



MONROE
SCHOOL DISTRICT

Logo Standards & Usage

2016, Version 1.0

Standard Layouts



Horizontal (Preferred Layout)



Stacked (Alternate Layout)

Standard Layouts



MONROE SCHOOL DISTRICT

Inline (Alternate Layout)

Layout

Three versions of the Monroe School District logo have been created. The “Horizontal” version is the preferred layout. The alternate versions can be used in circumstances where the “Horizontal” logo layout is compromised.

The logo should always appear on a white background whenever possible. Busy background patterns should be avoided.

Primary & Accent Colors



MONROE
SCHOOL DISTRICT

Pantone 3025 Uncoated

CMYK: 87/67/41/26
RGB: 46/74/99
WEB: #2d4b64

Pantone 7459 Uncoated

CMYK: 71/34/23/1
RGB: 80/142/170
WEB: #548ea9

Pantone 583 Uncoated

CMYK: 38/18/94/0
RGB: 171/180/65
WEB: #abb342

Primary Colors

The color logo is to be used in the specified (3) primary colors only. No other color, or arrangements, shall be substituted. The logo should always appear on a white background whenever possible.

Pantone 649 Uncoated

CMYK: 9/6/3/0
RGB: 227/231/237
WEB: #e4e9f0

Accent Color

The logo shall never appear in the specified (1) accent color. The accent color can be used in complementary design elements. For example, highlighting specific content, background fills, or design elements on supporting material.

Grayscale



MONROE
SCHOOL DISTRICT

Pantone BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

WEB: #000000

Pantone BLACK 60% Tint

CMYK: 0/0/0/60

RGB: 130/130/130

WEB: #818181

Pantone BLACK 30% Tint

CMYK: 0/0/0/30

RGB: 190/190/190

WEB: #bdbdbd

Grayscale

The grayscale logo is to be used in applications where the usage of color is prohibited and grayscale artwork is required.

Black & White and Reversed



Pantone BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

WEB: #000000

Black & White

The black and white logo is to be used in applications where the usage of color is prohibited and solid (1) color artwork is required.



Reversed

The reversed white logo is to be used in applications where the logo must appear on a dark color background. Color usage is prohibited with reversed logo usage.

Logo Usage & Restrictions



Clearance Space

Proper clearance space around the logo is important to retain clarity. Clearance space is determined by the proportional height of the “MONROE” text as indicated.



1" WIDTH

Minimum Size

The minimum size protects the legibility of the logo. The logo should not be used smaller than the indicated 1" width.



Unacceptable Layouts

The logo layout cannot be altered from the defined standards. Consistent layout is needed to maintain a cohesive and communicative brand.



Unacceptable Sizing

The logo must be scaled proportionally when sized. Any stretching or skewing of the logo is prohibited.

Logo Usage & Restrictions



Light Background Usage

The logo should always appear on a white background whenever possible. However, if the logo must appear on a light color background, the logo is to appear in black only. Busy background patterns should be avoided.



Dark Background Usage

The logo should always appear on a white background whenever possible. However, if the logo must appear on a black, or dark color background, the "Reversed" logo is to be used. Busy background patterns should be avoided.

Typography

NEUTRA

Myriad Light
Myriad Regular
Myriad Bold

Myriad Light
Myriad Condensed
Myriad Condensed

Logo Font

The font "Neutra Text Demi" has been selected as the primary typography of the Monroe School District logo.

Supporting Font

The font family "Myriad" has been selected as the primary support font for district collateral. Font can be used for letter writing, e-mail correspondence, headlines and paragraph body text.

The fonts "Verdana" and "Arial" have been selected as appropriate substitutes. Substitution is acceptable when Myriad is not available on the PC operating system.