

Muscogee County School District

Brand Identity Guide

Requirements and Guidelines for Branding, Style,
Identity, Web Content, and Marketing



Our Brand

Logo Specifications

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Our Brand Identity

Creating the “WE”

As an institution, The Muscogee County School District operates from a core value system that is student, staff, and community-minded. Our mission, vision and values are the guiding principles for our steps forward as an organization. Within our branding guidelines, our mission, vision and values, as well as our key stakeholders’ expectations, will be at the forefront of every branding component.

Mission

To inspire and equip all students to achieve unlimited potential.

Vision

The MCSD is a beacon of educational excellence where all are known, valued, and inspired.

Values

MCSD fosters a healthy organization where...

WE embrace equity and diversity

WE hold ourselves and others to the same high standards

WE commit to continuous learning and improvement

WE treat everyone with dignity and respect
...as WE serve the needs of others.

Our Audience

The most important facet of our school district is the students, teachers, staff members and community stakeholders who invest so much into it each and every day.

Through various means of research, our district has been able to determine the general characteristics, attitudes, traits, interests and values of our audience members. The brand aims to reflect both our people and our guiding principles.

Through creating a brand identity that is reflective of both, our district will become a cohesive beacon of educational excellence that will be easily recognizable in our community, state, and country.

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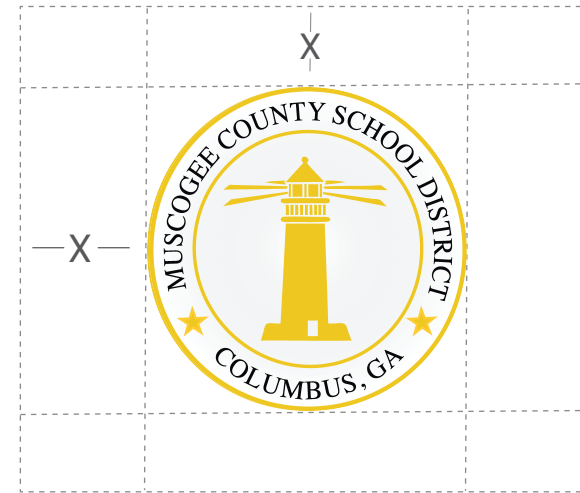
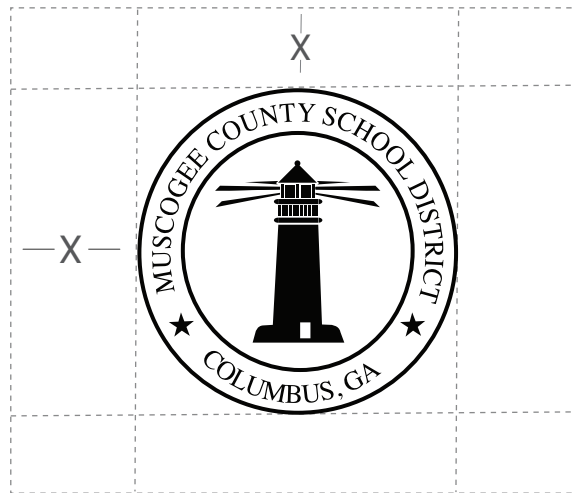
Brand Elements

Logo Use

This primary logo is intended for use on all Muscogee County School District collateral as it pertains to all forms of communication, internally and externally. Proper use of the logo is extremely important, as the logo encompasses all aspects of our identity and declares who we are as an institution. Proper use and placement of the logo will promote a cohesive, distinguished and familiar brand. There are currently only two official logos that may be used (see below).

Clear Space

Always maintain a clear space around the MCSD logo to protect from distracting graphics or typography. This is an area of intentional isolation based on the width and height in the area of the logo allows the image to command visual attention.

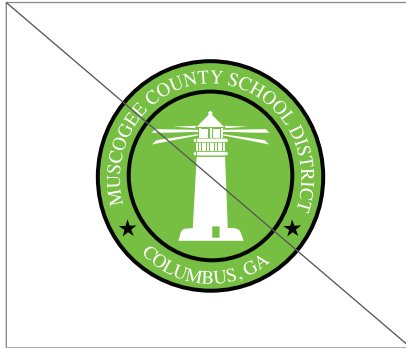


Proper Logo Use Examples



Improper Logo Use Examples

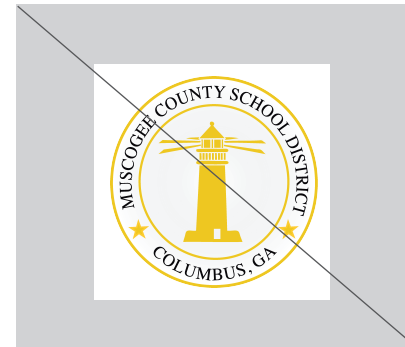
Do not change the color of the MCSD logo.



Do not use old or alternative logos that have not been approved.



Do not sketch or skew logo

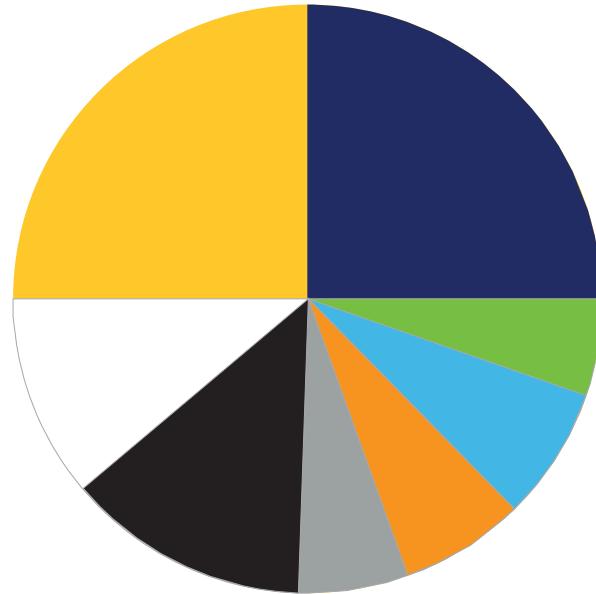


Always use a .png picture file so that there is no white or colored background behind the logo.



Never dismantle the MCSD logo. Never place elements of our logo to include others.

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- Brand Elements



Color Palette

The color palette is an easy and effective branding tool that, when used correctly, will add depth and familiarity to our communications. Consistent use of our color palette is necessary to break through the marketing clutter in our community.

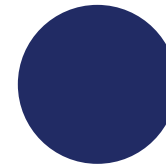
The color palette will rely most heavily on MCSD's logo colors, blue and yellow. These are our core colors and should always lead in design.

In addition, text and accents as well as highlight colors have been incorporated and defined. Highlight colors should serve in a very supportive role as accents only.

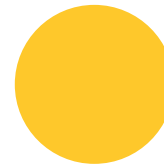
Color Wheel

Use the color chart to guide you in balancing core, text and highlight colors in MCSD's branded materials. Use the core colors for a consistent platform that allows room for other design elements.

Core Colors

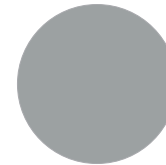


pms280C
R:1
G:33
B: 105
#012169

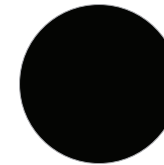


pms123C
R:255
G:199
B: 44
#FFC72C

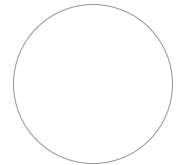
Text and Accents



pms422C
R:158
G:162
B: 162
#9EA2A2

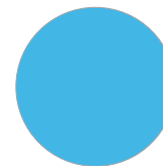


black
R:0
G:0
B:0
#000000



white
R:255
G:255
B: 255
#ffffff

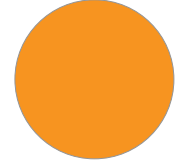
Highlight Colors



pms298C
R:65
G:182
B:230
#41B6E6



pms368C
R:120
G:190
B: 32
#78BE20



pms1495C
R:247
G:148
B: 29
#FF8F1C

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Color Palette Methodology

All colors in the MCSD brand reflect the attributes of our mission, vision and values:

Inspiration	Diversity
Education	Respect
Excellence	Dignity
Value	Friendliness

Additionally, the colors were chosen in an effort to appeal to the tastes, communication styles, desires, and values of our key stakeholders, based upon demographic research.

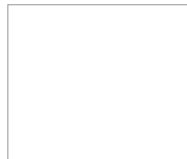
Loyalty	Integrity
Authenticity	Simplicity
Independence	Dependability
Honesty	Security
Health	Reliability
Innovation	Clarity
Creativity	Self-expression
Community	
Trust	



BLUE

Blue is an integral part of the MCSD identity and is a direct link to our prestigious logo.

Additionally, blue is also closely associated with feelings of **trust, loyalty, honesty, security** and **dependability**.



WHITE

White is symbolic of **clarity, cleanliness, and simplicity**, the style of communication we want to reflect in our district.



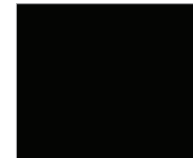
YELLOW

While yellow is the color of our logo's lighthouse, it also evokes feelings of **warmth, happiness, creativity** and **intellect**.



GRAY

Gray symbolizes **reliability, balance, intelligence** and **strength**. It can be used for both text and designing and serves as a great intermediate color between black and white.



BLACK

The boldness of the color black evokes emotions that relate to **security, power** and **authority**. Black is to be used as a main text color.



SKY BLUE

As an accent color, sky blue fosters a sense of **community, self-expression**, and **clarity**.



GREEN

Vibrant and fresh, green symbolizes all aspects of **health, nature** and **growth**.



ORANGE

Orange, while electric and energetic, also conveys the sentiments of **innovation, friendliness** and **confidence**!

Our Typeface

MCSD utilizes two typefaces:

Tahoma is a humanist sans-serif font that was initially created to set a new standard for on-screen displays, making content easier to read for audience members. It brings both sophistication and simplicity into our district, creating clean and easy to read text. Both Tahoma bold and regular weights may be used to allow for versatility in messaging.

Tahoma Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Tahoma Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Cambria is a traditional serif typeface that is used in instances where large amounts of body text are being written. This font is very readable, even when small print is used or when it is displayed on lower resolution screens. Serif fonts, like Cambria signify traditional values and are often used in areas such as education where tradition and conservation thrive. Both of the Cambria weights may be used in district communications.

Cambria Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Cambria Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Using typeface effectively:

- Always set the type in a combination of upper and lower case.
- Only use approved colors that are easy to read in type.
- Only use approved typefaces.
- Do not use special effects that compromise legibility.
- Do not distort the typefaces.
- Do not substitute any typefaces.
- Avoid using all uppercase letters, as it is a form of shouting.
- Use clear and concise writing styles so that all audience members are able to easily read and retain the information as presented.
- Maintain adequate whitespace within your communications; do not crowd your document with too much text. Leave at least a .25" margin on all sides of your document.

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Personality

The Muscogee County School District: a pathway to success.

At MCSD, we want to foster an environment where all children can be equipped to achieve unlimited potential. MCSD is a balance of excellence and compassion, respect and inspiration.

All MCSD communications must carry a strong and consistent voice. You may use these personality traits as a guide:

We are:

Achievers: We hold ourselves and others to high levels of expectation.

Inspirational: We motivate others in our community by our high level of achievement.

Inclusive: We foster a community where all are welcomed, included and given equal opportunities for success.

Tips for using correct tone & voice:

- Use clear and concise writing styles so that all audience members are able to easily read and retain the information presented.
- Use common language: consider your audience's vantage point, values and challenges.
- Integrate proper use of grammar, spelling and punctuation.
- Avoid passive voice.
- Emphasize the most important details.
- Always include a call to action.
- Always reference our mission, vision and values.