



MONONA GROVE

SCHOOL DISTRICT

LOGO GUIDELINES

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INTRODUCTION

Welcome to the Monona Grove School District logo guidelines document. This document provides a simple, yet robust set of logo guidelines for printers and users of Monona Grove School District logos, fonts, colors, etc.

The following pages will guide you through basic identity elements and will provide general rules for applying these elements across a variety of media.

While we prefer a standardized brand identity, there may be situations that require a customized solution. For advisement on applying logo identity outside of the guidelines, please contact the school district.

ABOUT

VISION

Engaged learning where equity is prioritized.

MISSION

To be a safe, equitable, and inclusive learning environment for everyone.

EQUITY STATEMENT:

Students of the Monona Grove School District have experienced significant, measurable, system-wide inequities in achievement due to interpersonal, institutional, and structural racism and biases. We recognize our historic failure and seek to address how race; language; religion; income and ability statuses; country of origin; sex; gender identity and sexual orientation; and their intersectionality impacts educational outcomes. The Monona Grove School District commits to the disruption of societal and historical inequities and elimination of disparities. The Monona Grove School District believes strongly in the value of diversity, inclusion, equity, and justice. The Monona Grove School District commits to maximizing the educational outcomes for each and every student.

Unanimously adopted by the Monona Grove Board of Education
on September 9, 2020

LOGO

APPROVED LOGO ORIENTATIONS

At times, the logo may need to be displayed in a horizontal or vertical fashion. To ensure consistency is maintained regardless of the logo's orientation, there are two functional, approved variations that should be strictly followed.

PRIMARY LOGO

HORIZONTAL



VERTICAL



ALTERNATIVE LOGOS

CONDENSED VERSION



ICON ONLY



LOGO

MAIN PARTS OF LOGO

ICON



MONONA GROVE
SCHOOL DISTRICT

WORDMARK



MONONA GROVE
SCHOOL DISTRICT

LOGO

APPROVED LOGO COLOR VARIATIONS

As well as a need for various logo orientations, different color variations may also be required depending upon how and where the logo will be used. Please follow the approved variations for color shown here.

FULL COLOR (CMYK)



ALL BLACK



FULL COLOR (SPOT COLOR)



ALL LIGHT BLUE



BLACK AND WHITE



ALL NAVY BLUE



REVERSE - ALL WHITE

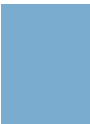


COLOR

COLOR SPECS FOR LOGO

As well as a need for various logo orientations, different color variations may also be required depending upon how and where the logo will be used. Please follow the approved variations for color shown here.

CMYK

	C = 100 M = 90 Y = 30 K = 35		C = 51 M = 21 Y = 7 K = 0		C = 0 M = 0 Y = 0 K = 40
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SPOT - PANTONE

		
PANTONE® 2757	PANTONE® 542	PANTONE® Black 40%

BLACK

	C = 0 M = 0 Y = 0 K = 100
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WEB - RGB & HEX#

	R = 24 G = 41 B = 88		R = 124 G = 172 B = 208		R = 167 G = 169 B = 172
#182958		#7CACD0		#A7A9AC	

LOGO

SCALE AND CLEAR SPACE

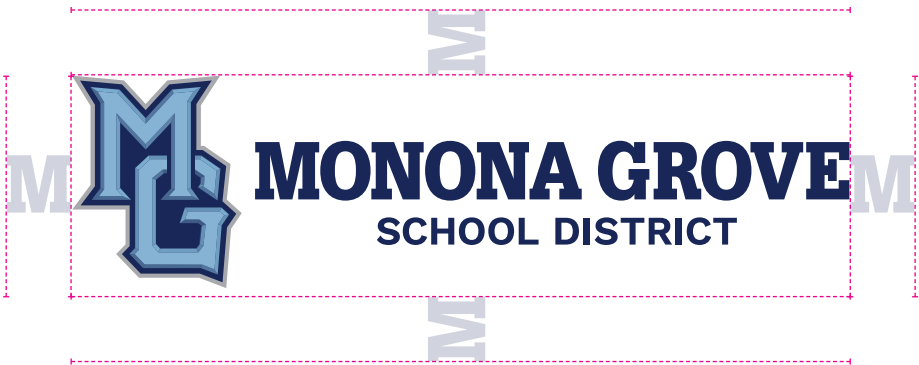
Consistency and functionality are important in all logo scenarios. Using proper scale is a key factor in maintaining these aspects, as well as the integrity of the logo over periods of time.

Proper dimensions of the physical logo and the space around the logo are both important factors in creating presence and power. With multiple vendors, parent groups and affiliates using the logo, these dimensions will help maintain consistency and focus in size and space.

SCALE



CLEAR SPACE



Keep a minimum of the M's width in Monona for clear space.
This will help allow the logo to stand with prominence.

LOGO

THE DOS AND DONTs

Using the logo on all materials affiliated with Monona Grove School District is mandatory. However, with the number of ways the logo can appear on a variety of materials, it is important to first observe the dos and don'ts before placing the logo. Observe the examples below to see how simple backgrounds are more impactful than complex or dark backgrounds.

YES SIMPLE BACKGROUNDS



NO SAME COLOR AS LOGO, COMPLEX BACKGROUNDS, OR DARK BACKGROUND SO YOU DO NOT SEE THE CONTRAST

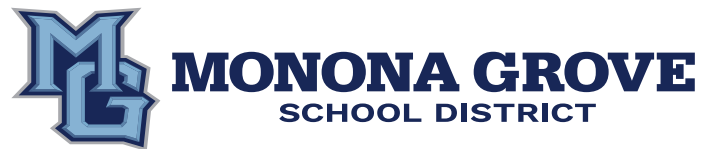


LOGO

THE DOS AND DONTS

Similarly, it is important to observe the dos and don'ts as it pertains to size and scale of the logo.

DISTORT LOGO



RE-POSITION ICON OF LOGO



RE-COLOR LOGO



RE-SIZE ICON WITHIN LOGO



FONTS

MONONA GROVE SCHOOL DISTRICT FONTS

To help with visual consistency among other platforms, Monona Grove adopts two typefaces.

SERIFA -- ADOBE TYPEKIT FONTS

WEIGHTS

Serifa
 THIN
 Serifa
 LIGHT
 Serifa
 REGULAR
 Serifa
 SEMI BOLD
 Serifa
 BOLD
 Serifa
 XBOLD

ITALICS

Serifa
 THIN
Serifa
 LIGHT
Serifa
 REGULAR
Serifa
 BOLD

CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0 , . () * & % \$ # @ ! ^ & ! _ - + = ? / \] [{ }

BODY COPY

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 laccum ipsum

FONTS

MONONA GROVE SCHOOL DISTRICT FONTS

To help with visual consistency among other platforms, Monona Grove adopts two typefaces.

WORK SANS -- GOOGLE & ADOBE TYPEKIT FONTS

WEIGHTS

WORK SANS
 THIN

WORK SANS
 EXTRA LIGHT

WORK SANS
 LIGHT

WORK SANS
 REGULAR

WORK SANS
 MEDIUM

WORK SANS
 SEMI-BOLD

WORK SANS
 BOLD

WORK SANS
 EXTRA-BOLD

WORK SANS
 BLACK

CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . () * & % \$ # @ ! ^ & ! _ - + = ? / \] [{ }

BODY COPY

Work Sans Eressitio veribus, quissequis untio tet, solorum earchilit et maion re
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 iur? Qui dolupta verionem res di que porionse sit por aut que volupta tiatur?
 Porio. Tur? Quis eaquatius aut ped quo tesediciur, qui int quae porepe nobit fugit
 parum quunt laccum ipsum