HOME OF THE CARDINALS

MERIDIAN
SCHOOL DISTRICT #223

Branding Guide

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SCHOOL DISTRICT #223

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 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 red used in the district "M" logo.

District employees will be able to utilize the branding guide and shared files to create documents and relay correct information to outside vendors to match colors, type face, and file needed to best represent our logos. All fonts chosen are available for use in Google applications so employees can choose fonts for district presentation that match and feel cohesive.

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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 Pantone 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.
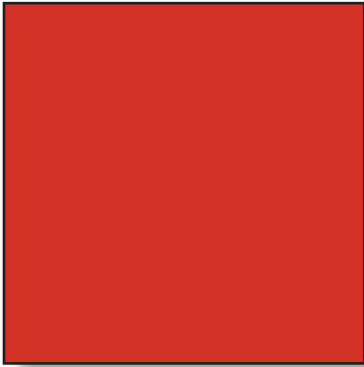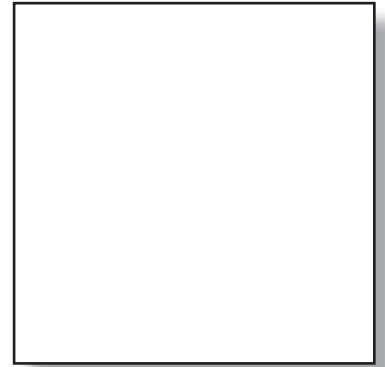
Red

Pantone® 179C
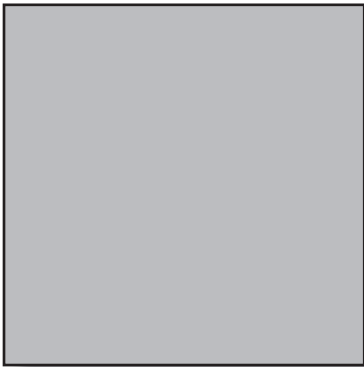CMYK: 0C - 20M - 100Y - 0K
Hexadecimal - #DB3628
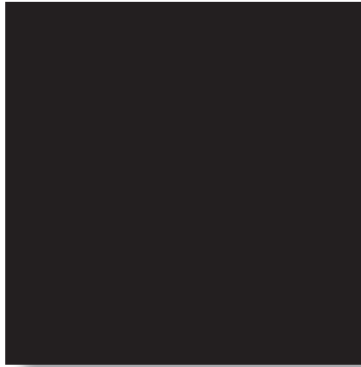
Black

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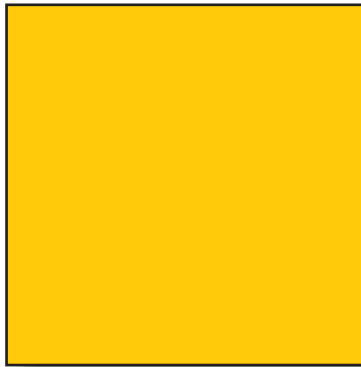Hexadecimal - #000000

White

Hexadecimal - #FFFFFF

Gray

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

Yellow Used for beak and feet of the flying cardinal.

Pantone® 116C
CMYK: 0C - 20M - 100 Y - 0K
Hexadecimal - #FFCB05

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 dolorer 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 dolorer 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 same red, which is Pantone 179C.

Full Color

Black & White

Cardinal Logo Consistency

Any future use of the Cardinal Head logo should face to the left and utilize the 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.
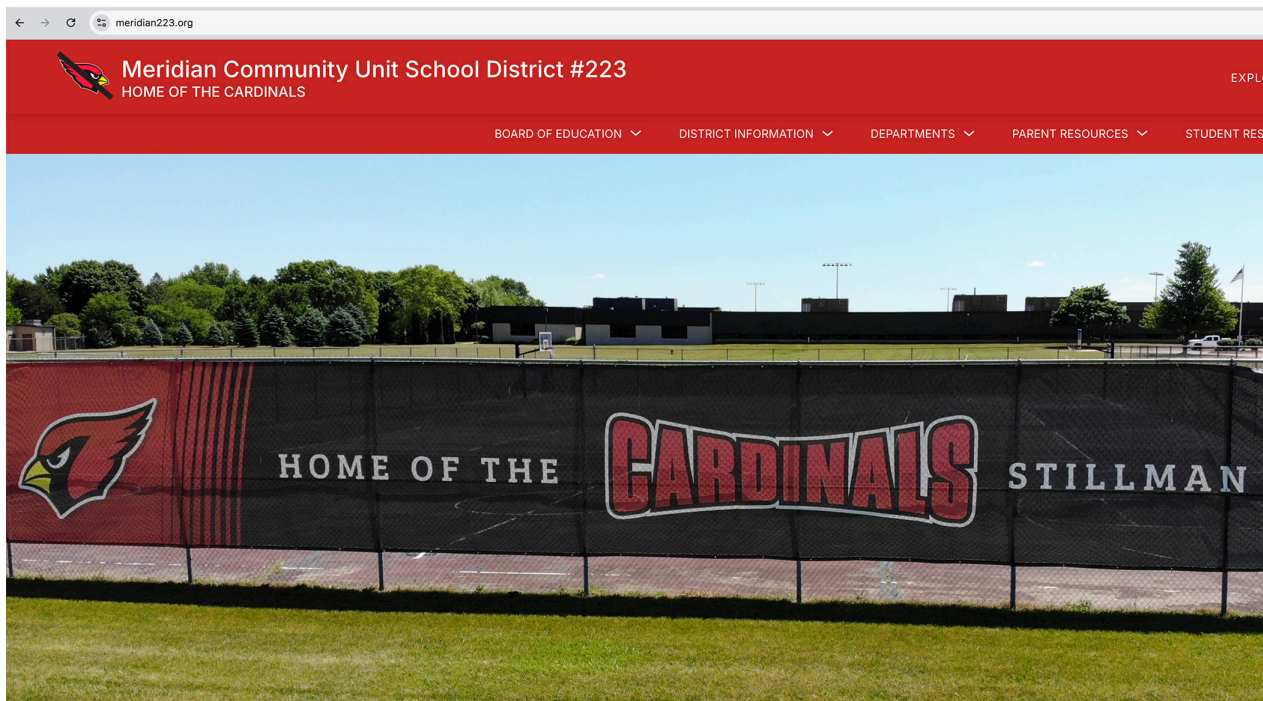

Correct Color & Orientation

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.
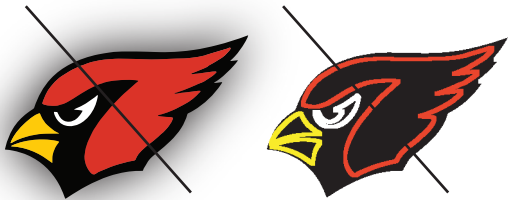
Logo Integrity

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.
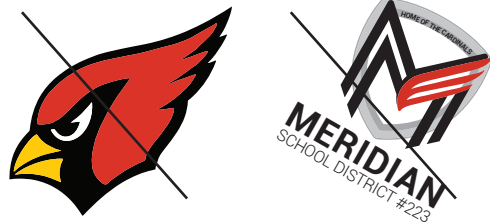

Do not distort the logo

Do not move the text within the logo

Do not add effects to the logo

Do not rotate the logo

Do not change the colors of the logo

D223 Logos & Files Shared Folder

All files in this brand guide are available as a shared Google Drive Folder accessible by all district staff. If a staff member needs a file to add to a poster, Google document, or communication home, utilize the PNG folder. If a file is being sent by a coach or advisor to a professional print service, send the EPS files. All EPS files include the color information needed by printers to best represent the logos and are scaleable.

··· > D223 Logos & Files > District Logos ▾
Type ▾ People ▾ Modified ▾ Source ▾
Name ↑
📁 2 Color Cardinal Shirts
📁 PNGs
Cardinal Head.eps
Cardinal Logo B&W.eps
Cardinal Logo White Outline.eps
Cardinal Logo.eps
Cardinal Wings.eps
D223 Logo B&W.eps
D223 Logo.eps

··· > District Logos > PNGs ▾
Type ▾ People ▾ Modified ▾ Source ▾
Name ↑
Cardinal Head.png
Cardinal Logo B&W.png
Cardinal Logo White Outline.png
Cardinal Logo.png
Cardlinal Wings.png
D223 Logo B&W.png
D223 Logo.png

··· > District Logos > 2 Color Cardinal Shirts ▾
Type ▾ People ▾ Modified ▾ Source ▾
Name ↑
Cardinal 2 Color Black.eps
Cardinal 2 Color Light.eps
Cardinal 2 Color Red.eps

Building Letterheads

In addition to a logos folder, there is a folder dedicated to new building letterheads with updated color logos and modern design. Each building will be supplied with full color bleed prints, which can be used with the Google Document labeled "Pre-Printed Letterhead Template". Simply make a copy of the file and type in the margin area and print with the templates from the office. In the event a digital version only is needed, fillable PDF files are available for each building as well.
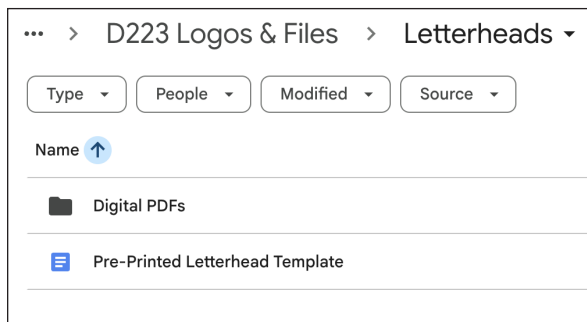
Business Cards

Cardinal Ink, which is the in-house print shop located at SVHS, will also start taking orders to print business cards for district employees. This will once again help create a unified look for the district. Look for the Google Form in the shared D223 Logos & Files shared folder to make a request. The business card request form will also be located at Cardinalink.org.

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