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Identity and Style Manual for Marion County School District

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## **SECTION 0**

# **WELCOME & INTRODUCTION**

# WHAT IS A BRAND?

It is **words**.

It is **images**.

It is **experiences**.

As Marion County School District grows, it is vitally important that our art, media, and communication create impressions that draw people in.

These guidelines aren't just a bunch a rules. They're a set of principles and standards that help our staff, volunteers, and contractors communicate our misison clearly and consistently.

## **NAMES AND ACRONYMS**

The official name of the school district is the

**Marion County  
School District**

In written communications, "MCSD" may be used in subsequent references.

## **SECTION 1**

# **LOGOS**

**LOGO**



# CAMPAIGN



# SEAL



# USAGE OF LOGO



## Minimum Width of Marion County School District Logo

The primary logo is designed for the majority of uses. In print uses, the logo should not be smaller than 1" so that it remains visible and legible.



## Clear Zone

All words and images used near the logo should be placed no closer than 0.25" to the logo. This is referred to as the "clear zone."



## Logo Colors

The logo may be used only in approved colors:

- 100% PMS 485 (red), 100% PMS 655 (navy)
- Black
- Reversed in white on a reasonably dark, solid, or screened background.



## Logo Legibility

The logo should be legible when printed on photographs, designs, or screened backgrounds.

# USAGE OF LOGOTYPE

— 1" —

**MARION COUNTY**  
INSPIRING EXCELLENCE

## Minimum Width of MCSD Logotype

In print uses, the logo should not be smaller than 1" so that it remains visible and legible.



## Clear Zone

All words and images used near the logotype should be placed no closer than 0.25" to the logo. This is referred to as the "clear zone."

**MARION COUNTY**  
INSPIRING EXCELLENCE

## MCSD Logotype

The logotype may be used only in approved colors:

- 100% PMS 541 (blue), 100% PMS 130 (yellow)
- Black
- Reversed in white on a reasonably dark, solid, or screened background.



If full color is not available, the DMPS logotype may be reproduced in solid black or a color with good contrast reversed out to white. Please ensure there is sufficient contrast between the logo and the background color.

## Logotype Legibility

The logotype should be legible when printed on or reversed out of photographs, designs or screened backgrounds.

# IMPROPER LOGO USAGE



The impact of any logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo reduce its impact and can defeat the entire purpose of a logo program.



The MCSD logo is a stand-alone design element; therefore, it must appear separate from other elements in all applications.

In order to ensure the integrity of the logo, do not:

- Crowd, overlap or merge the words in the logo;
- Layer the logo over a photo or design and obscure the words; Shade or shadow the logo;
- Use in outline form or fill with a texture or photo;
- Scan, recreate, re-proportion or otherwise modify the logo;
- Crop the logo;
- Rotate or tilt the logo;
- Use the signature (mark) independently;
- Alter the colors in any way.



## **SECTION 2**

# **COLORS**

# COLORS

## Primary Color Palette

The official MCSD colors are PMS 485 (red) and PMS 655-C (Navy). These colors must be a prominent part of all MCSD communications produced in color. Due to different printing processes and paper stocks, maintaining consistent color matches can be difficult. An ink matching system known as Pantone® Matching System or PMS® is used to provide standards for color matching. The PMS or CMYK (four-color process) equivalents given should be provided in any printing situation as specifications for ink colors. Each color shown is formulated to provide good results on either coated (C) or uncoated (U) paper stocks.



### RED

PMS 485-C  
CMYK 5-98-100-1  
RGB 226-35-26  
#E2231A



### NAVY

PMS 655-C  
CMYK 97-66-0-48  
RGB 0-53-107  
#00356B

## **SECTION 3**

# **TYPOGRAPHY**

# TYPOGRAPHY

With current technology, thousands of typefaces are available for desktop publishers and Web page designers. However, not all typefaces reflect the preferred, professional visual image of Marion County School District.

The consistent use of these typeface families establishes an image for MCSD that is instantly recognizable and increasingly memorable.

## **Logo Type**

The following two fonts are used exclusively in the MCSD logo and to display the school name in school logos:

- Futura PT Heavy - heading
- Futura PT Book - subheading

## **Primary Type**

The following fonts should be used exclusively in all district publications:

- Futura BdCn BT Bold - headlines, sidebars, callouts, quotes
- Futura Lt BT Light - body copy, callouts, quotes

## **Secondary Type**

Other serif letter styles for body and heads in multiple weights and italics:

- 
- 

Other sans serif letter styles for body and heads in multiple weights and italics:

- 
- 

## **Web Type**

The following font should be used primarily for all content on district websites:

- 

You are allowed to use any variation of a typeface family, including regular, light, condensed, bold and italic versions of the typeface. These typefaces are compatible with both Macintosh and Windows systems.

The use of novelty and script fonts (i.e. Comic Sans) is not allowed in MCSD publications and communications.

