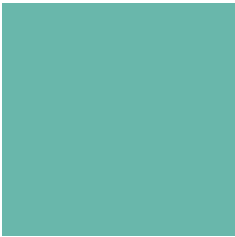




Brand Guide 2025

Colors

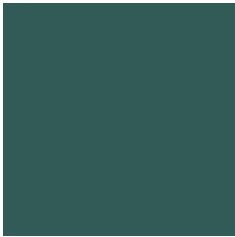
Primary



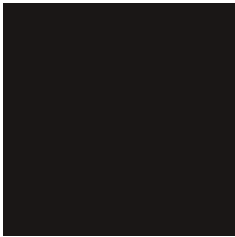
HEX: #69b7ab
RGB: 105, 183, 171
MI Teal 1



HEX: #48877e
RGB: 72, 135, 126
MI Teal 2



HEX: #325b57
RGB: 50, 91, 87
MI Teal 3



HEX: #1a1716
RGB: 26, 23, 22
MI Earth



HEX: #e9d1b3
RGB: 233, 209, 179
MI Tan 1



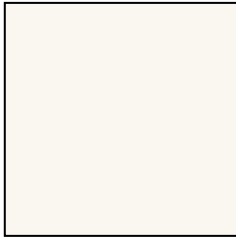
HEX: #e4c8a4
RGB: 228, 200, 164
MI Tan 2



HEX: #dfbf95
RGB: 223, 191, 149
MI Tan 3



HEX: #ebb06f
RGB: 235, 176, 111
MI Sun



HEX: #faf6f0
RGB: 250, 246, 240
MI Ivory

Secondary



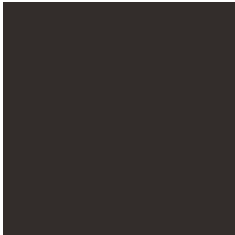
HEX: #78d1c3
RGB: 120, 209, 195
MI Teal 1 Light



HEX: #56a196
RGB: 86, 161, 150
MI Teal 2 Light



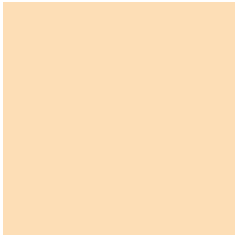
HEX: #407570
RGB: 64, 117, 112
MI Teal 3 Light



HEX: #332d2b
RGB: 51, 45, 43
MI Earth Light



HEX: #ffe5c4
RGB: 225, 229, 196
MI Tan 1 Light



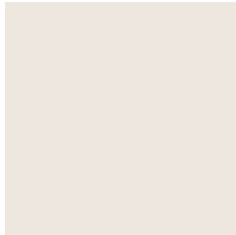
HEX: #fddeb6
RGB: 253, 222, 182
MI Tan 2 Light



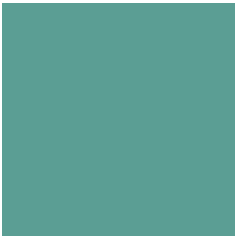
HEX: #f9d5a6
RGB: 249, 213, 166
MI Tan 3 Light



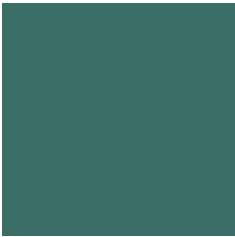
HEX: #ffbf78
RGB: 255, 191, 120
MI Sun Light



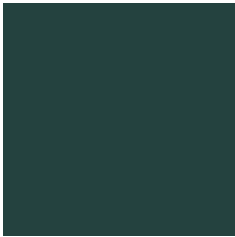
HEX: #ede7df
RGB: 237, 231, 223
MI Ivory Dark



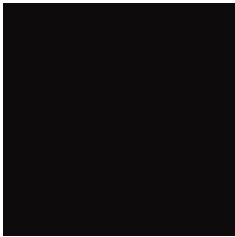
HEX: #5b9e94
RGB: 91, 158, 148
MI Teal 1 Dark



HEX: #3a6e66
RGB: 58, 110, 102
MI Teal 2 Dark



HEX: #24423f
RGB: 36, 66, 63
MI Teal 3 Dark



HEX: #0d0b0b
RGB: 13, 11, 11
MI Earth Dark



HEX: #d0ba9f
RGB: 208, 186, 159
MI Tan 1 Dark



HEX: #cab292
RGB: 202, 178, 146
MI Tan 2 Dark



HEX: #c6a984
RGB: 198, 169, 132
MI Tan 3 Dark



HEX: #d29d63
RGB: 210, 157, 99
MI Sun Dark

The primary colors are used for the logo identity, button colors, and website elements. The secondary colors are light and dark shades of the primary colors, used for alternative shading.

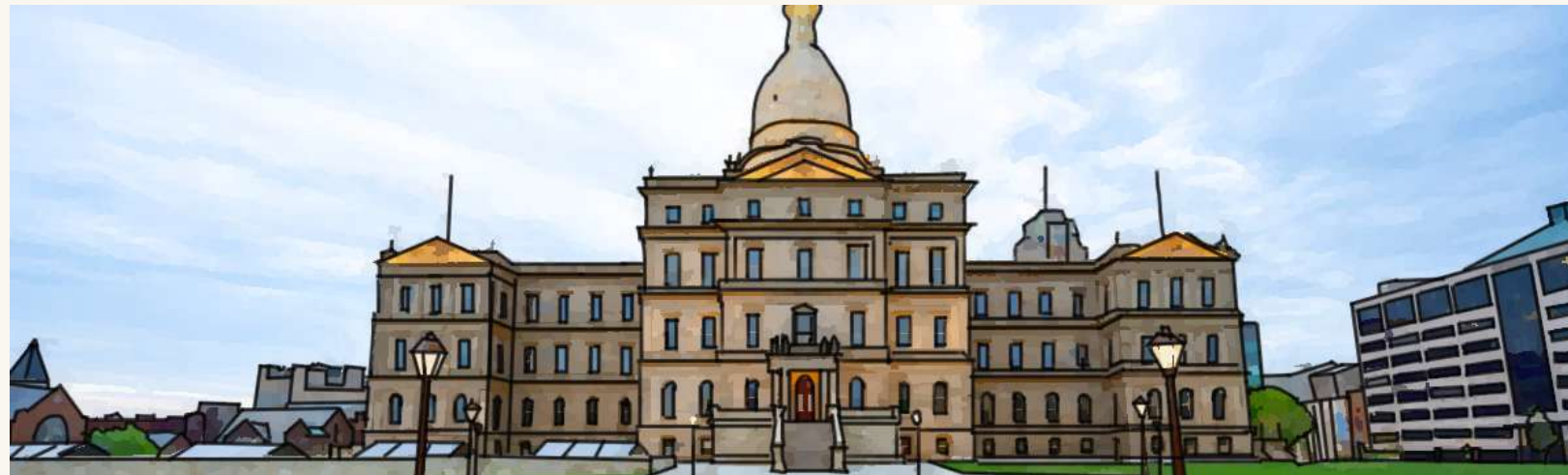
Style

Illustrations

All Flyover State illustrations are the combination of photography, post-processing, and hand-drawn black outlines.

Illustrations are either a collage-style of multiple photographs initially positioned on the canvas or a single photograph.

Each significant element in each photograph is then outlined by hand in a thick, black outline on its own layer. Afterwards, the photograph layer is given a waterpixel filter (in GIMP at 8-16 pixels per stroke and a smoothness of 0.1) to give it a water-color brush stroke feel. The photo layer's brightness, contrast, and/or saturation are increased for vibrancy.



Example Illustration

Elements & Trim

The Michigan Flyover is anchored by its logo lockup that includes the Great Lakes illustration overlaid by strong type, encapsulated in a horizontal frame that signals elements of a license plate.

The Michigan Flyover telegraphs a blend of beautiful, natural scenery and historical industry. This is achieved with bold, dark colors in the type, borders, and some illustrative elements while blending less traditional colors of natural bodies.

Typography

Poppins Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Use on all headlines, sub headlines, and Instagram post images. Lean towards using **Poppins Bold**.

<https://fonts.google.com/specimen/Poppins>

Inter Family

abcdefghijklmnopqrstuvwxyz1234567890

Use for all other text, including paragraphs, labels, etc.

<https://rsms.me/inter/>

Norwester

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Used as the primary font in the logo, free for commercial use.

<https://www.fontsquirrel.com/fonts/norwester>

Assets

The brand package includes this guide, original vector logo artwork, raster logo artwork, and icons. Download the brand package at:

<https://themichiganflyover.com/brand/>