MSVMA Brand and Graphic Standards Guidelines

The purpose of brand and graphic standards are to unify communications and create a coordinated look and feel between the website, social media, flyers, certificates/medals, apparel and swag items. If you have questions about the information in this guideline, please contact the State Office.

Logo usage
Please contact the State Office for assistance with any project that you wish to use the MSVMA logo. There are a number of formats for this graphic and you will be assisted with obtaining the best option for your project.

Logo/graphic design
If you have a program or project that you would like to have a logo or graphic created, please contact the State Office for assistance.

Guidelines for website pages
Font
- Ariel
- Title of page size: 18
- Heading font size 17
- Body text size 16
- 20 point spacing between text lines
- Use 8 PM (for example, don't use 8:00PM).
- 12 PM use Noon

Please do not use:
- All uppercase letters
- Underline text on the website
- Highlighted text
- Uppercase all letters, bold and underline text
- Date format - February 10, 2024 or 2.10.2024

District pages
- Left column
  - District Festival dates of S&E and Choral
  - Registration Information
- Right - font size 16
  - District Manager name and email
  - Spring and Fall District meeting information
  - District Festival documents
  - Festival Scheduler link
  - District meeting minutes

Event pages
- Left column
  - Festival information
  - Registration and payment information
  - Performance information
  - Repertoire
- Right column - font size 16
  - Registration Opens
  - Application Deadline
  - Director and Supervisor contact information at the top of the page
  - Location/Site, dates and Districts "included in location"
  - Coordinator name, title, and email
  - Host name, title and email