



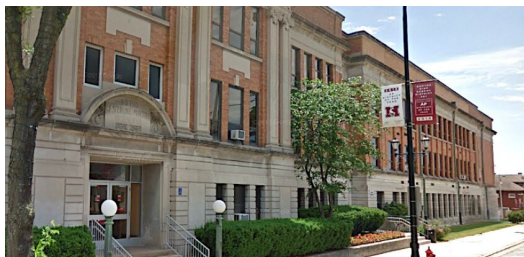
District 201

Morton Gear & Branding

Guidelines

2024-2025

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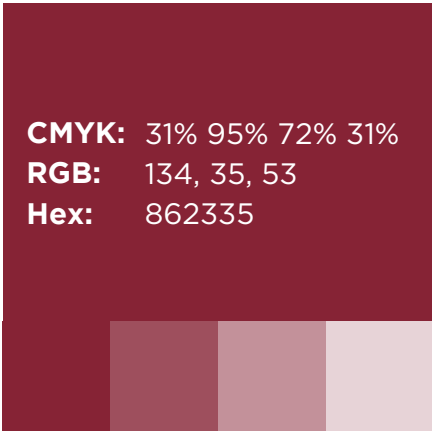
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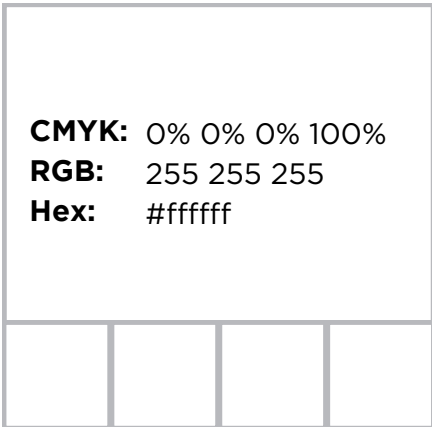
Color Palletes

PRIMARY COLORS

MAROON

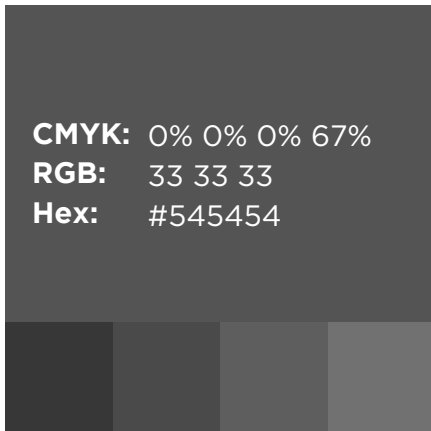


WHITE

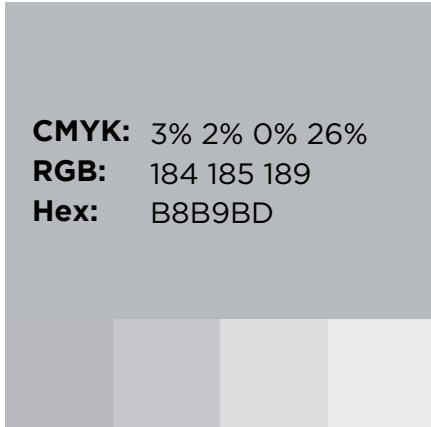


SECONDARY COLORS

CHARCOAL

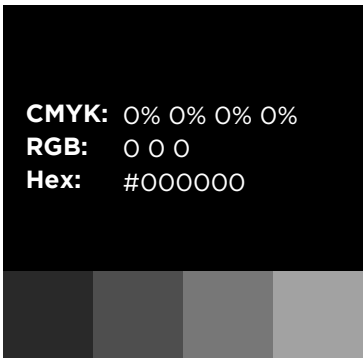


COOL GRAY



ACCENT COLOR

BLACK

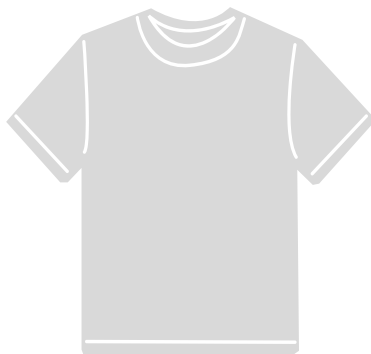


Black can be used when designs require it for outlines or minor accent pieces, and it can only be used in the artwork. The gear or giveaway itself can not be black.

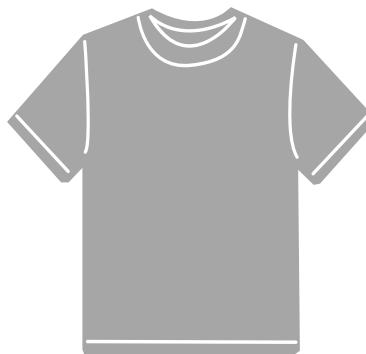
Spirit Gear

All gear, including giveaways and apparel must explicitly represent the Morton Brand. An approved logo must be included to ensure a cohesive representation of District 201. Creativity is welcome, however always make sure designs clearly represent Morton High School and District 201.

APPROVED COLORS FOR GEAR



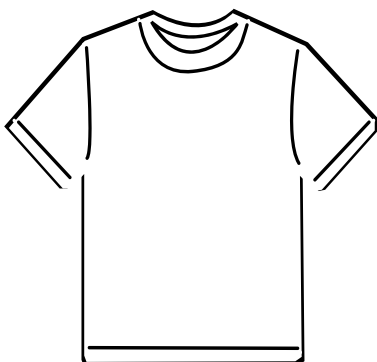
ICE GREY



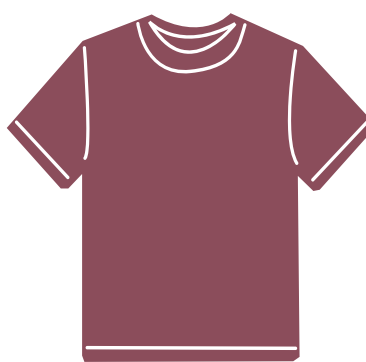
GRAPHITE



CHARCOAL



WHITE



**HEATHER
MAROON**



MAROON

Morton Logos

District Logos

At least one of these logos MUST be used in order to have an approved design for spirit wear and anything representing the Morton District 201 brand.

Main Logo

This logo will be the most common one used in J. Sterling Morton's Branding material. Student Activities and Athletics should utilize this logo on spirit wear, team uniforms, and other related print and digital materials.

Main Logo - Light Background



Main Logo - Dark Background



District Crest

For Office Use Only

The Morton emblem can be used for gear and giveaways in situations when it's used to represent the entire district.

Standalone M

The standalone M is allowed on Morton gear and giveaways. The standalone logo may be used but should be limited in use.

Single Mustang

The Mustang is allowed on Morton gear and giveaways. This Mustang may be commonly seen in abstract designs, but this is the only approved iteration of a mustang to be used in gear.



Color Variations

Main Logo

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brandimage remains intact. There are four different color variations for each of our logos.



WHITE

The white logo should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



MAROON

The maroon logo can work well with both light and dark backgrounds.



GRAY

The gray logo should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



BLACK

The black logo should be predominantly used for lighter color backgrounds, but may work with darker backgrounds depending on the design.

This variation should be used in moderation and for print materials only not in apparel or giveaways.

Color Variations

Main Logo Outline

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brandimage remains intact. There are four different color variations for each of our logos.



WHITE

The white Emblem should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



MAROON

The maroon Emblem can work well with both light and dark backgrounds.



GRAY

The gray Emblem should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



BLACK

The black Emblem should be predominantly used for lighter color backgrounds, but may work with darker backgrounds depending on the design.

This variation should be used in moderation and for print materials only not in apparel or giveaways.

Color Variations

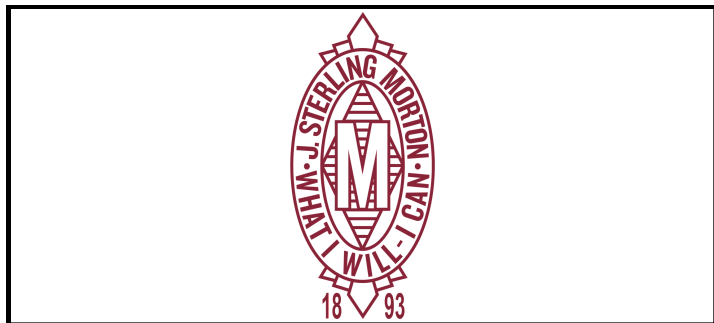
Emblem Logo

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact. There are four different color variations for each of our logos.



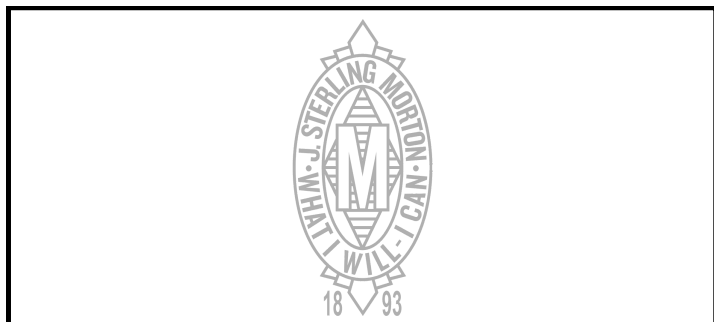
WHITE

The white Emblem should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



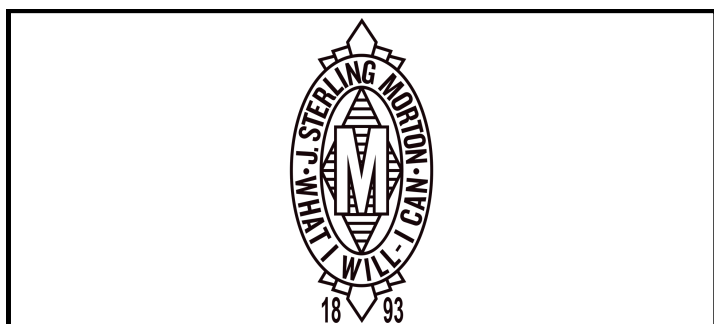
MAROON

The maroon Emblem can work well with both light and dark backgrounds.



GRAY

The gray Emblem should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



BLACK

The black Emblem should be predominantly used for lighter color backgrounds, but may work with darker backgrounds depending on the design.

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Color Variations

Morton M Logo

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brandimage remains intact. There are four different color variations for each of our logos.



WHITE

The white M should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



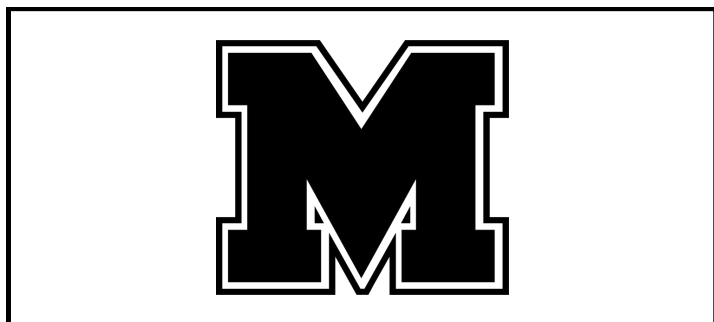
MAROON

The maroon M can work well with both light and dark backgrounds.



GRAY

The gray M should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



BLACK

The black M should be predominantly used for lighter color backgrounds, but may work with darker backgrounds depending on the design.

This variation should be used in moderation and for print materials only not in apparel or giveaways.

Color Variations

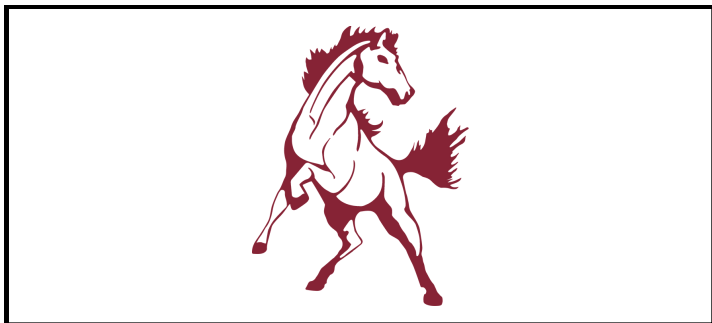
Mustang Logo

In the process of creating a strong brand the logos will be used in many different forms. A successful brand logo should be easy and flexible to use but some limitations have been put into place to make sure the brand image remains intact. There are four different color variations for each of our logos.



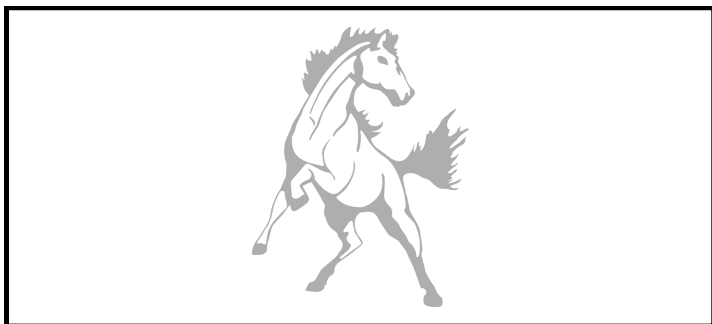
WHITE

The white Mustang should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



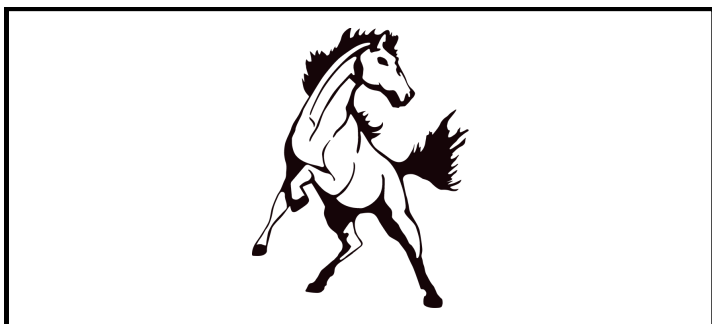
MAROON

The maroon Mustang can work well with both light and dark backgrounds.



GRAY

The gray Mustang should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



BLACK

The black Mustang should be predominantly used for lighter color backgrounds, but may work with darker backgrounds depending on the design.

This variation should be used in moderation and for print materials only not in apparel or giveaways.

Color Variations

Run With Us Logo

The Run With Us Logo can be used in place of any other official logo. It has been created to invite the District 201 community and residents that reside in the surrounding towns to join us in our mission at J. Sterling Morton High School.



WHITE

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MAROON

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GRAY

The gray M should be predominantly used for darker color backgrounds, but may work with lighter backgrounds depending on the design.



BLACK

The black M should be predominantly used for lighter color backgrounds, but may work with darker backgrounds depending on the design.

This variation should be used in moderation and for print materials only not in apparel or giveaways.

Design Examples

The Community Outreach Department regularly designs shirts for the entire district. The designs included are examples of approved designs that creatively promote the school while still adhering to the regulations in the brand guideline book. These are for your reference and inspiration but should not be duplicated.

The Community Outreach Department can also work with anyone to assist in creating a unique design if needed.



Typography

When deciding on fonts to use in your designs, make sure the overall product is clean and coherent to enhance the design and display an attractive message for branding. Different fonts can be used to achieve design goals however when in doubt, use the fonts provided on this page.

Gotham Black

Gotham Bold

Gotham Book

Aa

Aa

Aa

Example

Headline

Subtitles

Type, Body

Looking for Logos?

When creating designs for District 201 and the Morton community, please ensure only approved logos that are depicted on this page are used to promote Morton.

To download the official Morton logos and different variations, scan the QR code



YOU'RE ONLINE. WE'RE ONLINE. LET'S CONNECT. FOLLOW US ON SOCIAL MEDIA



MORTON 201 HOMEPAGE
MORTON201.ORG



FACEBOOK
J. STERLING MORTON
HIGH SCHOOL DISTRICT 201



YOUTUBE
J. STERLING MORTON
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