

MidMEAC

Style Guide

Welcome to Mid-Michigan Environmental Action Council's Style Guide for all of its branding and social media needs. This guide will help promote MidMEAC's brand identity to volunteers and supporters. By increasing communication with the community, MidMEAC can increase the efforts for education, advocacy and volunteerism.



- **Font Consistency & Stacking**
- **Post Formatting**
- **Color Scheme**
- **Logo Placement**
- **Repeating Features**
- **Do's and Don'ts**
- **Style Tips** 💡

FONT CONSISTENCY

BROTHER 1816

MidMEAC BOLD

MidMEAC THIN

LATO

MidMEAC BOLD

MidMEAC THIN

Brother 1816 is great as a heavier font when inserting larger text. (e.g titles, dates, website)



Lato is great for a lighter font to use on smaller texts. (e.g. descriptions, smaller details, links)



Italics is great for stylistic purposes. It adds flare when layered against other bold texts.

POST FORMATTING TIPS

KEEP SHAPES AND FEATURES CONSISTENT.

BALANCE COLORS & INCLUDE SECONDARY COLORS WHEN DESIRED.

KEEP IT CLEAN AND EASY TO READ! LIGHT COLORS OVER DARK COLORS AND DARK COLORS OVER LIGHT COLORS WORK BEST.

BE PURPOSEFUL/REPETITIVE WITH LOGO PLACEMENT AND FONT STYLE.



COLOR SCHEME



MAIN COLORS

#272A69	#438C3C
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SECONDARY COLORS

#845A6D	#87D56D	#694231
#82AE59		

EXAMPLES

**WHAT IS
MidMEAC
UP TO?
RECAP**

EVENT NAME
DATE
TIME

Ten Thousand Trees
MidMEAC

We need your help to plant more trees in our community!

"We deserve a safe future. And we demand a safe future."

- Greta Thunberg

MIDMICHIGAN ENVIRONMENTAL ACTION COUNCIL

LOGO PLACEMENT



Use interchangeably
in cohesion with
dominant
color scheme of post.



Make sure the logo is
noticeable, but not
distracting from the rest
of the post.
The bottom left/right
corner or center bottom
are great go-to's.

EXAMPLES

Maria Goldsmith
Volunteer



"I volunteer for
the future
generations. I
want them to have
an healthy
enviroment that
they can grow and
thrive in".



Facts from MidMEAC

DID YOU KNOW?

Stormwater that does not soak into the
ground becomes surface runoff.

Runoff contains pollutants such as
automotive fluids, fertilizers and
pesticides, bacteria, sediments, litter, and
pet waste.



REPEATING FEATURES

DESIGN ELEMENTS

3-striped line feature and triangle border



THE LINES CAN MANIPULATE INTO SEQUENCES OF ONE, TWO, OR THREE. STAY CONSISTENT AND PURPOSEFUL. LINES CAN ACCENT THE LOGO PLACEMENT OR JAZZ UP AN INDIVIDUAL PHOTO.

EXAMPLES



Environmental Education Week

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor



TRIANGLE FOR DIAGONAL BORDER

With tilt and rotation maneuvers on a triangle, a unique border trick is achieved.

EXAMPLE



REPEATING FEATURES

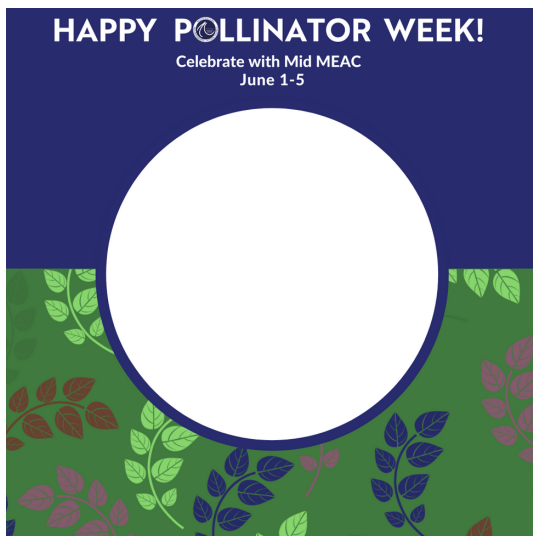
LEAVES OVERLAY

The individual leaves are great for flare and using accent colors against plain backgrounds.

They can even embroider the logo.
(as seen to the right)



EXAMPLES



REPEATING FEATURES

OFFSET BACKGROUND LAYERING & TEXT COLOR LAYERING



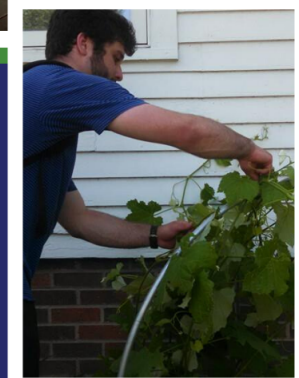
Use layers for depth to bring excitement to your template. Take advantage of secondary colors with this technique.



Fonts stacked and offset just a little provide a cool pop of color and a lot of options to stand out on social media.

FEBRUARY

Join Mid MEAC in a month to show the environment love.



Use a white background with a color highlight to frame photos (as seen above).

FONT LAYERING

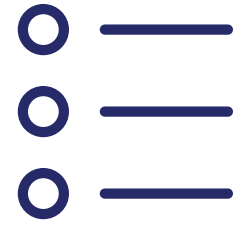
FONT LAYERING

FONT LAYERING

FONT LAYERING

FONT LAYERING

Do's and Don'ts of Social Media and Branding



DO'S

- Be social. Reply to comments from followers.
- Tag local partners on posts.
- Share pop culture content that involves the environment and nature.
- Engage with followers. Ask for them to post using a MidMEAC hashtag. Repost their content with consent.
- Capture photos using rule of thirds.

DONT'S

- Don't ignore your brand's story. Be authentically MidMEAC.
- Don't share content that isn't relative to MidMEAC.



Use hashtags to heighten your chance at larger exposure. Make a MidMEAC hashtag and look for hashtags that other similar non-profits use.

**#ENVIRONMENTAL #ENVIRONMENT #ECOFRIENDLY
#SUSTAINABILITY #ENVIRONMENTALLYFRIENDLY
#GREEN #ZEROWASTE #NATURE #GOGREEN
#CLIMATECHANGE #ENVIRONMENTALIST #RECYCLE
#SUSTAINABLE #ENVIRONMENTALSCIENCE #ECO
#ENVIRONMENTALEducation #EDUCATION
#PLASTICFREE #SUSTAINABLELIVING
#REDUCEREUSERECYCLE #ENVIRONMENTALISM
#SAFETY #ASSANGE #GREENS #RESIST #REPOST
#ENVIRONMENTALPROTECTION #WEAREGREEN**