MACCRAY SCHOOL DISTRICT

BRAND GUIDE

HOME OF THE WOLVERINES

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Brand Standards

The following manual provides you with specific information to accurately utilize the MACCRAY Public Schools brand elements. It is vital that all parties utilizing any of the brand elements follow this manual to preserve and protect the MACCRAY brand image. The brand is meant to reflect our high standards in all of our programs and include elements that honor our three towns that form our MACCRAY community.

Please be sure to use the brand elements properly on all digital, print, and clothing applications and limit all modifications to those designated in this document.

Approved Logos

Logo Uses

We want our community to show their MACCRAY Pride and the best way to do that is to ensure a consistent and recognizable look. We welcome designs for different activities and events, but if it involves any of the elements that are part of the MACCRAY branding, it must follow these guidelines. If you are unsure about a design involving a wolverine, M, or paw print, please reach out to administration with questions.

Primary Marks

Can be used on official school documents and displays.

Secondary Marks, Verbiage, and Paw Prints

Can be used on general fashion gear, uniforms, general sport designs, stadiums, gym floor, signage, informal letterhead.

Approved Logos

Primary Logos







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Approved Logos
Secondary Logos





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Approved Logos

Logo Modifications - Verbiage

Verbiage and word marks should be used above or below the primary or secondary logos. If both “MACCRAY” and “Wolverines” are used, “MACCRAY” should be above and “Wolverines” below. If only one is being used, it should be beneath the logo.





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Approved Logos

Logo Modifications - Claw Mark

The claw mark logo can be paired with the other logos, but it should only be used behind the other logo similar to the example shown.



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Approved Colors

Primary Colors

Royal Blue
Pantone Reflex Blue C
Web 171796
CMYK C:100 M:98 Y:5 K:3
RGB R:23 G:23 B:150



Kelly Green
Pantone PMS 354 C
Web 00B140
CMYK C:81 M:0 Y:92 K:0
RGB R:0 G:177 B:64



Secondary Colors

Metallic Silver
Pantone PMS 8240 C Metallic
Web 869397
CMYK C:55 M:38 Y:38 K:0
RGB R:134 G:147 B:151



White
Pantone White
Web ffffff
CMYK C:0 M:0 Y:0 K:0
RGB R:255 G:255 B:255



Black
Pantone PMS Process Black
Web 000000
CMYK C:70 M:50 Y:50 K:100
RGB R:0 G:0 B:0

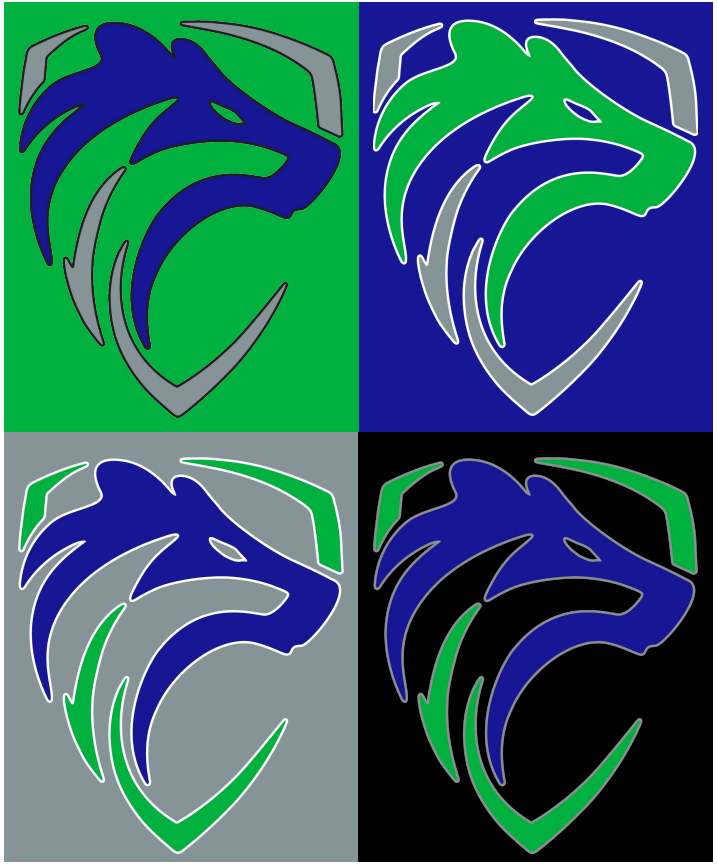


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Approved Colors

Wolverine against background colors



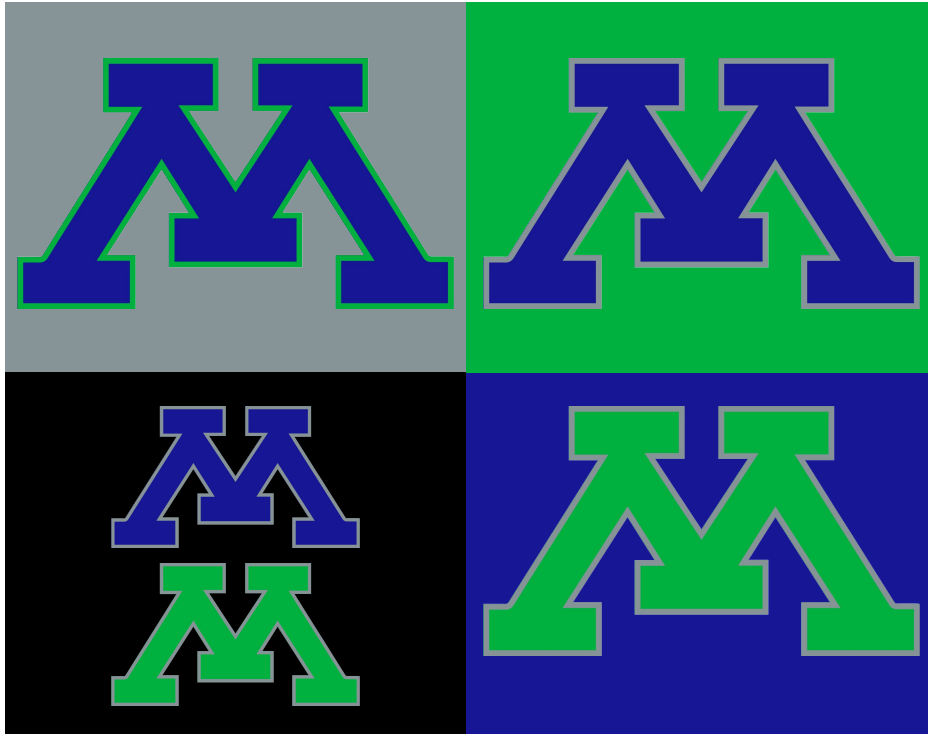


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Approved Colors

M against background colors

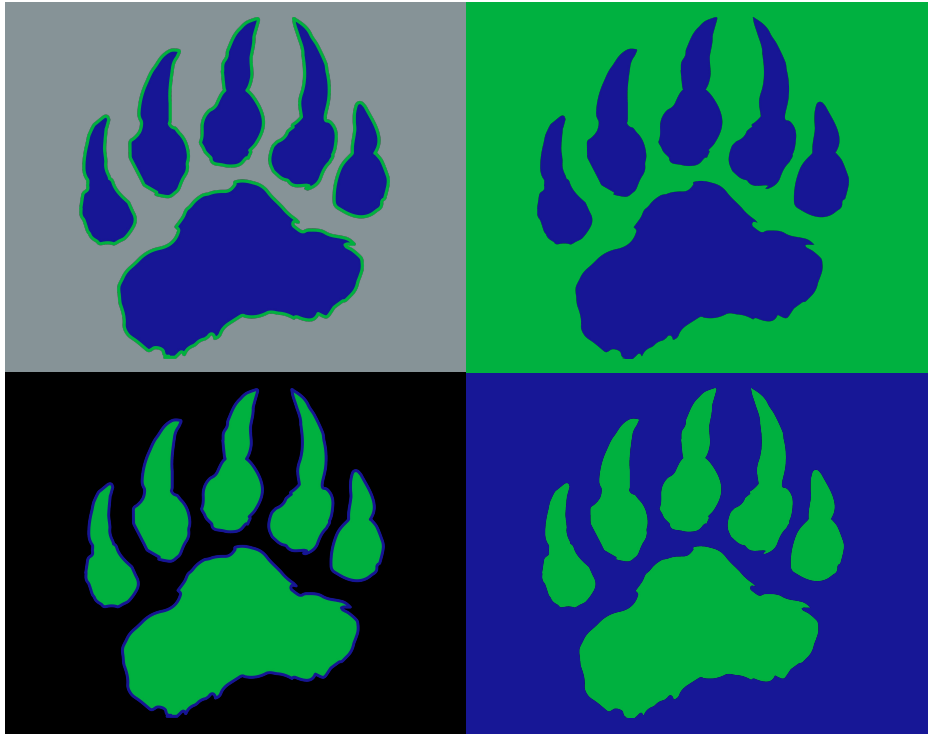




Approved Colors

Paw Print against background colors





Approved Colors

Verbiage against background colors

Silver outline should be used in all designs besides on a gray background or if using a solid silver coloring.

MACCRAY WOLVERINES



Approved Colors

Single Color Logos

When single color printing is the only option the M or paw print may be used in one of the approved colors.



Typography

Primary Font

The approved font is Michigan State at a 15% slant. Michigan State should always be used for MACCRAY Wolverines verbiage as well as when identifying sports, departments, or clubs where possible.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Secondary Font

The approved secondary font is Roboto. This font is to be used for any text that is beyond the primary font uses. This includes text in official MACCRAY documents including letters, forms, and presentations where the presenter is representing the district.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Letterman M

This is the only time that this M should be used. This is for all MACCRAY letterman jackets.



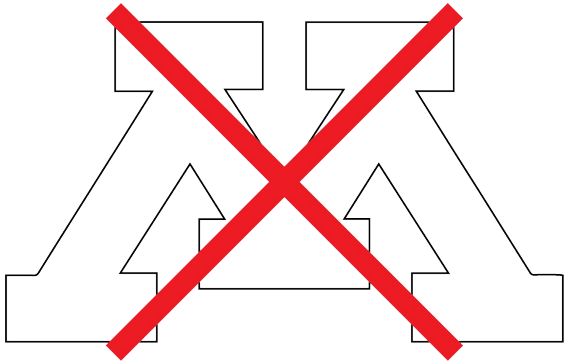
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Decommissioned Logos

Logo Varieties









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Decommissioned Logos

Logo Varieties

Words should be the same size and the slant has been adjusted to a more standard angle.

Use only the standard wolverine logo and paw print.











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Logo Distortion
Logo Varieties

Logos should not be distorted in any way.

No alternative color variations are allowed.

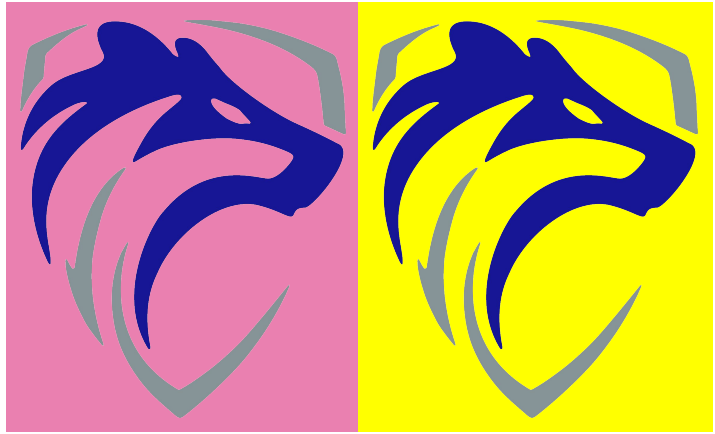


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Logo Against Background Colors
Non-School Colors

Any color that is not on the approved background colors should not be used.

If it is being requested for a fundraiser or special event, administration approval must be given prior to ordering.



Logo Usage

MACCRAY Public Schools approved logos are available for use at www.maccray.k12.mn.us/logo. When using a logo please ensure that you download and use the appropriate file.

Do not stretch, condense, or distort the logos in anyway. To resize, ensure that you are doing so proportionately while maintaining the integrity of the file resolution.