BRAND GUIDELINES

Version 1.0

MOORE
PUBLIC SCHOOLS

Today's students.
Tomorrow's leaders.

Welcome

Dear MPS Community,

I'm excited to share our new Moore Public Schools Brand Guidelines with you and reveal our new district logo. I look forward to seeing how it will be used and seen, and at the same time, we invite you to be a brand ambassador with us and for our new logo. This new mark represents our incredible history and all the good things to come.

After 22 years with the same mark, any organization's logo can become modified without having dedicated brand guidelines. We recognized it as an opportunity to rebrand and publish new guidelines for us. It is such an honor to have listened to what our stakeholders believe and expect of us, and now present our new logo during this time in MPS's history.

After conducting research across our district audiences and stakeholders, several descriptive words are either used or that come to mind when discussing MPS such as growth, strength, resilience, safety, and family. As one of the largest public school districts in Oklahoma, it is a point of pride to know that our district is engaged and feels like a part of our MPS family. Most importantly that you trust the work that we do.

I'm thrilled to present our MPS Brand Guidelines and I invite you to help us secure and protect the visual image and consistency of our new district logo. Thank you for advocating for Moore Public Schools and being a part of our history and journey.
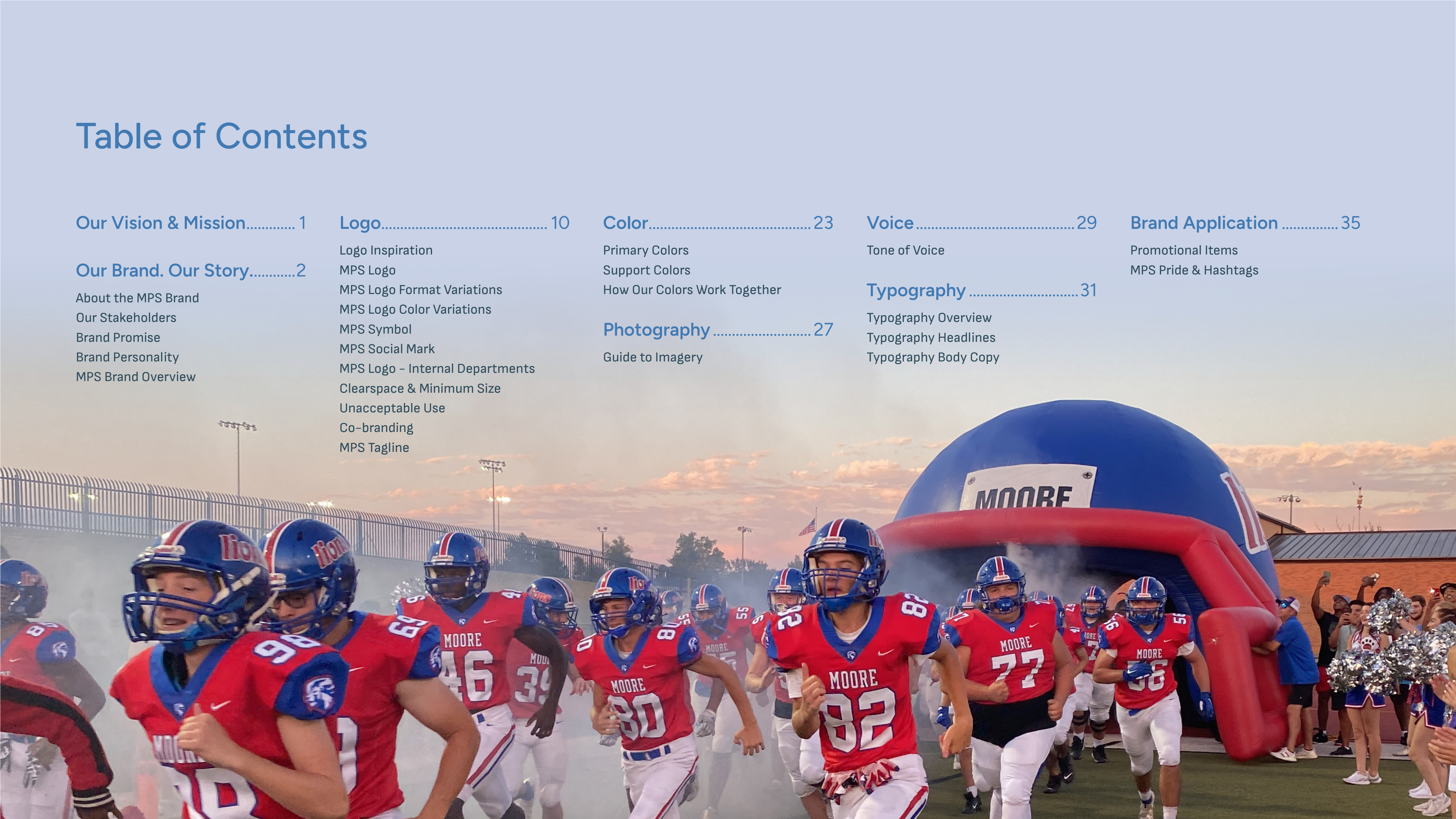
Robert Romines

Dr. Robert Romines, Superintendent
Moore Public Schools

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OUR VISION

Shaping Today's Students into Tomorrow's Leaders.

OUR MISSION

Together we ignite the passion to create a community of excellence in teaching and learning, inspiring lives of purpose and fulfillment.

OUR STORY. OUR BRAND.

Our brand is not just our logo. It's the story and promise behind it.

Our brand is the experience we create for our students, their families, and for our district's communities. It is how we convey our message and tell our story.

About the MPS Brand

For over 100 years, Moore Public Schools has been recognized throughout the state as a leader in K12 education. MPS has experienced visual exposure on a national and global stage, making it critical that the organization's graphic elements, fonts, and visual brand represent and promote the institution consistently and with professional integrity. If we remain intentional in how we share our story and logo, we protect our name and our district image. This is how we can ensure the strategic brand building of Moore Public Schools.

The MPS Brand Guidelines serve to provide cohesive standards to protect our visual image and enhance the value of our district's brand. Successful brands visually present themselves consistently and have a structured method of telling their story, creating an emotional connection with their desired audiences over time.

Why Brand Guidelines?

The use of independent, decentralized identities, including variations of the district's logo, creates confusion in the minds of audiences whose support we seek: students, parents, alumni, community partners, and public school advocates. While logos and symbols are not the sole elements of an institutional brand, they are visual representations and an extension of an organization's identity. Thus, it becomes essential to handle the MPS logo carefully and provide guidelines for use that everyone can follow, whether it is utilized internally or externally. Through consistent use and a clear understanding of these guidelines, all MPS schools, community members, and employees can build on our unified story.

Our Stakeholders

Current Students

All students Pre-K through 12 who attend one of our schools on-site or virtually.

Parents and Guardians

All who care for and encourage positive growth, development, and the personal and academic success of their MPS student(s).

Alumni, Donors, Community Partners, Legislators

Our graduates, our chamber and business leaders, our district's legislative leaders, and those who financially support our teachers, students, and our MPS Foundation through scholarships or financial gifts.

Teachers and Staff

All teachers and instructors who teach at one of our school sites in-person or virtually, and all levels of support staff who work to benefit the learning process of MPS students throughout the school year. Staff includes everyone from Child Nutrition, Transportation, and Maintenance to members of our professional staff.

Administration

District leaders, the Board of Education, and school-site leadership team members.

What Our Stakeholders Said About Us

MPS Administration conducted a survey of its internal and external stakeholders in winter of 2023. Survey recipients were of varied generations and cultures and are people involved with MPS in numerous ways. We asked employees at all levels of the organization and from every division to tell us what they think. We asked community and business partners for their opinions and input. We invited students, parents, and guardians to tell us how they feel about MPS.

When analyzing the survey data, there were some clear points of reference. Our stakeholders appreciate and enjoy being a part of MPS in the specific capacity in which they are connected. Our stakeholders also hold a significant sense of pride in our history, and they value the academic progress our students have accomplished over the decades.

When redesigning the new logo, our stakeholders' input was continually referenced; it is what matters to our students, to our employees, and to our community.

Words at right are from the MPS Community Survey results, January 2023.

BIG. BEST. WONDERFUL. TRADITIONAL. STEADY. UNASSUMING. LOYAL. DEDICATED. INNOVATIVE. UNIFIED. COMMITTED. DEPENDABLE. SECURE. TRANSPARENT. COMPASSIONATE. HOMETOWN. COMMUNITY. FRIENDSHIP. WELCOMING. HIGH STANDARDS. RELATIONSHIPS. HELPFUL. FRIENDLY. FUTURE. CONNECTION. SUCCESS. FOCUSED. INCLUSIVE. RESILIENT. HOME. SUPPORTIVE. TRADITION. GREAT. QUALITY. DESIREABLE. **STRONG.** INNOVATION. SUPERIOR. OPPORTUNITIES. GROWING. UNITED. TOGETHER. POSITIVE. FAIR. DIVERSE. CARING. COMMUNICATIVE. OPEN-MINDED. **INTEGRITY.** HONEST. UNITY. CUTTING-EDGE. PROGRESSIVE. HIGH EXPECTATIONS. EXPANSIVE. CONSISTENT. OPEN TO ALL. IMPACTFUL. IMPORTANT. ORGANIZED. INCLUDED. INVOLVED. PRIVILEGE. LOVING. STRENGTH. FORTITUDE. DETERMINED. RESILIENCE. IMPRESSIVE. WELL-RUN. BEST IN STATE. ACCEPTING. ENCOURAGING. OVERCOMING. **PRIDE.** EXCELLENCE. COLLABORATION. SENSIBILITY. TIGHT-KNIT. ACCOMMODATING. CHILDREN-FOCUSED. REPUTATION. FUN. HAPPY. LOVE. RESULTS. INVESTED. GIVING. COOPERATIVE. **SAFETY.** PROFESSIONAL. VISIONARY. SERVICE. PARTNER. HONORABLE. GRACE. UNDERSTANDING. PREPARED. LISTENING. SUCCESSFUL. STUDENT-ORIENTED. OUTSTANDING. COMMON SENSE. EXCITEMENT. STUDENT-CENTERED. ACHIEVEMENT. MOTIVATED. EMPOWER. ENGAGED. DYNAMIC. ADAPTIVE. DRIVEN. EXCEPTIONAL. LEADERSHIP. STABLE. **FAMILY.** GROUNDED. GENUINE. CHALLENGING. VALUED. RESPECT. THRIVING. MIGHTY. INTUITIVE. VERSATILE. FUNDAMENTAL. LEADING. LEGACY. PROVEN. RESPONSIBLE. TRUSTWORTHY. TEAMWORK. FRIENDS. HONOR. KINDNESS. FORWARD-THINKING. GENEROUS. EFFECTIVE. ENDURANCE. PASSIONATE. ACCOUNTABILITY. TRUSTWORTHY. CONNECTED. EMPOWERED. ADVANCED. THOUGHTFUL. AMBITIOUS. WARM. TENACIOUS. RELIABLE. STUDENT-FORWARD. MEMORIES. HONESTY. FORWARD-THINKING. BEST JOB EVER!

Brand Promise

An organization's brand promise is the consistent quality, tone, and expectation that it sets for its target audiences. For Moore Public Schools, this happens in every interaction we have with our students, families, and community members. It also occurs through every impression we share with our families and with our community in our messaging, graphics, and production pieces. With 35 school sites, this can be a challenge, but we strive to visually unify our district to show our shared goal of shaping each student into a successful leader and graduate.

Brand Personality

The MPS personality derives from words that are used to describe our organization. These words surfaced during a district survey of stakeholders. They are the words that our Board members, employees, community, students, and their families use to describe us.

Pride

District pride lives in the hearts of MPS employees, every graduate, and in the halls and classrooms of our school sites. This pride extends into our community of Moore and south Oklahoma City, and we continually experience their unlimited support as they know that strong schools build strong communities and leaders.

Resilient

MPS has endured highly-unique events and challenges over the years. Every high and low has strengthened our student-first focus. Every event has proved how our district and community come together to move forward but never forget our past.

Family

Although we are one of the largest public school districts in Oklahoma, we are a unified organization that understands our strength comes from our expansive and diverse population and our unique experiences.

Relationships

Strengthening working relationships with students and their families is our focus as we support their pursuit of academic excellence and preparation for lifelong success.

Innovative

We strive to provide our students with the best opportunities for learning in a technology-driven world. We also acknowledge that approaches to traditional content delivery are fundamental to students' growth and development as learners.

Excellence

The pursuit of professional, academic, athletic, and leadership excellence exists in decisions we make on behalf of our students, their families, and our employees.

MPS Brand Overview

The evolution of an organization's brand is a delicate process. If a change is off-target, stakeholders can see and feel it. At the same time, not all visual change is necessary and timing is everything.

MPS has a history of providing positive results in the pursuit of academic excellence. Many of our graduates have an advantage when they enter college and careers because of the rigor of the coursework that is offered. Thus, MPS is confident in conveying these messages through its copy, graphics, and publications.

The MPS logo of the "growing student" was implemented in 2001 and has served our district well. Over the past 22 years, MPS has grown and advanced in all aspects of technology and academic innovation for the benefit of our students, and so now is an appropriate time to update our organization's brand and logo.

Our new logo is an updated and enhanced version of the 2001 mark for several important reasons. This new mark honors our long and rich history and encourages a look forward to the possibilities for all those who are a part of our present and our future. The new MPS logo is as distinct as our district and reflects the hopeful spirit and energy for learning and growing that represent our students and our employees.

MPS is a diverse community of Pre-K through 12th-grade students. Our students, their families, and our employees are comprised of countless backgrounds and cultures, and we likewise provide just as many pathways for learning. The new MPS logo represents our whole family, past, present, and future.
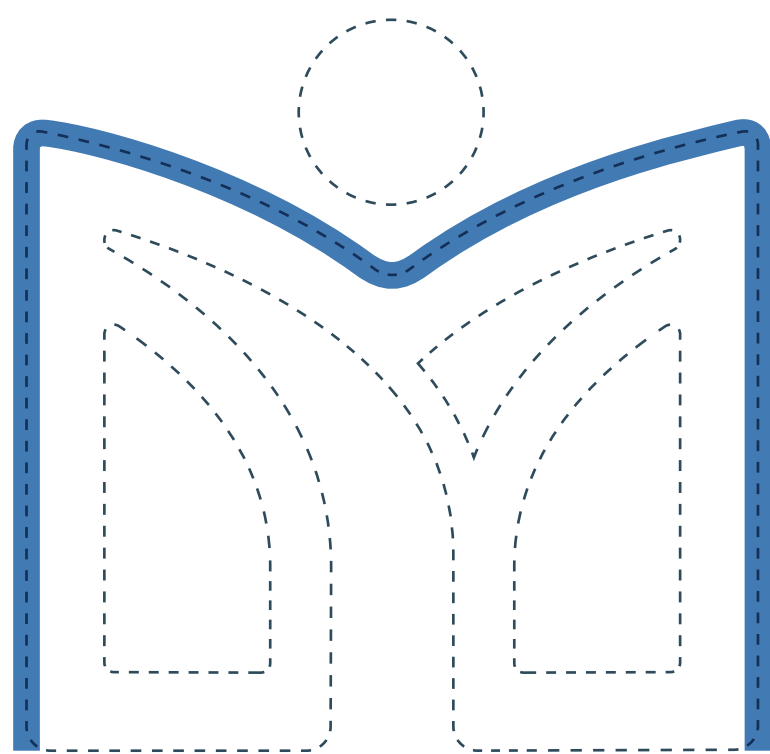
The new logo represents all these aspects and as such, it deserves to be presented accurately and professionally. Thus, we are each responsible for protecting our visual image as a part of the MPS brand promise.

LOGO

Logo Inspiration

The new identifying mark of Moore Public Schools tells the story of our district. Let's take a look at what inspires our logomark.


KNOWLEDGE, STRENGTH & SAFETY

An obvious representation of education is a book. Depending on your perspective, the new MPS mark has lines indicating the shape of a book, with a student behind the pages reading. This same shape affirms an aspect of safety when within our schools; an item our stakeholders continually said that we do well. These lines also signal the shape of an "M" as a reference to our district's name.
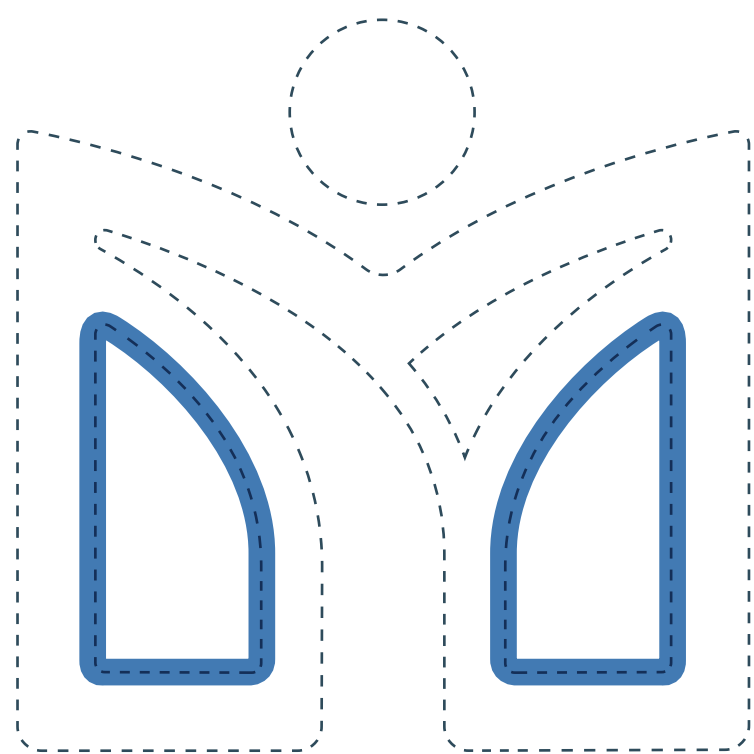
PILLARS OF SUPPORT

Our stakeholders confirmed that one of our strengths lies in the abundant programs and resources that support each student's educational journey. From academics to mental health, MPS is committed to providing pillars of support that enrich each student's personal and scholastic experience while they are with us. These "pillars" represent every educator, support staff member, academic program, coach, resource, and system in place to assist MPS students as they strive to reach their highest potential.
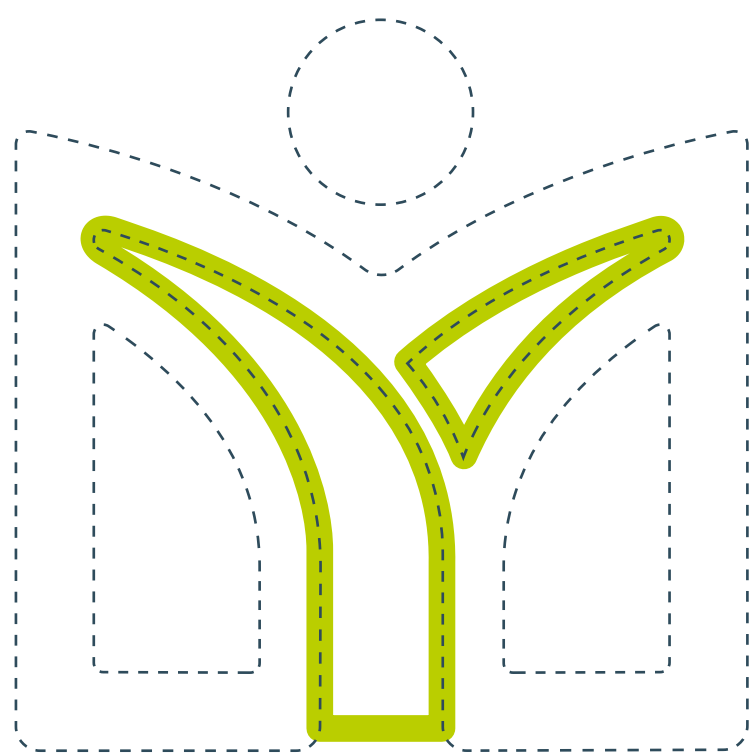
LEARNING & GROWTH

We concentrate on the foundational learning, growth, and development of each student as they strive to grow into responsible citizens and leaders. We know that what we nurture will flourish, so we are careful to sow seeds of care, respect, and guidance that sprout into a love of learning among our student body. These lines also represent the pathways into college and careers that our graduates take once they leave MPS.

OUR VISION

This symbol is a nod to our rich history and is also an eager look toward the bright futures of our graduates. Each day, and in every interaction and intention of our employees, we are

Shaping Today's Students Into Tomorrow's Leaders.

This is our MPS Vision and it is exemplified in our new district logo.

MPS Logo

The Moore Public Schools logo is the identifying mark that represents our school district. It is the consistent identifier that is used in all communications for the district.

Please contact the Communications Office if you have questions about the proper placement or use of the MPS logo. For certain print and digital communications, specific files may be needed.

LOGO

SYMBOL

LOGOTYPE

MOORE
PUBLIC SCHOOLS

MPS Logo
Format Variations

The MPS logo is primarily used in the vertical or horizontal format. Either format is acceptable and should be determined the layout/space it is being used.

Symbol Only

The use of the symbol alone, without the "Moore Public Schools" logotype, should only be used in specific situations and is primarily for internal use. Contact the Communications Office with any questions.

VERTICAL

HORIZONTAL

SYMBOL

MPS Logo
Color Variations

The MPS logo can be used in a positive or reverse format. The gradient or solid full-color versions are preferred when possible, but a 1-color black option is also available when color is not an option.

Using logo on images

The logo can be used on images, but the logo should retain contrast and legibility to be effectively used on top of an image. Please consult with the Communications Office with questions on how to use the logo correctly with images.

POSITIVE LOGO VARIATIONS

FULL COLOR | SOLID

1-COLOR | BLACK

REVERSE LOGO ON COLORS

REVERSE ON MPS BLUE

REVERSE ON MPS GREEN

REVERSE ON BLACK

MPS Symbol

The MPS symbol should be used as a complementary brand asset and is not to be used as a standalone logo. It should appear only in applications that also include the core logo (symbol with logotype). Primarily, the symbol should be used for internal communications.

Examples of proper use are using it as a watermark on print and digital communications or as a footer element on pages of a document.

Consult with the Communications Office for assistance and review, and for approval when applying the symbol only.

MPS Social Mark

The MPS social mark is designed for use on social media channels as a profile icon. This mark/icon is not a replacement for the full MPS logo, and it is not for use in print materials.

When this mark/ icon is used on social media profiles, the logo should be centered with space around the mark proportional to the spacing in the diagram shown.
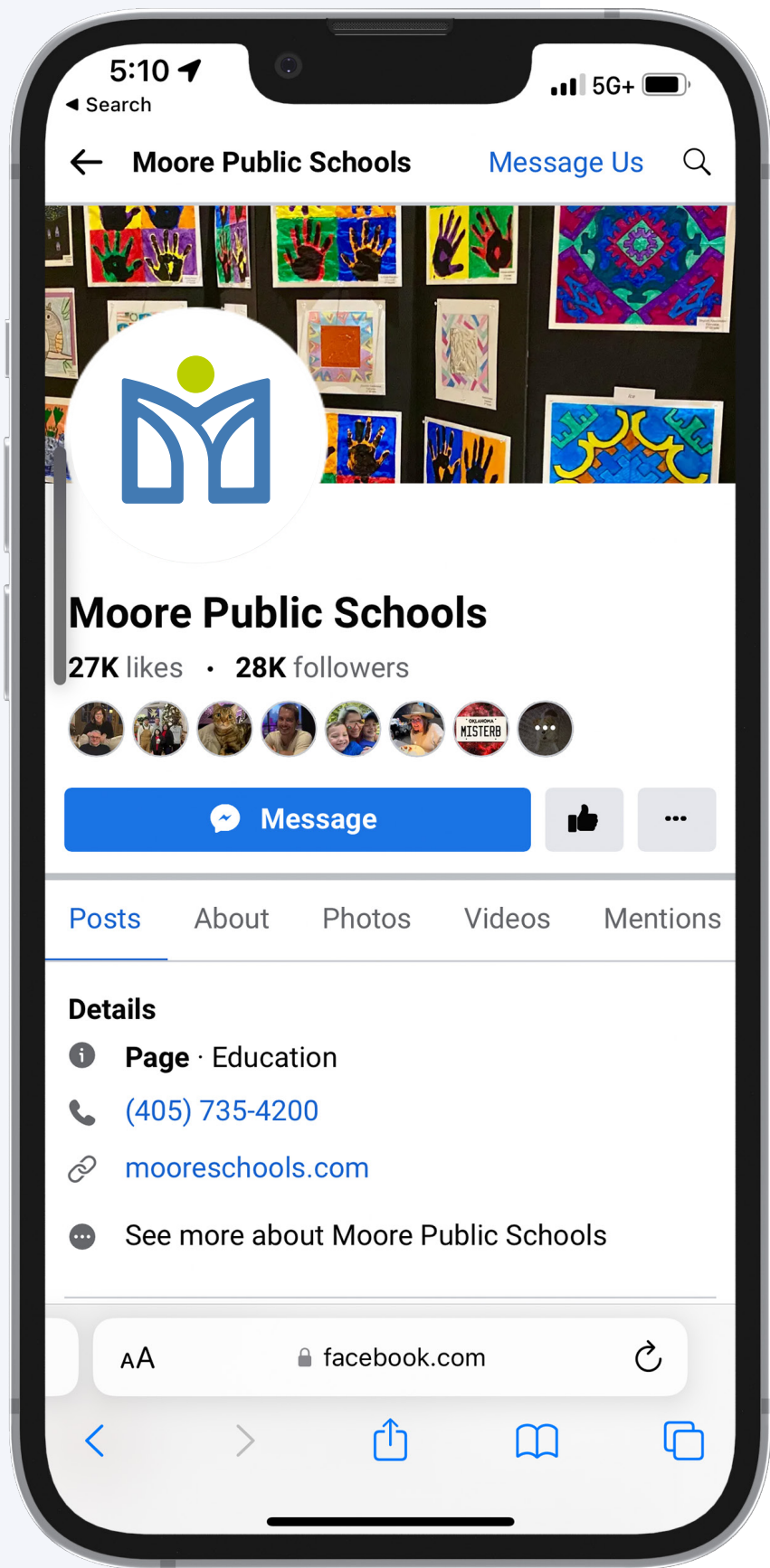
Square Profile
180X180

35 PX

110 PX

35 PX

Round Profile
180X180

30 PX

110 PX

40 PX

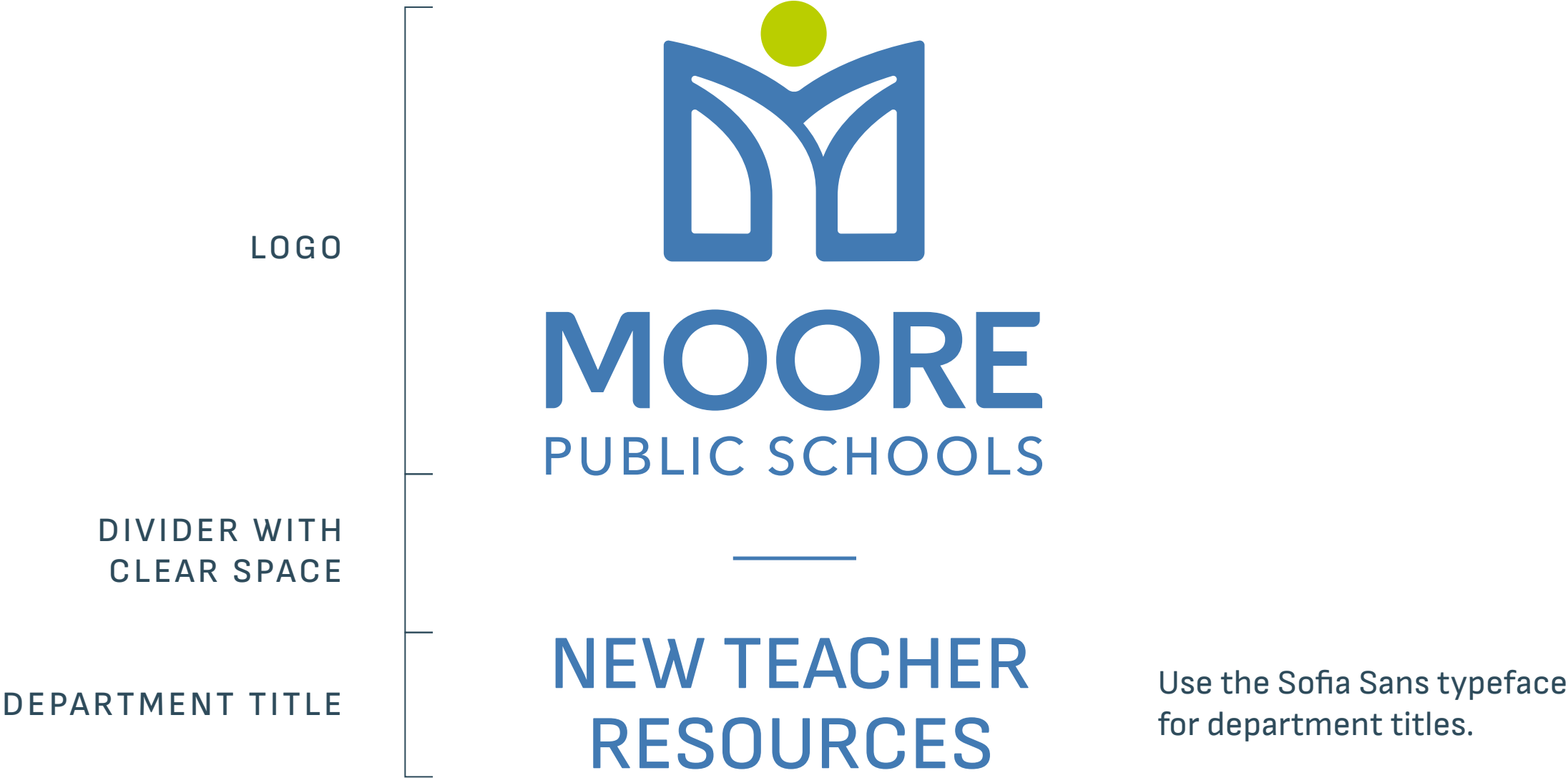SQUARE ICON EXAMPLES

ROUND ICON EXAMPLES

MPS Logo
Internal Departments

The MPS logo can be paired with an internal department name for communications to internal departments and for specific communications directly to an external target audience when appropriate. This is not to replace the core logo on digital and print communications. Department titles should be in the Sofia Sans typeface.

Horizontal Version

MOORE
PUBLIC SCHOOLS

EDUCATIONAL TECHNOLOGY

Vertical Version

LOGO

MOORE
PUBLIC SCHOOLS

DIVIDER WITH
CLEAR SPACE

DEPARTMENT TITLE

NEW TEACHER RESOURCES

Use the Sofia Sans typeface for department titles.

MPS Logo & Department Information

Using the logo with an internal department's full information should be done as shown here. The department information should be set in Sofia Sans and be smaller than the text used in the logo to keep the visual hierarchy between the two elements. Text should have proper clear space and be either left aligned with the logotype or centered depending on which version of the logo is used.

MOORE
PUBLIC SCHOOLS

Department Name
Address
Moore, OK 73160

LOGO

CLEARSPACE

DEPARTMENT INFORMATION

Vertical Version

MOORE
PUBLIC SCHOOLS

Department Name
Address
Moore, OK 73160

Horizontal Version
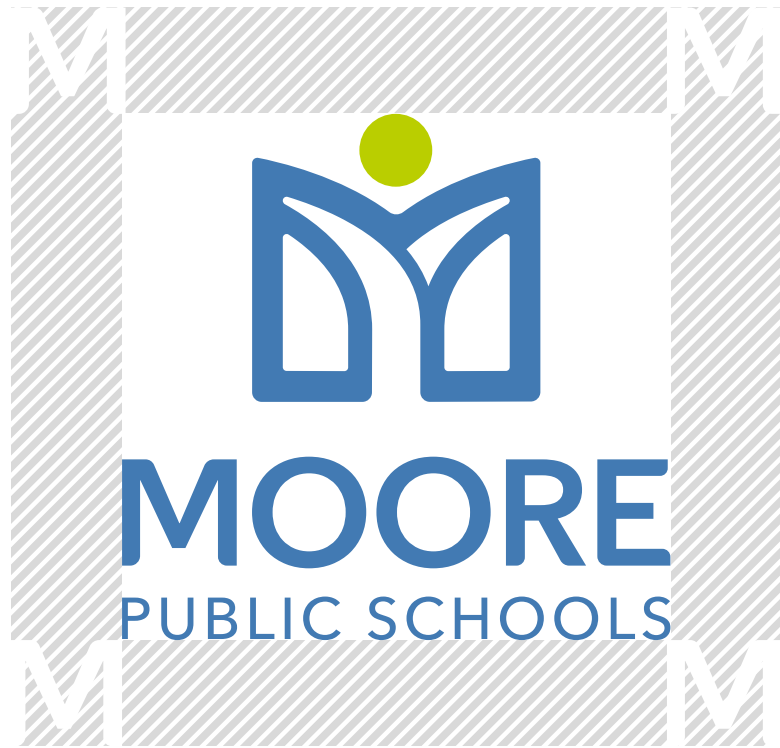
MOORE
PUBLIC SCHOOLS

Department Name
Address
Moore, OK 73160

Clearspace & Minimum Size

Clearspace

There should always be a protected area around the MPS logo as shown in the examples here.

Minimum Size

To ensure legibility, the logo should be used at a minimum of the sizes listed for each of the logo variations.

MINIMUM WIDTH
.6" (PRINT)
75 PIXELS (DIGITAL)

MINIMUM WIDTH
1" (PRINT)
125 PIXELS (DIGITAL)

MINIMUM WIDTH
.25" (PRINT)
35 PIXELS (DIGITAL)

Unacceptable Use

To maintain the integrity of our visual identity, please follow these guidelines about what not to do with our logo. It is important to use our logo correctly so we communicate with our stakeholders in a unified, professional, and consistent way.

Contact the Communications Office for assistance with questions on using the MPS logo.

X Don't change our logo lockup.

X Don't modify the colors of the logo.

X Don't distort our logo.

X Don't rotate/tilt our logo.

X Don't apply effects to our logo.

X Don't alter our wordmark.

X Don't use the logo on top of an image that results in low legibility or contrast.

X Don't skew our logo.

X Don't modify the proportions of the logo elements.

Co-branding

When co-branding with other organizations or entities, please use the appropriate level for representing the relationship with MPS.

Partnerships should be considered at a higher level where the district has a higher level of involvement and commitment from the organization. Partners are visually represented as equals with the district.

Sponsors and donors which are very important to the district are set visually as more of a supporting role to the district.

PARTNER LOGO

SPONSOR LOGO

SPONSOR LOGO

SPONSOR LOGO
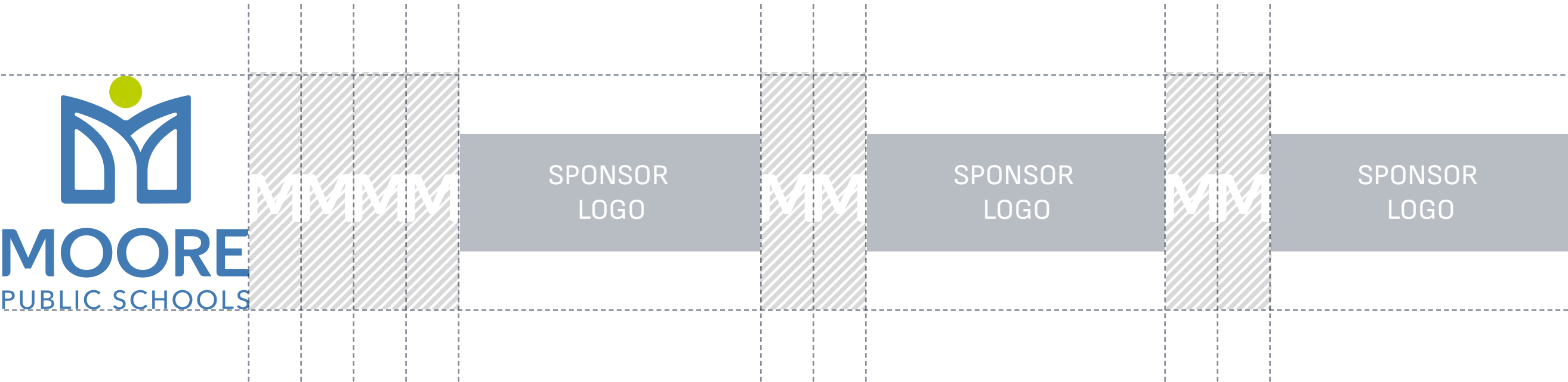
MPS Tagline

Our tagline is another way to strengthen our brand and our message, and it reminds us and others of what we believe.

Consistent and proper use of our tagline can enhance our brand when communicating to our stakeholders.

Using our tagline

Only use the tagline in communications when it is appropriate and relevant to the message; it will not be appropriate for all communications. It can be used in both internal and external communications.

The tagline can serve as a signoff and be a subtle and supplemental element to communications or be used as a headline or strong graphic element. The tagline should be used in sentence format and not in all caps. The tagline should be set in the Sofia Sans typeface with the exception of when it is used as a headline or graphic element—then it can be set in the Figtree typeface. Contact the Communications Office for questions on the proper use of our tagline.

EXAMPLES OF TAGLINE USE

TAGLINE SET IN FIGTREE TYPEFACE

Today's students. Tomorrow's leaders.

Today's students. Tomorrow's leaders.

TAGLINE SET IN SOFIA SANS TYPEFACE

Today's students. Tomorrow's leaders.

Today's students. Tomorrow's leaders.

EXAMPLES OF LOGO & TAGLINE LOCKUP

MOORE PUBLIC SCHOOLS | Today's students. Tomorrow's leaders.
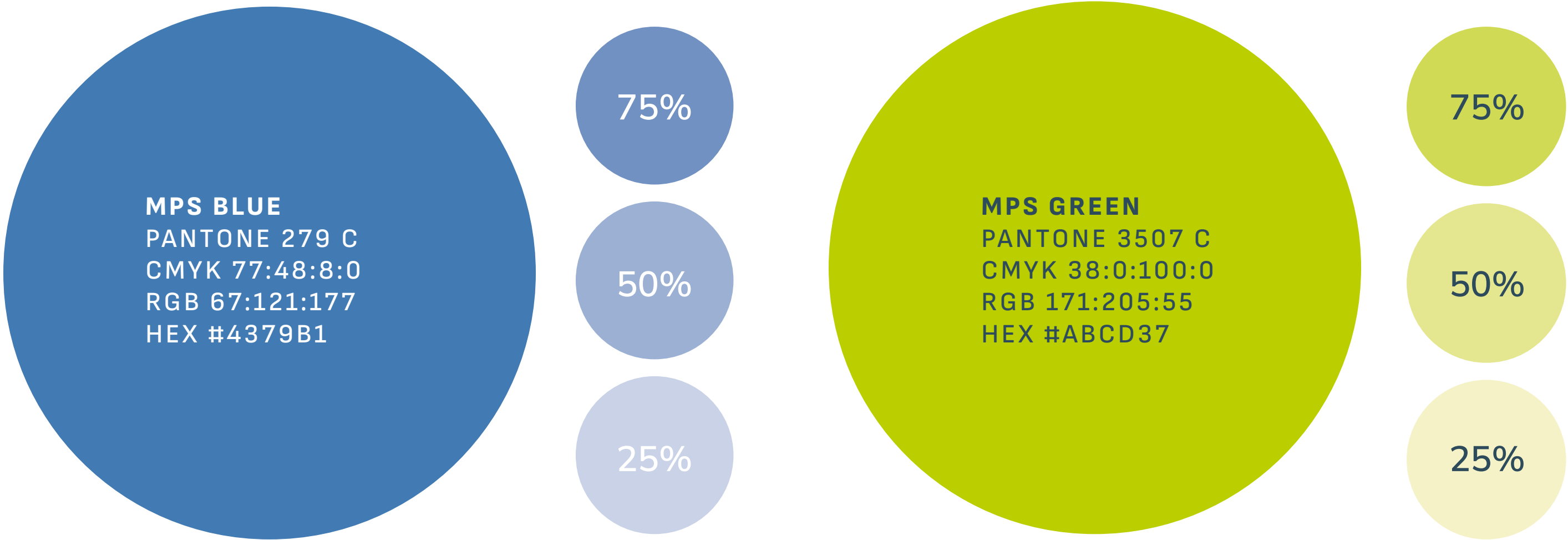
MOORE PUBLIC SCHOOLS
Today's students. Tomorrow's leaders.

COLOR

Primary Colors

The MPS brand uses a primary and a secondary color palette. The secondary color palette may be used to complement the primary palette and provide flexibility in creating unique and engaging materials. The MPS Blue and MPS Green should be used on all designs created for the district.

Following the color reproduction guidelines will help us maintain consistency in the visual identity of our brand.

MPS BLUE
PANTONE 279 C
CMYK 77:48:8:0
RGB 67:121:177
HEX #4379B1

75%

50%

25%

MPS GREEN
PANTONE 3507 C
CMYK 38:0:100:0
RGB 171:205:55
HEX #ABCD37

75%

50%

25%

Support Colors

Our support colors, also called a secondary color palette, provide flexibility when creating unique and engaging designs. Designs may be personalized to specific audiences while still maintaining consistency with our MPS brand.

MPS DARK BLUE
PANTONE 4161 C
CMYK 84:61:47:31
RGB 47:76:91
HEX #2F4C5B

MPS DARK GREEN
PANTONE 4207 C
CMYK 55:23:63:02
RGB 125:160:120
HEX #7C9F77

MPS TEAL
PANTONE 7466 C
CMYK 96:00:31:00
RGB 000:173:187
HEX #00ACBB

MPS RED
PANTONE 2027 C
CMYK 00:83:79:00
RGB 240:83:64
HEX #F05340

MPS TAN
PANTONE 7499 C
CMYK 05:07:35:00
RGB 242:228:177
HEX #F2E4B1

How Our Colors Work Together

Using our brand's multiple color palettes give us the opportunity to create in a way that differentiates our district from others, as well as indicating departments within our district. Our primary brand colors should always be used when creating communications for the district. There are many ways to use our colors to bring our message to life in fresh new ways while keeping true to our brand standards.

Using Our Colors

The primary color dominant palette uses the support colors as an accent to provide flexibility in making our message more unique and dynamic while keeping the MPS Blue and MPS Green at the forefront. This approach should be used in most cases for external audiences. Using support color as the more dominant color provides expanded flexibility for internal audiences and stakeholders who are more familiar with our district.
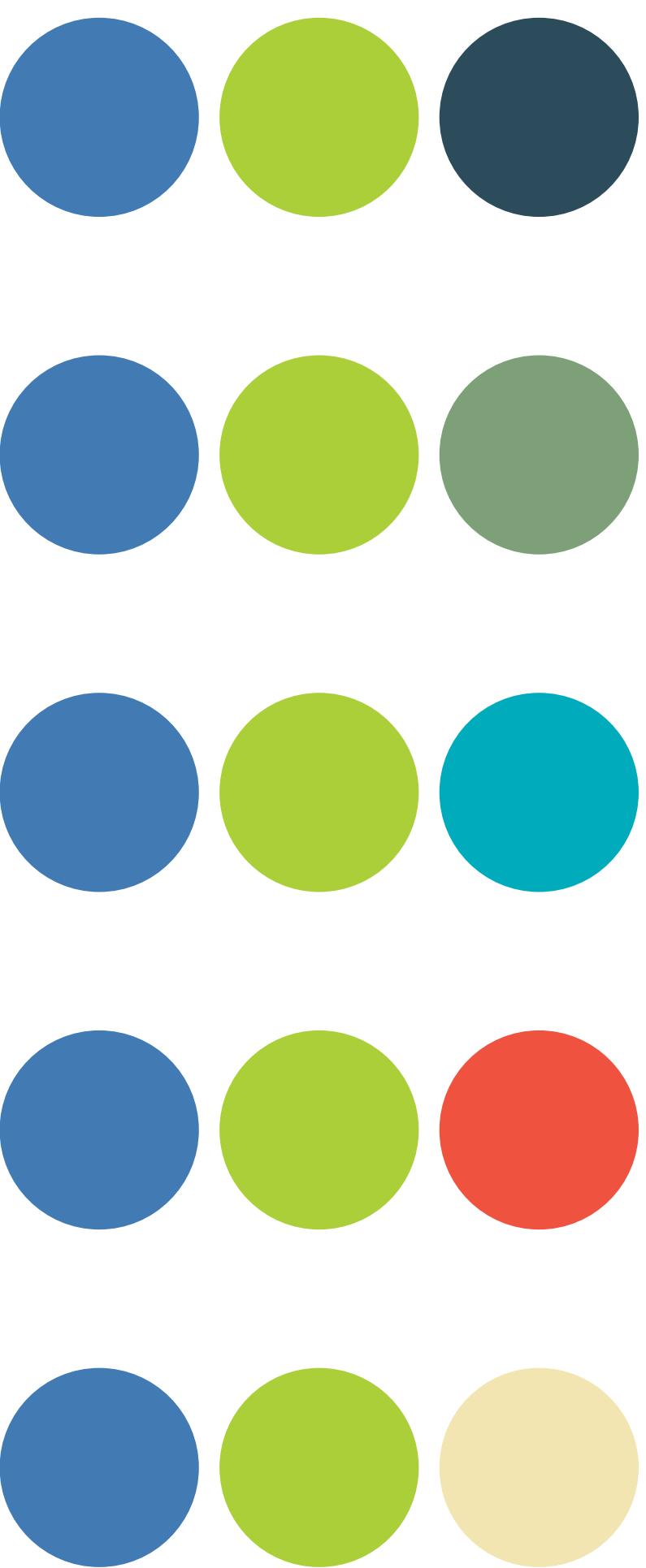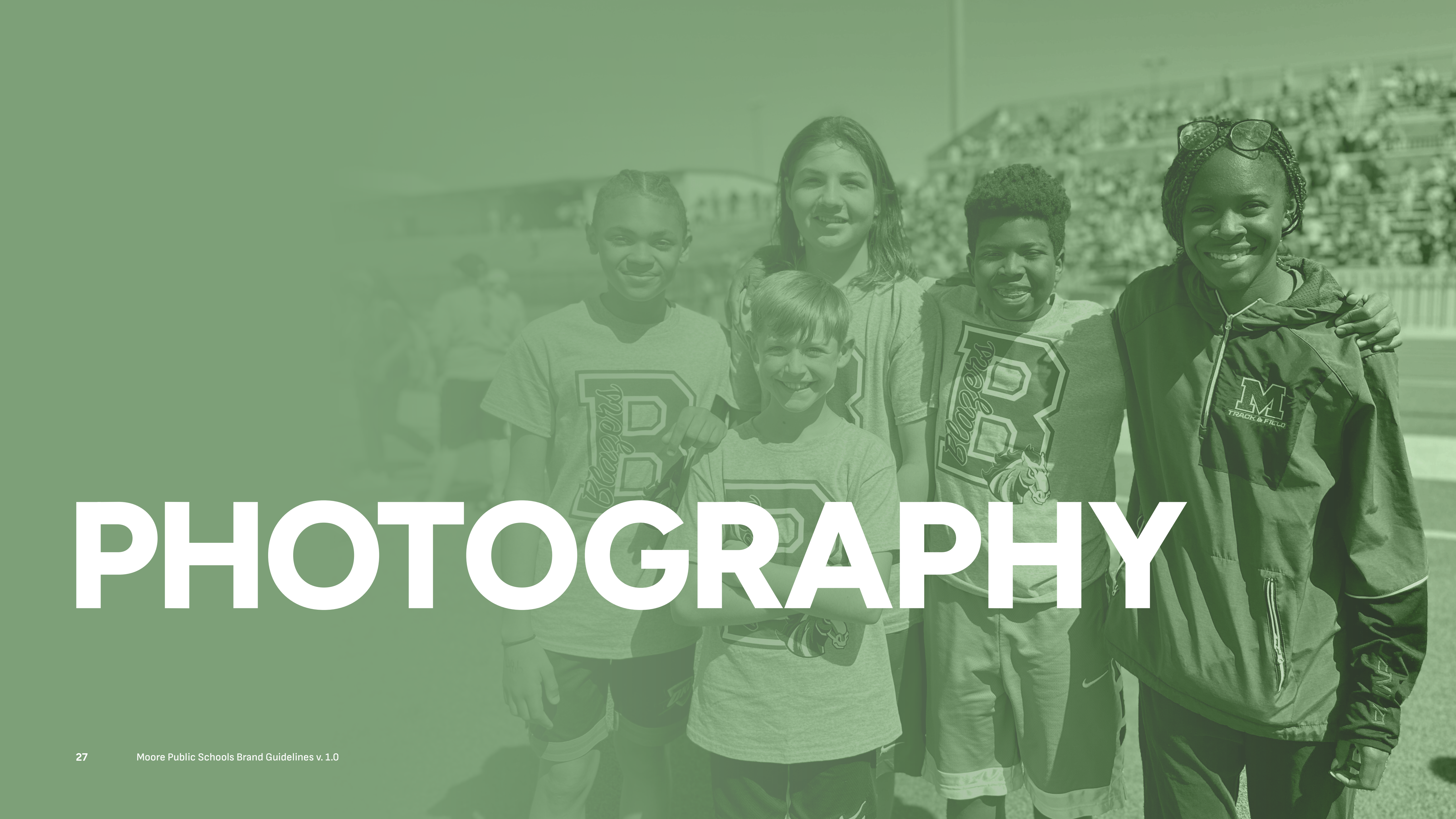
PRIMARY COLOR DOMINANT PALETTE
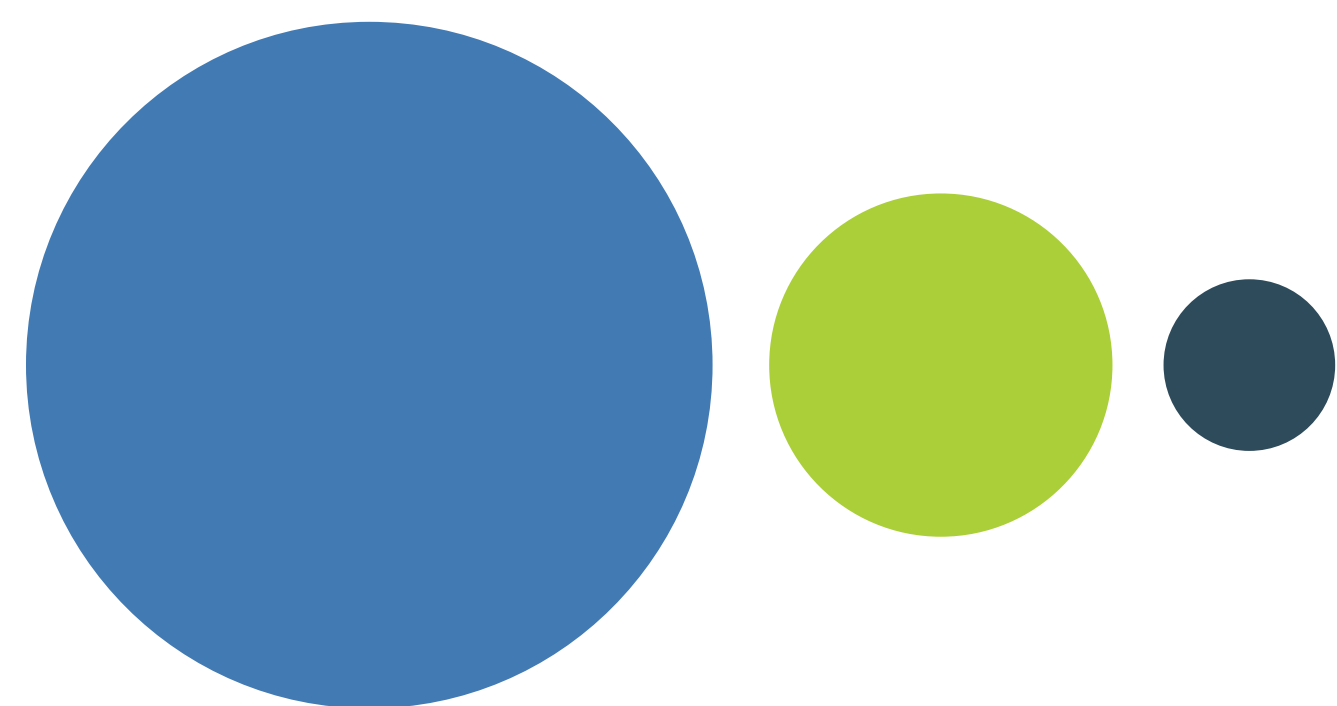
SUPPORT COLOR DOMINANT PALETTE
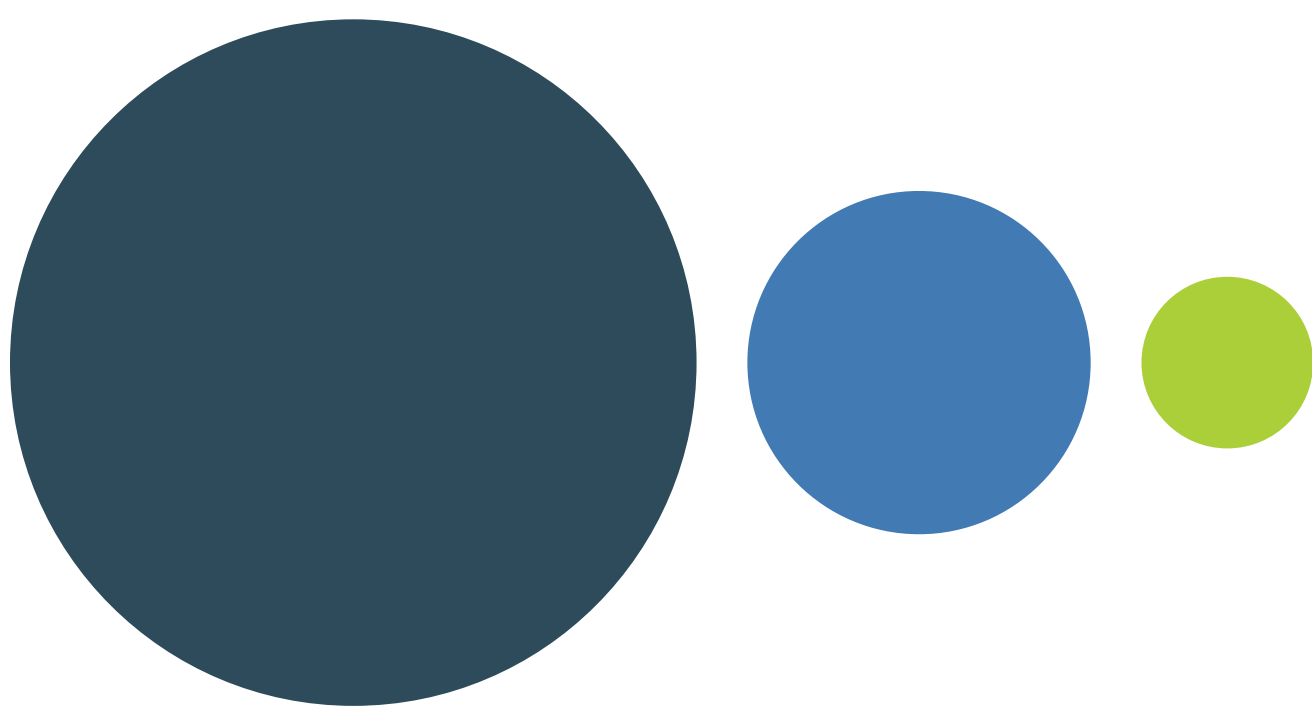
COLOR PALETTES WITH SUPPORT COLORS

PHOTOGRAPHY

Guide to Imagery

Our internal and external stakeholders shared how they believe Moore Public Schools to be a safe place where students can grow academically and develop and nurture their skills and talents. We also empower our faculty and staff to continue learning and embrace a growth mindset.

After graduating, MPS becomes a source of pride for alumni, just as it is for our community. We support these notions in the language and messaging we use when promoting MPS, and we also support these ideas in the organic imagery we use when promoting our district. Our brand is communicated through the diverse imagery we select for digital and traditional publications. The imagery should tie back to the MPS Vision and Mission and communicate a sense of the great possibilities awaiting our students and graduates.

pride

relationships

family

excellence

innovative

resilient

VOICE

Tone of Voice

Our messaging and writing style is uplifting, creative, and friendly, inviting all MPS family members, community members, and outsiders in. We often "wink" toward the promise of how we're Shaping Today's Students into Tomorrow's Leaders through our voice and messages.

Always keeping our vision in mind, our tone of voice reflects our motivation to produce positive results, and it incorporates the high energy and resilient spirit of our district's students, families, and stakeholders. Just as our new logo reflects personal growth, our students also grow and develop, prepared for their next chapter. We strive to reflect that aspect of developmental and academic growth in our published pieces and digital promotions.

Our voice is how we convey our message with our brand's personality.

Friendly

WELCOMING

We treat others with kindness and respect. And it comes through in the approachability of our brand and in the language we use in digital and traditional publications.

Energized

EXCITED

MPS students are curious and excited about their lives and their futures. We encourage and guide that curiosity and we share their efforts with our community with a high level of energy and excitement.

Vibrant

DIVERSE

The MPS family is a diverse group of learners, educators, and support team members. We highlight our unique range of cultures and experiences. The language and tone we use is spirited and encourages others to share in our excitement about our district.

Courageous

SPIRITED

We are in the business of improving lives through education. We're proud of the work that we do and of our outcomes. Our tone courageously shares that pride with positive and driving energy.

Community

UNIFIED & ENGAGED

We care about each student and support them as they discover their pathway after their time with us. Our community cares just as much for our students, and our partnerships shine through in our messaging. We share with a sense of gratitude for our community partners and families who support us.

TYPOGRAPHY

Typography Overview

Decisions concerning typography can help us tell our story in an impactful and consistent voice. As part of our visual identity, using our chosen typefaces can build trust with our stakeholders, as seeing consistency in our messaging is like hearing a friendly and familiar voice.

The Figtree font is used for headings and subheadings, while Sofia Sans font is for body copy. When our two typefaces are used together, they create a visual hierarchy that is a part of the MPS visual identity.

Headings & Subheads

Figtree

FIGTREE FONT WEIGHTS

Mm

Figtree Light
Figtree Regular
Figtree Medium
Figtree Semibold
Figtree Bold
Figtree Extrabold
Figtree Black

Body Copy

Sofia Sans

SOFIA SANS FONT WEIGHTS

Mm

Sofia Sans Thin
Sofia Sans ExtraLight
Sofia Sans Light
Sofia Sans Regular
Sofia Sans Medium
Sofia Sans Semibold
Sofia Sans Bold
Sofia Sans ExtraBold
Sofia Sans Black

Typography
HEADLINES

We use the Figtree typeface for headlines and subheads. This typeface is similar to what is used in our logotype. This typeface is clean and friendly but has plenty of punch with a hint of light-heartedness. With a variety of weights available, this font can be tailored to reflect the tone of the message we are communicating.

Figtree Font

Figtree is a Google font and is available to download.

DOWNLOAD FIGTREE

Alternate Font

If for some reason Figtree cannot be used an alternate font can be substituted. The suitable font is **Arial**.

Figtree

FIGTREE FONT FAMILY

FIGTREE LIGHT
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 0123456789

FIGTREE REGULAR
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 0123456789

FIGTREE 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 !0123456789

FIGTREE SEMIBOLD
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 0123456789

FIGTREE 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 0123456789

FIGTREE EXTRABOLD
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 0123456789

FIGTREE BLACK
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 0123456789

Typography
BODY COPY

We use Sofia Sans in our body copy. This typeface is friendly and contemporary and is used to complement the Figtree font that is used for our headings. It is designed with a higher x-height to improve readability. The Sofia Sans font family has many weights which makes it flexible for using in most any situation.

Sofia Sans Font

Sofia Sans is a Google font and is available to download.

DOWNLOAD SOFIA SANS

Alternate Font

If for some reason Sofia Sans cannot be used an alternate font can be substituted. The suitable font is **Bahnschrift.**

Sofia Sans

SOFIA SANS FONT FAMILY

SOFIA SANS THIN
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
0123456789

SOFIA SANS EXTRALIGHT
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
0123456789

SOFIA SANS LIGHT
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
0123456789

SOFIA SANS REGULAR
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
0123456789

SOFIA SANS 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
0123456789

SOFIA SANS SEMIBOLD
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
0123456789

SOFIA SANS 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
0123456789

SOFIA SANS EXTRABOLD
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
0123456789

SOFIA SANS BLACK
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
0123456789

BRAND APPLICATION

Promotional Items

The MPS logo may be used for promotional items and apparel. Anytime the logo is used for a promotional item, be sure to use the logo that incorporates "mooreschools.com." When selecting apparel, try to use material colors that work well with our brand colors. If a color is not available in MPS brand colors, a white/reverse version of the logo may be used.

When ordering District promotional items, only use a district-provided vertical or horizontal logo with the URL listed. Because there is limited space on promotional items, it is important to connect with the MPS Communications Office if you are unsure of which logo to use, or how to proceed.

Promotional Items

Logo Colors

- When printing on a white background, the recommended imprint is full-color.

- If printing on a dark-colored background, you will use the full-white logo.

- If limited to a 1-color imprint due to budget constraints or product limitations, the 1-color logos should only be the MPS Blue or full-white as follows:

- All blue imprint on a white, off-white, or light-gray background

- White imprint on a blue or dark-colored background

Selecting Promo Product Colors

Promo items should be selected based on the MPS primary color palette. If a specific product is not available in those colors, or if you have a compelling reason to use a different color, contact the Communications Office to confirm. Note that black is not one of our brand colors. Instead, consider a dark gray item.

Promo Product Don'ts

- Alter any of the MPS trademarks, including logos and graphic elements.

- Use the MPS logo or tagline on any products that may be harmful to the public image or mission of the district.

- Don't offer usage rights or grant permission to an internal or external entity for any purpose without prior review and approval by the Office of the Superintendent or the Communications Office.

#mpspride

MPS Pride & Hashtags

Moore Public Schools uses large cats as mascots for our junior highs and high schools. Using the idea of large-cat families is how we play on the word "Pride." We use variations of "Pride" on social media when referencing our large families of students, and also to describe being proud of our district, and of our schools. For social media, MPS uses the following hashtags for our high schools:

#mpspride
#lionpride
#jaguarpride
#sabercatpride

#lionpride

#jaguarpride

#sabercatpride

CONTACT US

Thank you for your commitment and pride in our district. Please contact us if you need assistance with any MPS communications representing the district.

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P: 405-735-4290

mpscommunications@mooreschools.com

MOORE
PUBLIC SCHOOLS