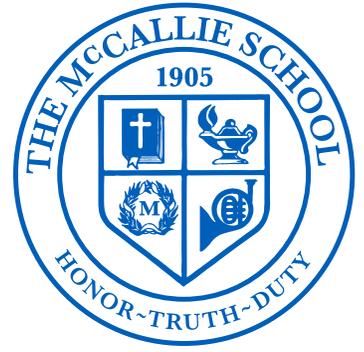


McCALLIE

— HONOR TRUTH DUTY —

McCALLIE



McCALLIE LOGO [WITH & WITHOUT TAGLINE]

The logo has been specially designed and letterspaced, should always be used in full. Always use the original and approved art. NEVER alter any aspect of it. Do not attempt to draw or recreate the McCallie lettering using computer fonts. The tagline “Honor Truth Duty” should be used as often as possible.

SEAL

The formal identifier is restricted for use on official school documents, such as diplomas, high-level certificates, awards, and chairs.



LOGO FOR SUPPORTING ACTIVITIES

All secondary organizations should defer to the options outlined above. Requests should be made through the communication department, including activities in conjunction with GPS.

ATHLETIC M

The McCallie M logo is the official athletics logo and must be used whenever possible.

TORNADO

The secondary Tornado symbol is mainly for use on T-shirts and polo shirts.

GEOGROTESQUE | SEMIBOLD | ITALIC
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&. , : ; ' \$ % ! ? [*]

abcdfghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890&. , : ; ' \$ % ! ? [*]

abcdefghijklmnopqrstu
ABCDEFGHIJKLMNopq
*1234567890&. , : ; ' \$ % ! ? [*]*

BASKERVILLE REGULAR | SEMIBOLD | ITALIC
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&. , : ; ' \$ % ! ? [*]

abcdefghijklmnopqrstu
ABCDEFGHIJKLMNopq
1234567890&. , : ; ' \$ % ! ? [*]

abcdefghijklmnopqrstu
ABCDEFGHIJKLMNopq
*1234567890&. , : ; ' \$ % ! ? [*]*

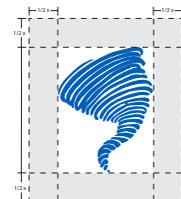
Primary Color

PMS 300
 Process Color: 4C Printing
 C100/M63/Y6/K0
 RGB for Web
 R0/G92/B184
 Hexadecimal
 005cb8



Secondary Color

PMS 294
 Process Color: 4C Printing
 C100/M86/Y29/K22
 RGB for Web
 R0/G46/B108
 Hexadecimal
 002e6c



TYPOGRAPHY

Using a consistent family of typefaces visually reinforces the identity of McCallie. Geogrotesque are used on all collateral materials. When writing letters on stationery, Baskerville is used as the body copy.

COLORS

Primary blue [PMS 300]—used for the logo or the seal whenever possible. Secondary color [PMS 294]—used as accent color.

SAFETY

White space around the symbols ensures impact. Minimum safety zone measures 1/4 the width of the “M” or 1/2 width of the seal.