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MADEIRA
CITY SCHOOLS

BRANDING PRINCIPLES & STYLE GUIDE

07/2013

FPO

ALL PHOTOGRAPHY IS
FOR PLACEMENT ONLY.
IMAGERY MUST BE PURCHASED,
OR A BE RESTAGED THROUGH A PHOTOSHOOT

Madeira City Schools Equity Strawman

WHY do we exist?	Essence	The Heart and Soul of Madeira					
	Purpose	Provide the knowledge, care and passion necessary for every child to reach their individual potential.					
	Promise	"A school community where learning is personalized and success is ensured."					
WHO are we talking to?	Audiences	Internal	External				
	Cluster (who we are talking to)	MCS Employees (Current & Prospective)	Students	Parents	Alumni / General Public	Academic Partners	Other
WHAT makes us different?	Benefits	<ul style="list-style-type: none">• Award winning curriculum.• Supportive and involved community.• State of the art facilities.• Success-minded attitude.	<ul style="list-style-type: none">• High quality education.• A strong sense of community care and belonging.• Ensured success.• Individual attention.	<ul style="list-style-type: none">• Unprecedented access to teachers, staff and administration.• Shared community values and beliefs• Students prepared for life with a strong focus on character.• All of the advantages and benefits of a private school within a public institution.	<ul style="list-style-type: none">• Stable property values.• Personal ownership and pride.• Accountability	<ul style="list-style-type: none">• Award winning curriculum.• High quality education.• Students well prepared for the rigors of university settings.• Well-rounded student outcomes	TBD
	DAE Desired Audience Expression	Passion <i>"As a member of Madeira City Schools, I am empowered to truly make a difference in my students' lives."</i>	Advantage <i>"Being encouraged to reach beyond myself, achieve my full potential and discover how I can contribute to my world puts me well ahead of my peers."</i>	Peace of Mind <i>"I know my children are being cared for and set up for success exactly how they are at home."</i>	Pride <i>"The way our schools continually strive for—and achieve— excellence makes me want to be involved and show my support."</i>	Confidence <i>"Madeira students consistently model the ideal for college preparedness—both academically and socially."</i>	TBD
	RTB Reason(s) to Believe	<ul style="list-style-type: none">• Consistently rated an "excellent" school system for the last ____ years.• Smaller class sizes allow educators and staff to work closely and intimately with students.• Pedagogy and policies highly conducive to allowing educators to find/create the most effective ways to teach to student needs.• Newly constructed school buildings<ul style="list-style-type: none">- Primary School: built 2006 00000 sq ft facility- Middle School: built 2006 00000 sq ft facility- High School: Significant renovation and upgrades made 2006 00000 square ft	<ul style="list-style-type: none">• Caring, attentive teachers and staff focused on setting up every student for success.• Flexible success plan designed to produce a well-rounded educational experience for each student.• Extra curricular opportunities allow students to find where they can best accel and reach their full potential.• State of the art facilities.• Graduation rate (%)• (College placement data highlights)	<ul style="list-style-type: none">• Student to teacher ratio: _____.• Strong, ethics-based curriculum.• Transparent policies and procedures.• Genuinely caring teachers and staff.• Focus on individual student needs and safety.• Extra curricular opportunities allow students to find where they can best accel and reach their full potential.• State of the art facilities.	<ul style="list-style-type: none">• Community engagement and involvement welcomed and encouraged.• Consistently rated an "excellent" school system.• Transparent policies and procedures.• (Home value data here)• Generational transfer covering three generations and counting.• State of the art facilities.	<ul style="list-style-type: none">• Consistently rated an "excellent" school system for the last ____ years.• Pedagogy and policies highly conducive to allowing educators to find/create the most effective ways to teach to student needs.• Flexible success plan designed to produce a well-rounded educational experience for each student.• Graduation rate (%)• (College placement data highlights)• Strong, ethics-based curriculum.• Extra curricular opportunities allow students to find where they can best accel and reach their full potential.	TBD
	Character Attributes	Excellence-Focused • Empathetic • Respectful • Energetic • Empowering • Connected • Approachable • Transparent • Passionate • Dedicated					
	Key Narrative Talking Points	<ul style="list-style-type: none">• You have the opportunity to make a genuine difference in the young lives you encounter every day.• Your passion and commitment to personal education are the reason for our consistent high rankings.• You have the community support and tools you need to make Madeira a model school system.	<ul style="list-style-type: none">• The teachers and staff of MCS have your best interest at heart and work hard to ensure your success.• Because Madeira schools are smaller, you have more opportunity to participate and grow close, long-lasting friendships.• Our school system is designed to help each student discover and exercise their full potential.	<ul style="list-style-type: none">• Our teachers and staff practice an open-door policy, welcoming parent participation in the education of their children.• The teachers and staff of MCS have your child's best interest at heart and work hard to ensure their success.• Because Madeira schools are smaller, students have all of the advantages of a small private school.• Our school system is designed to help each student discover and exercise their full potential.	<ul style="list-style-type: none">• Our teachers and staff are dedicated to maintaining the highest standards, ensuring Madeira will remain a highly desirable place to live and grow.• Our teachers and staff practice an open-door policy, welcoming community participation in the education of our children.	<ul style="list-style-type: none">• Madeira students receive an emphasis on disciplined independent learning models to prepare them for the rigors of university demands.• Madeira schools practice a balanced approach to academic excellence and social interaction—creating well-balanced students.• Because Madeira schools are smaller, students have all of the advantages of a small private school.• Our school system is designed to help each student discover and exercise their full potential.	TBD
HOW are we bringing it to life?	Brand Story	What's truly at the center of a dynamic community? It's her schools. No other organization or institution more accurately represents the priorities of a community than how it chooses to educate and nurture its future generations. Welcome to Madeira City Schools, where our school system is the heart and soul of our city and community and every student is equipped and empowered for success both for today and tomorrow. That's because our schools and their students are the focus of a 360° support system that begins with dedicated staff and passionate educators who are also vested members of the Madeira community. They are surrounded by the greater Madeira community comprised of highly engaged parents, alumni, business partners, public servants and citizens. Together, we all work collaboratively to help ensure every student is set up to achieve their own personal potential.					

MCS CORE BRAND ELEMENTS AT-A-GLANCE

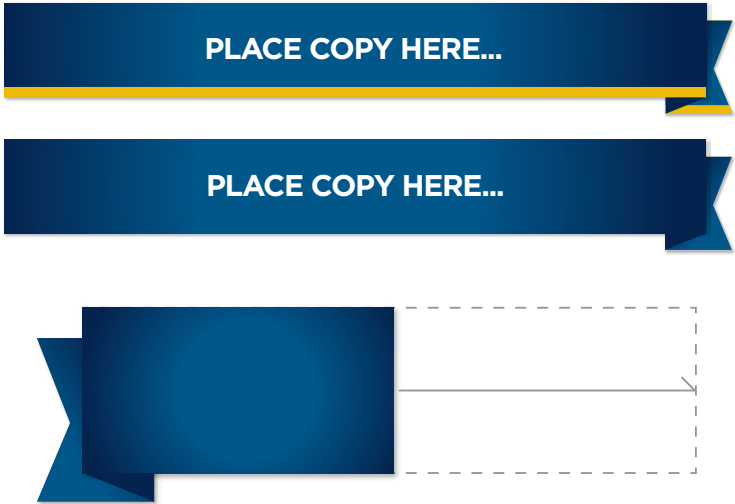
LOGO



COLOR PALETTE



RIBBONS



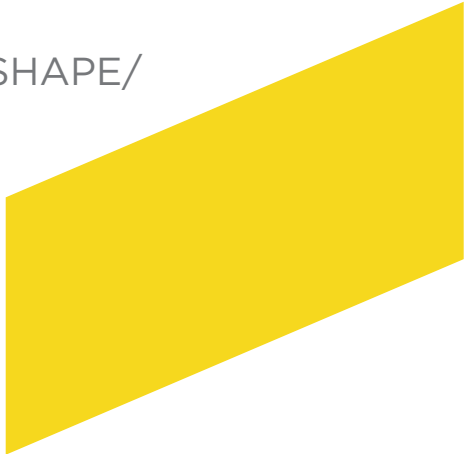
BLACK & WHITE



PATTERN



OPTIONAL
HOLDING SHAPE/
OVERLAY



TYPOGRAPHY

Gotham Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Gotham Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

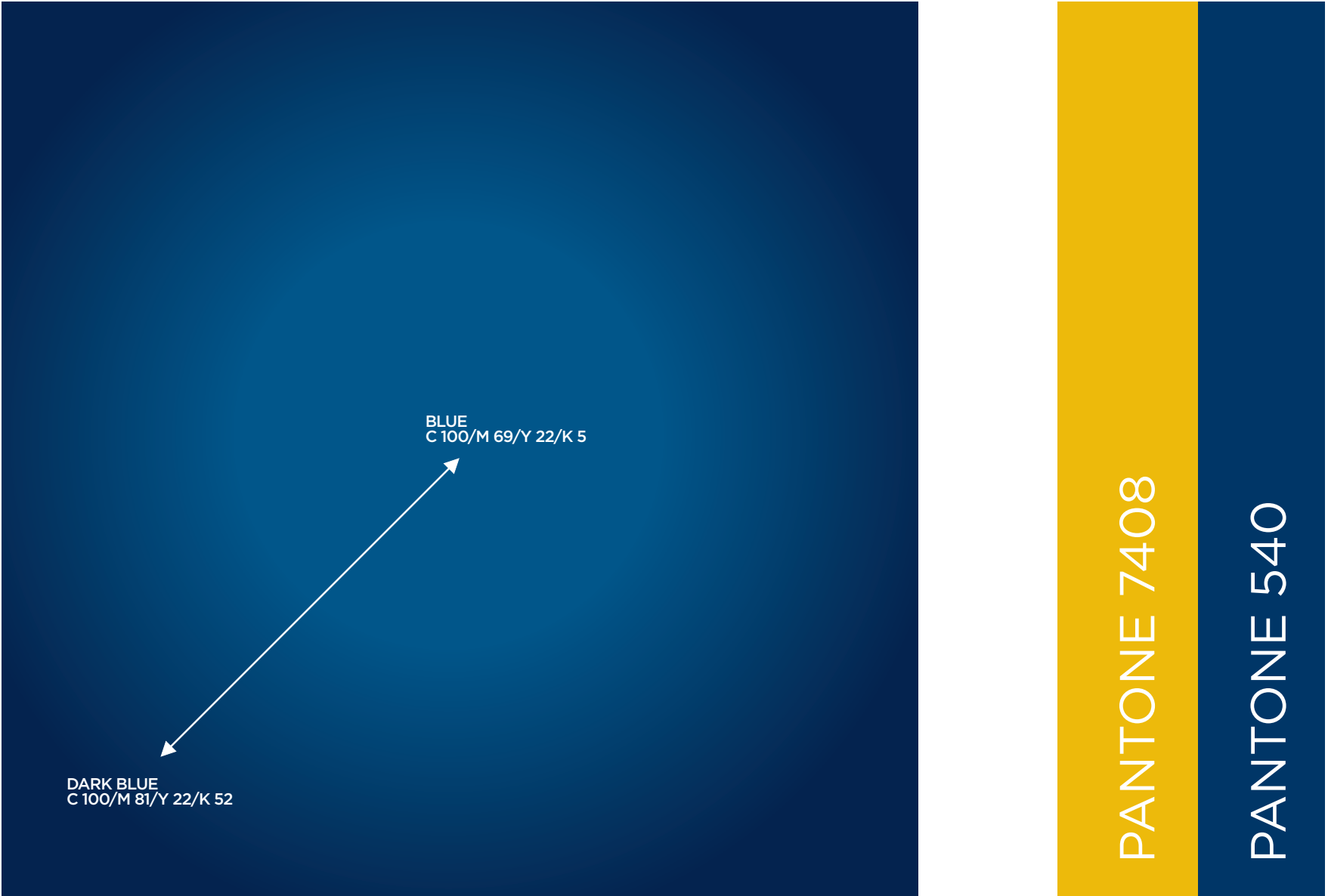
Gotham Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

PHOTOGRAPHY



COLOR PALETTE

The Madeira City Schools color palette was chosen to provide a simple yet premium impression. Whenever possible, please incorporate the dark blue gradient, as this provides a depth and visual interest to the MCS brand. If you're not able to accomplish a blue gradient in a specific application (such as embroidery or screen printing), you can use Pantone 540 (blue) and Pantone 7408 (gold).



RIBBON

The ribbon graphic elevates priority to your communication. This device is flexible in size to accommodate your key communication, but be careful not to enlarge it too much, as the deep blue becomes dominant and heavy.

If the ribbon is placed on white, please consider the ribbon with gold accent to help infuse yellow into the expression.



Right Ribbon



Left Ribbon



Right Ribbon with Yellow Accent



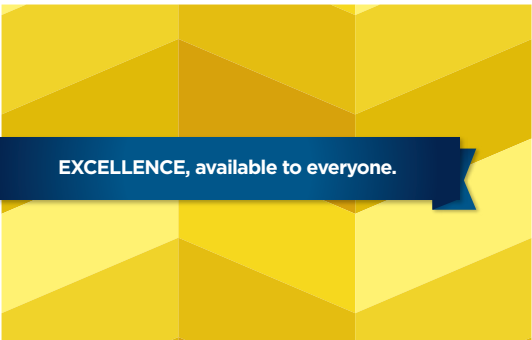
Left Ribbon with Yellow Accent



The ribbon is flexible in height and width to accomodate your key message. Please keep your message succinct to maintain focus in your communication.



Example B



Example A



Example C
The ribbon is too large, looking heavy and taking up too much real-estate.

MADEIRA SUB-BRANDS

These examples show various divisions within the MCS. The ribbon can be customized to accommodate your messaging. Please refer to rules below for proper execution.



RULES & VARIATIONS



Lock up the sub-brand to the 'MADEIRA' word mark to maintain graphic structure of the logo.

The ribbon is flexible in height to accommodate your key sub-brand.

MADEIRA LOGO: CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

Negative space, free of clutter, gives the Logo a bolder presence. Surround the Logo with a clear space that is, at a minimum, the width of a MADEIRA "M".



LOGO COLOR VARIATIONS

We have got a number of logos to choose from based on the application. Please try to use the primary logo in your application, but if that's not possible due to capability restrictions, there are alternate options based on your needs.



Primary Logo



Simplified 2-Color Logo



Black and White Logo

SMALL LOCK-UP & MINIMUM SIZE

The small lock-up below has been modified to work in very small scenarios. The type has been modified and the drop shadow removed to reproduce more effectively where size is limited.

Do not use the Logo smaller than the .75", as legibility and printability will be compromised.

Small Lock-Up



Print minimum size: .75"

DON'TS

Altering the MCS brand assets compromises the visual integrity of the system. There's plenty of opportunity to be creative within the system, so please don't alter the logo.



Do not extract elements from the ribbon



Do not scale or distort elements



Do not introduce new colors to the brand



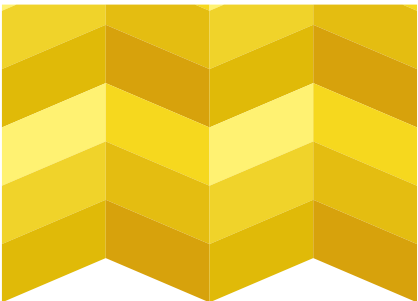
Do not crop the brand mark

PATTERN

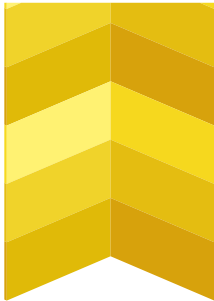
The pattern is inspired by the MCS ribbon graphic, providing energy and visual interest when needed. Its multi-faceted shapes and colors reflect our diverse talents coming together to create the MCS experience.

This dynamic backdrop provides a strong contrast to the blue ribbons that make up the MCS brand, so use it wisely. There are scenarios where you'll want a more reserved presence (letterhead, for example), and others where you'll want to be more expressive.

Below are some examples of the pattern in execution.



Pattern A



Pattern B



Pattern C

The example below shows how the pattern can interact with multiple graphic elements and photography. Please don't shrink the pattern or introduce new angles.



The stationery is both reserved and minimal in its execution, but the back of the business card is an opportunity to showcase the dynamic quality of MCS. This unexpected expression infuses energy and modernity to the MCS experience.



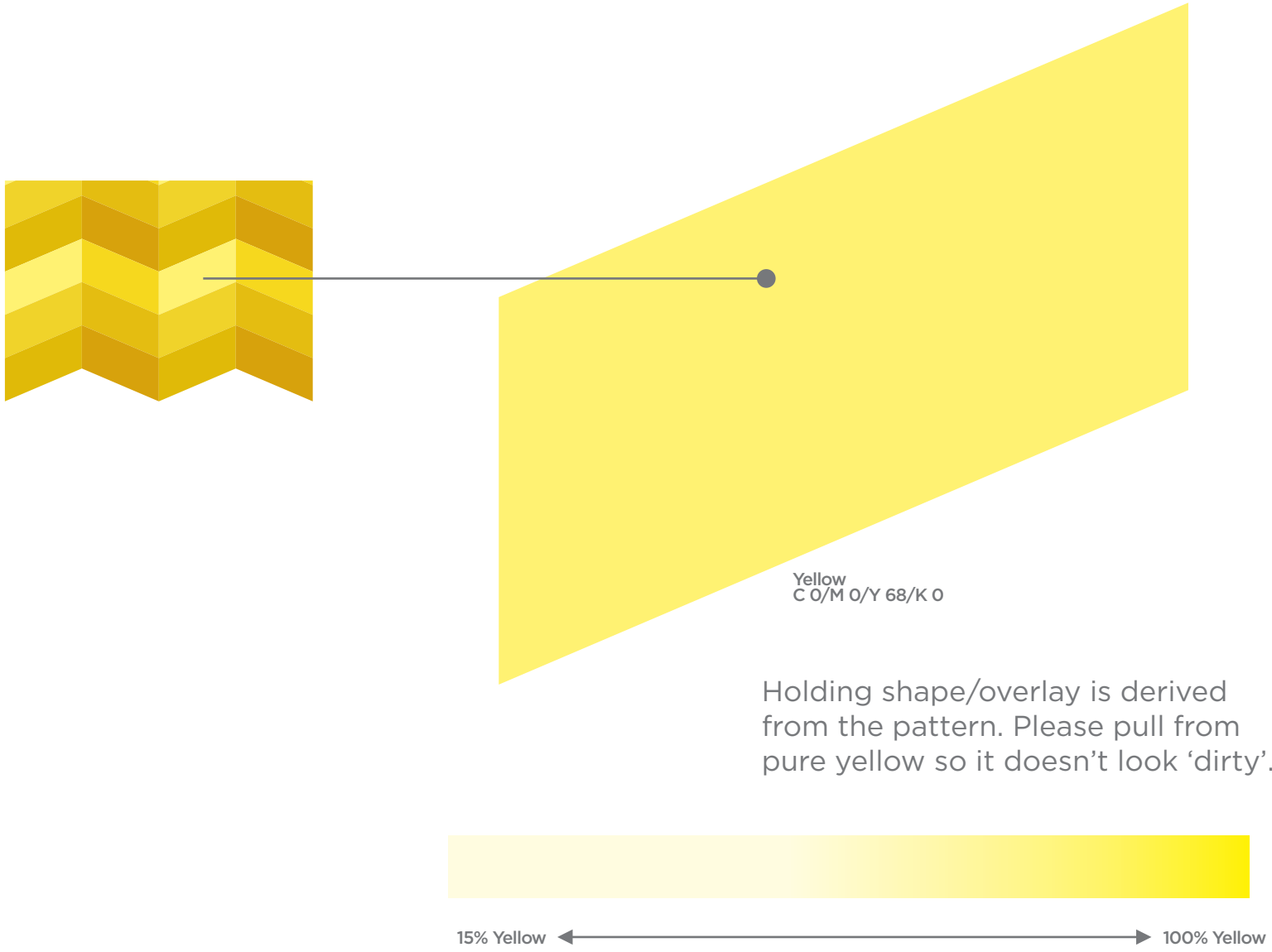
This pattern execution is too small.



Avoid introducing new angles

OPTIONAL HOLDING SHAPE/OVERLAY

The pattern can be simplified to a single shape, which can be used as a graphic holding device for photos, type, or if you need a punch of color to help infuse vibrancy.



TYPOGRAPHY

Gotham is the primary typeface to be used in all communication. This clean, sans-serif face introduces modernity and timelessness, while keeping the overall feeling of the message professional and approachable.

Gotham Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Gotham Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Gotham Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

PHOTOGRAPHY

Photography is a powerful asset we will use to engage the community. It should reflect our sense of pride and collaboration each student experiences. It is based on capturing a genuine moment; **pride, discovery, delight, collaboration, celebration, confidence, diversity, technology, teacher support and personal growth.**

The lighting should be bright and optimistic. Typically there will be support copy coupled with the image to help tell a complete story. But if the photo is stand alone, choose one that still reflects the feeling you want to convey.

Below are photography examples that tell a visual story and help support the character attributes MCS wants to convey.



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MADEIRA APPAREL

These examples show the base apparel colors in which the MCS logo can be applied. Please try to match the colors to the best of your vendor's ability.

PANTONE
540



PANTONE 7408



WHITE



PANTONE 429



MADEIRA APPAREL-PART 2

These apparel examples show how to express a bolder, more dynamic expression for MCS. They focus on pattern and bold typography treatment to help elevate the communication.



PHOTOGRAPHY

Below are examples of photography that feel out of character with the MCS brand.



Too much attitude, feels disrespectful.



Feels disconnected & aloof.



Feels pretentious & stuffy.



Feels contrived.