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 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.

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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.
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.
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.
This is the primary blue. This is the main color. This should be used for headline and body text.
Hex: #026(84
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

**MI-UCP**

Let’s close the disability divide.

mi-ucp.org

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Leslynn R. Angel  
*President & CEO*

e-mail: langel@mi-ucp.org  
phone: 248.557.5070 ext. 154  
mobile: 248.417.6746  
fax: 248.557.0224

23077 Greenfield Rd. Suite 205 Southfield, MI 48075  
1325 S. Washington Ave. Lansing, MI 48910

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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.
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
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:

Leslynn Angel is inviting you to a scheduled Zoom meeting.
Join Zoom Meeting
https://zoom.us/j/547773807?pwd=eC9CRHlHU1vNEZ0enFXang2RnE3dz09
Meeting ID: 547 773 807
Password: 050304

Leslynn Angel
President & CEO
langel@mi-ucp.org
248-557-5070 x154
mi-ucp.org

Stickers:

MI-UCP
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23077 Greenfield, Suite 205
Southfield, MI 48075-3745
phone: 248.557.5070
toll free: 1.800.827.4843
fax: 248.577.0224
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QuickRamps for Kids.
Another way MI-UCP is closing 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 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 accessablitity.

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.
2020 Mary Ann Greenawalt Annual Awards Presentation

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

October 16, 2020