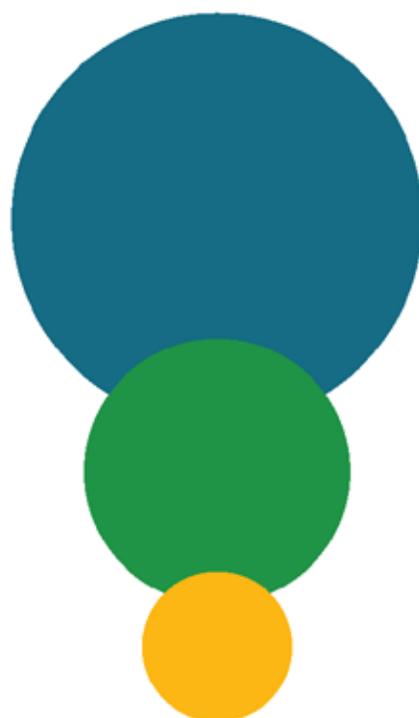
CMYK: 73, 67, 65, 79

White

Hex: #FCFCFC

RGB: 252, 252, 252

CMYK: 0, 0, 0, 0



Business Cards, Letterhead, Fax, etc



Business cards: Back is always solid blue bleed with graphic (white with gold dash), tagline underneath (white) and website in gold.

Front of the cards will have affiliate logo and blue bar at the bottom. Then the , name, title, etc. will be flushed left and the top line will be .22" from top and .3" from left side. All type must in blue.





For letters, internal documents and general agency correspondence, the design features our graphic in the upper left corner, affiliate logo in lower right with blue bar across the base. The following pages will be versions.

23077 Greenfield Rd. Suite 205 Southfield, MI 48075
248.557.5070 fax: 248.557.0224

1325 S. Washington Ave. Lansing, MI 48910
517.203.1200 fax: 517.203.1203 mi-ucp.org



MI-UCP

Let's close the disability divide.

Board Officers

Ken Bluhm
Chair

Michelle O'Connor-Teklinski
1st Vice Chair

Andrea Sarto
2nd Vice Chair

John Lawton
Secretary

Charlie Hawes
Treasurer

April Kaylor
Immediate Past Chair

Directors

David Brown
Judy Cerano
Jacqueline Kaufman
Joseph Lieto
Steve Lyons
Kristen Milefchik
Gretchen Perkins
Colleen Tate
Dan Vivian
Mike Ward
Jane Weatherford

Honorary Director
Betty Fisher

Sample date

Sample Name
Address

Salutation:

This is a sample letter for the purposes of showing how the text should be typed in. This is a sample letter for the purposes of showing how the text should be typed in. This is a sample letter for the purposes of showing how the text should be typed in.

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Sample ending,

Sample name
Title

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MI-UCP

Let's close the disability divide.

Date: _____

Time: _____

No. of pages... including cover sheet: _____

To: _____

Fax: _____

Phone: _____

From:

Leslynn Angel

Paul Landry

Stephanie Nicholls

Kathy Tourneur

Vanessa Danilowicz

Diann Dudash

Lynn Davey

Mary Davis

Sarah Johnson

Kanika Littleton

Kendall Brocavich

Felicia Grant

Nakedae Cooper

Tarek (Ted) Sawalha

Lauren Geml

Tracy Strating

Barbara Valliere

Tamara Kincaid

REMARKS

Urgent

Reply ASAP

For Your Review

Please Comment

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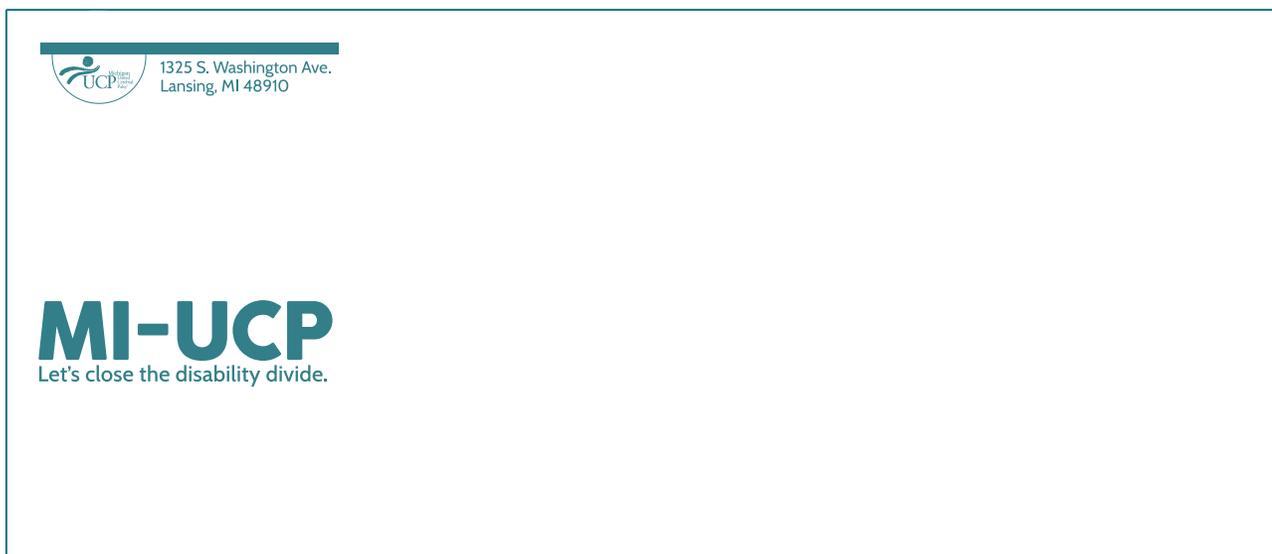
1325 S. Washington Ave. Lansing, MI 48910
517.203.1200 fax: 517.203.1203 mi-ucp.org



Envelopes



Envelope flap: Solid blue bleed with graphic (white with gold dash), tagline underneath in white. Front of the envelope will have affiliate logo and blue bar (inverted version) at the upper left corner .4 from top and left edge. All type must in blue.



Single color specialty envelope with no printing on the flap.





Photography: When featuring one of our own photos shot by Three Lyons the look of the image is very important. A background that is primarily black and white with a slight sepia tone with highlights of red/orange to pick up on the skin tones and any highlighted areas selected.

Cropping of photos will be up to the designer per piece.

Any other photo usage should be cleared by either Leslynn Angel, Tamara Kincaid or board member Mike Ward.





Photography: When making use of a stock image or a previously taken photo, the look of the image is also important. A background that is primarily black and white with a slight sepia tone with highlights of red/orange to pick up on the skin tones and any highlighted areas selected. This will require Photoshop retouching capabilities.

Cropping of photos will be up to the designer per piece.

Any other photo usage should be cleared by either Leslynn Angel, Tamara Kincaid or board member Mike Ward.

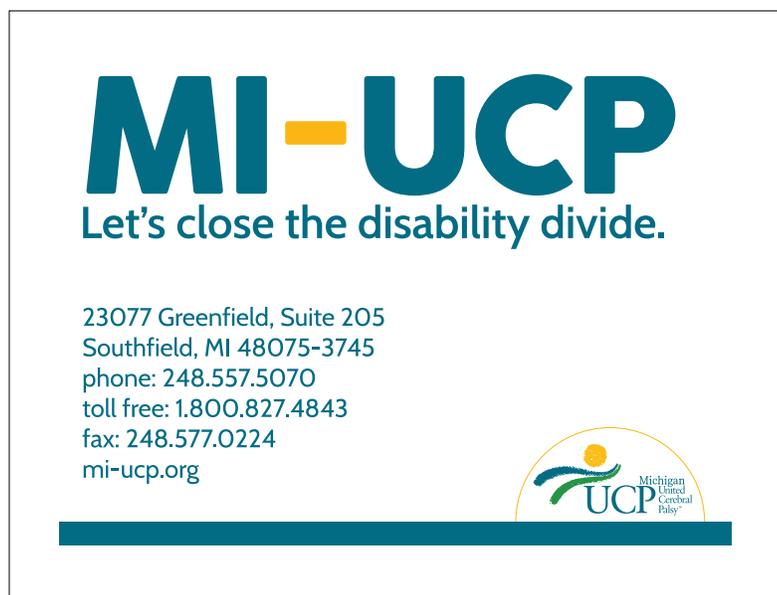


Additional Communication Designs

Email signature:



Stickers:



Sample flyer



QuickRamps for Kids.
*Another way MI-UCP is
closing the disability divide.*

MI-UCP
Let's close the disability divide.

Elijah is a 17-year-old who loves to get out and be with family and friends. But being wheelchair bound with cerebral palsy makes that simple request difficult.

This dilemma is a reality for many children who have disabilities and use wheelchairs throughout Michigan. The MI-UCP QuickRamps for Kids® Program wants



**QuickRamps
for Kids®**

to change that. Unlike costly built-to-order ramps, QuickRamps are

portable, inexpensive and immediately functional. A family receiving a QuickRamp can open the box, put the ramp in place, and have an accessible home immediately. Fold up the QuickRamp and take it almost anywhere you need accessibility.

At MI-UCP, we believe everyone has the right to live to the best of their abilities and go as far as their ambitions will take them. Now is the time to help kids like Elijah, and more than a million other Michiganders, close the disability divide.

If you are in need, simply fill out the application at mi-ucp.org/quickramps or call Kathy Tourneur at 248-557-5070.

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Sample invitation & Certificate



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Let's close the disability divide.

Save The Date
MI-UCP invites you to join us virtually for the
Mary Ann Greenawalt Annual Awards Presentation
Friday, October 16, 2020
1:00pm on Zoom*



 *2020 Mary Ann Greenawalt
Annual Awards Presentation*

MI-UCP
Let's close the disability divide.

Roger McCarville Community Partnership Award
Presented to
Butzel Long
For your commitment to MI-UCP

October 16, 2020

