

# **MIDLOTHIAN ISD**

# SHIRT GUIDELINES

# T-SHIRT GUIDELINES

**When creating campus t-shirts, you have full creative reign as long as you do not alter or change official campus logos or wordmarks**

- You must use the official campus logo or any of the Midlothian ISD wordmarks on a t-shirt design and adhere to all logo usage rules
- You may use any font to write out the campus or school district name and for any slogan/headline
- You have the approval to use any creative direction desired
- If you choose to create blue colored t-shirts, please try and use a color close to our Midlothian Blue

## MIDLOTHIAN BLUE

**Pantone:** 2935 C  
**CMYK:** 88 | 71 | 0 | 0  
**RGB:** 0 | 82 | 204  
**Hex:** 0052CC

## LOGO USAGE

**Campus logos must be used consistently to maintain distinction within the MISD identity. They have been carefully crafted and are not to be altered in any way.**

- Do not recreate campus logos
- Do not change logo colors or add patterns within the logo
- The logo should be legible and easy to identify, do not place the logo over busy or distracting backgrounds
- Do not embed logos into text or sentences
- Use caution when resizing logos, they should never be rotated, stretched or re-proportioned incorrectly
- Avoid logo pixelation and blurriness



## **NEED** ASSISTANCE?

**Please feel free to contact us if you have any questions or would like assistance.**

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