



MERIDIAN
SCHOOL DISTRICT #223

Branding Guide



MERIDIAN

SCHOOL DISTRICT #223

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Introduction

The goal of this branding guide is to create consistency within graphic elements, color and fonts used to represent the district. Logos are utilized in newsletters, social media posts, facility decals, banners, gym floors, fields, and more. When decisions need to be made to print products in-house or with outside vendors, it's important that each employee of the district is able to send correct files and describe the exact colors needed to accurately represent MCUSD 223.

Below are the two core logos of the district. The Meridian district logo features a red wing of the Cardinal integrated into the large letter M. This is the logo that should represent official district business. The Cardinal logo is central to each school's identity. In order to maintain consistency, the focus is to make sure the red and yellow colors are defined and the orientation of the Cardinal itself is consistent across the district. The red chosen for the Cardinal logo is also the exact red used in the district "M" logo.

District employees will be able to utilize the branding guide to relay correct information to outside vendors to match colors, type face and file needed to best represent our logos.

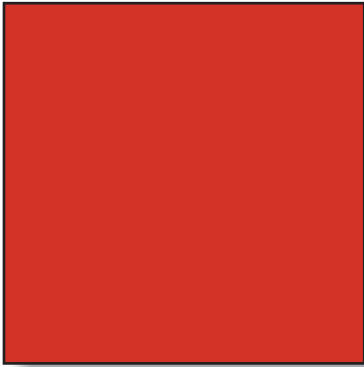


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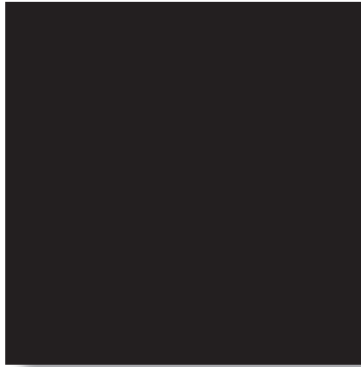
District 223 Colors

Color selection is one of the most important parts of consistent identity. District logos use red, yellow, black, white and shades of gray. Pantone® references the Panton Matching System (PMS), a printing industry standard for color matching. CMYK values are a close reference, but are not intended to be an exact match for color matching purposes.



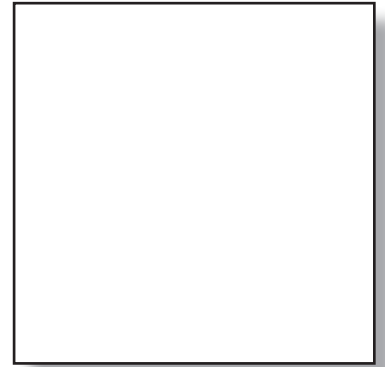
Red

Pantone® 179C
CMYK: 0C - 20M - 100Y - 0K
Hexadecimal - #FFCB05



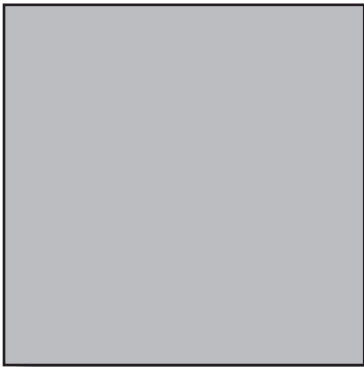
Black

Pantone® Black
CMYK: 0C - 0M - 0Y - 100K
Hexadecimal - #000000



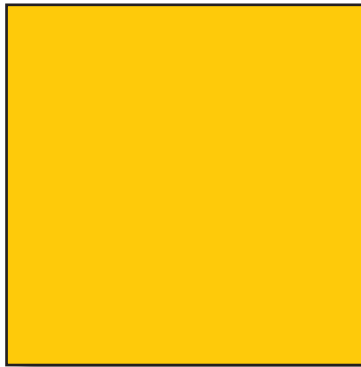
White

Hexadecimal - #FFFFFF



Gray

Pantone® Black: 10-40%
CMYK: 10K - 40K
Hexadecimal - #000000



Yellow Used for beak and feet of the flying Carindal.

Pantone® 116C
CMYK: 0C - 20M - 100 Y - 0K
Hexadecimal - #000000

Typeface

In addition to color, font selection is extremely important to stay consistent and understand situations for each font type. The fonts chosen are universal to the majority of computers and also available in Google applications. There was a slight change to the Meridian logo to utilize Roboto typeface. The style guide below breaks down two fonts to be used in body copy and two fonts to be used in headline type for district communication.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quis ipsum fugite dit acea cusam, nonseque dollaci
untiorepti officta quaturi con conecae. Ceperios do-
lorer ferit, te volupta tibu

Adobe Garamond or EB Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quis ipsum fugite dit acea cusam, nonseque dollaci
untiorepti officta quaturi con conecae. Ceperios do-
lorer ferit, te volupta tibuObis ut millauda parum

Body Copy Choices

Paragraphs of text should utilize Serif fonts such as Times New Roman and Adobe Garamond. Google applications offer EB Garamond as a choice.

Headline Choices

Sans Serif fonts such as Roboto and Helvetica are companions to body text. These sans serif fonts work well for headline and subhead text. They can also be utilized for smaller portions of body text.

Roboto (District Logo Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica or Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logos

The Meridian “Wing M” should be utilized for official district releases and branding.. The classic Cardinal logo is still heavily utilized within the district for school communication, facility branding, athletics, clubs and activities. If a black and white logo is needed, the examples below should be utilized. Both logos use the exact same red, Pantone 179C.

Full Color



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Black & White



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Cardinal Logo Consistency

Any future use of the Cardinal Head logo should face to the left and utilize cardinal red and yellow listed in this brand guide. Inconsistencies within district digital platforms should be up to date with color scheme and orientation. All future printed or facility branding should also utilize the new colors and face the Cardinal beak to the left.



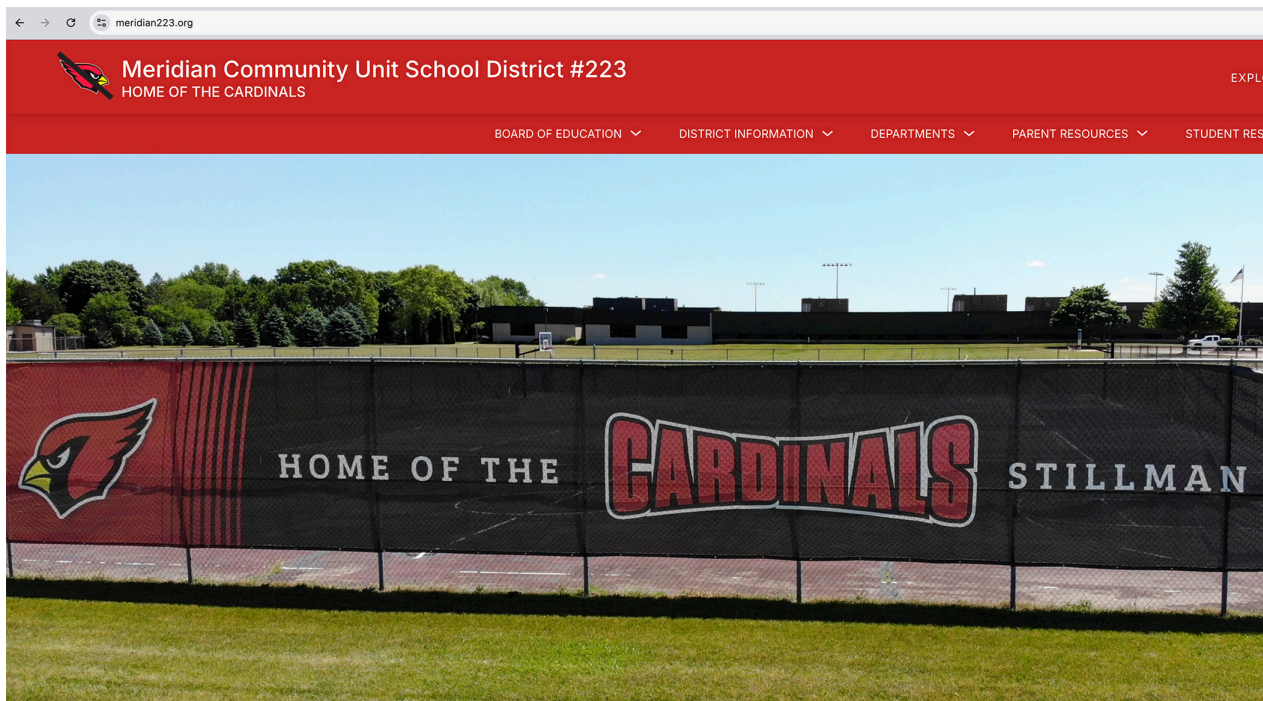
Correct Color & Orientation



Wrong Colors



Wrong Orientation



Logo Color Change Options

The Cardinal head logo will often need to appear on top of colors other than white.. Additionally, when printed on shirts, they often need to be converted to 2 color logos. Below are recommended options to place the logo on a different color background.



2 Color Logo on Black w/ White



2 Color Logo on Red



2 Color Logo on light colors



Images - Blur background and Meridian text to white



Images - Blur background and use white outline logo

Acceptable Logo Variations

Athletics and clubs may utilize these other graphical elements created for district branding, assuming colors are consistent with the district brand. Athletics also utilize the “SV” logo.



Logo Integrity

It is important that each logo is represented with proper purpose. If the logo needs to be printed in one color, do not use the full color version of the logo, use the specific black and white versions. The logos should not be distorted, effects added, colors inverted or angles changed.



Do not distort the logo



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Do not move the text of the logo



Do not add effects to the logo



Do not rotate the logo



Do not change the colors of the logo

Consistent Branding on Other Mediums

Colors, fonts, and logos should stay consistent on other printed and digital mediums. Examples would include, but not limited to: District and school websites, letterheads, business cards and presentation slides.



Social Media #Tags

The current hashtag used within social media post is #WeAreMCUSD. As part of a brand guide effort, there should be an importance placed on the central identity of all schools, which is the Cardinal. A few proposed examples of new hashtags for district post could be: #CardinalPride #Cards223. These would be lead in to specific tags like #MillionWordReader or #De-

Conclusion

The goal of the brand guide is to create consistency with graphical elements that represent the district. Factors taken into consideration were to define color using the industry standard Pantone matching system, define the fonts used for both body copy and headline type, and provide options for production printing, such as shirts. When the brand guide is complete, district employees should be able to answer these questions below and maintain consistency.

Which color red should be used?

Which direction should the Cardinal logo face?

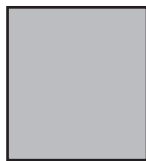
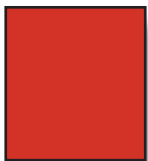
What cardinal head should be used for two color shirts?

Which font was used in the district logo?

Where are the district logos?

Is there a district letterhead?

Is there a distinct Google Slide template?



Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quis ipsum fugite dit acea cusam, nonseque dollaci
untiorepti officta quaturi con conecae. Ceperios dolorer
ferit, te volupta tibu



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Adobe Garamond or EB Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quis ipsum fugite dit acea cusam, nonseque dollaci un-
tiorepti officta quaturi con conecae. Ceperios dolorer ferit,
te volupta tibuObis ut millauda parum

Roboto (District Logo Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica or Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890





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