



MONONA GROVE HIGH SCHOOL

SILVER EAGLES

MASCOT GUIDELINES

MASCOT

APPROVED MASCOT ORIENTATIONS

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

PRIMARY MASCOT

HORIZONTAL



VERTICAL



ICON ONLY



TEXT ONLY

MONONA GROVE HIGH SCHOOL
SILVER EAGLES

SECONDARY MASCOT



COLOR

COLOR SPECS FOR MASCOT

As well as a need for various mascot orientations, different color variations may also be required depending upon how and where the mascot 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	

FONTS

MONONA GROVE SCHOOL DISTRICT FONTS

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

PRIMARY FONT

SERIFA -- ADOBE TYPEKIT



ALTERNATE FONT

HANUMAN -- GOOGLE

WEIGHTS

Serifa
THIN

Serifa
LIGHT

Serifa
REGULAR

Serifa
MEDIUM

Serifa
SEMI BOLD

Serifa
BOLD

PRIMARY FONT

WORK SANS -- ADOBE TYPEKIT FONTS & GOOGLE

WEIGHTS

WORK SANS
THIN

WORK SANS
EXTRA LIGHT

WORK SANS
LIGHT

WORK SANS
MEDIUM

WORK SANS
REGULAR

WORK SANS
EXTRA-BOLD

WORK SANS
SEMI-BOLD

WORK SANS
BOLD

WORK SANS
BLACK

ATHLETIC PRIMARY FONT

PROMETO -- ADOBE TYPEKIT



ALTERNATE FONT

BLINKER -- GOOGLE

WEIGHTS

Prometo
THIN

Prometo
LIGHT

Prometo
REGULAR

Prometo
MEDIUM

Prometo
BOLD

Prometo
XBOLD

Prometo
BLACK

MASCOT

APPROVED MASCOT COLOR VARIATIONS

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

FULL COLOR (CMYK)



ALL LIGHT BLUE



FULL COLOR (SPOT COLOR)



ALL NAVY BLUE



ALL BLACK



REVERSE - ALL WHITE



MASCOT

SCALE AND CLEAR SPACE

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

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

SCALE



WIDTH NO SMALLER THAN 1.50"



WIDTH NO SMALLER THAN .50"

CLEAR SPACE



Keep a minimum of the S's height in Silver for clear space.
This will help allow the logo to stand with prominence.

MASCOT

THE DOS AND DONTS

Using the mascot on all materials affiliated with Monona Grove School District is mandatory. However, with the number of ways the mascot 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



MASCOT

THE DONTS

It is mandatory that the mascot is not manipulated in any way. This will help to ensure integrity and consistency of the mascot.

DISTORT LOGO



Stretch or Condense disproportionately

RE-POSITION ICON OF LOGO



RE-COLOR LOGO



RE-SIZE ICON WITHIN LOGO



MASCOT

THE DONTS

FOR DISTRICT & HIGH SCHOOL PURCHASED MATERIALS (Uniforms, Environmental Graphics, Signage) It is mandatory that the mascot is not manipulated in any way. This will help to ensure integrity and consistency of the mascot.

PLEASE DO NOT...



alter mascot and add
non-approved graphic elements



use graphic image and fonts
that have not been approved



create new logo marks
for specific sport



mix logos



add unapproved
graphic elements



use of old mascot and
change font style



non-approved
fonts

MASCOT

THE DOS

FOR DISTRICT & HIGH SCHOOL PURCHASED MATERIALS - Please use approved assets for your specific purposes.

PLEASE DO...



use high school approved
fonts and color



use high school approved
mascot and fonts for messaging



approved condensed version



use of secondary mascot/logo



when identifying specific sport

MASCOT

SAMPLE USE

FOR DISTRICT & HIGH SCHOOL PURCHASED MATERIALS (Uniforms, Environmental Graphics, Signage) It is mandatory that the mascot is not manipulated in any way. This will help to ensure integrity and consistency of the mascot.



MASCOT

SAMPLE USE

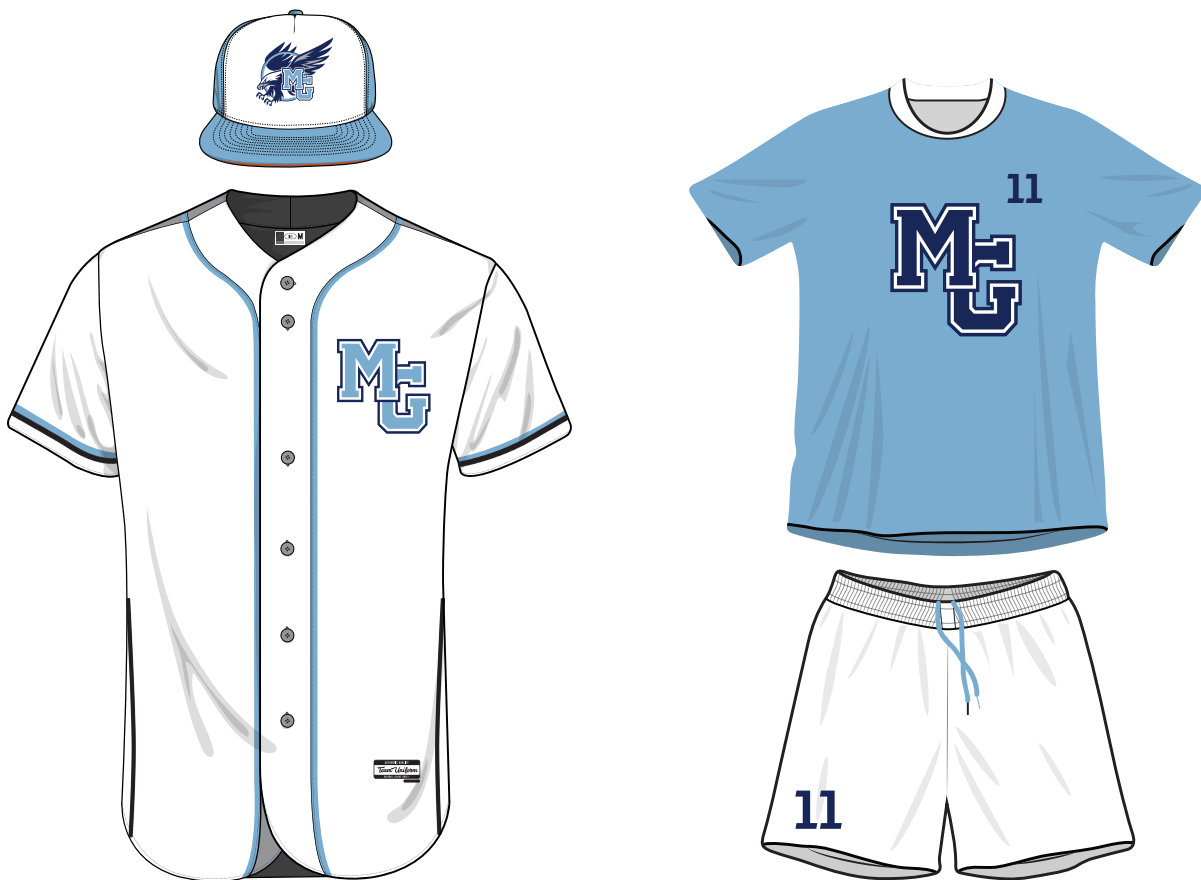
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MASCOT

SAMPLE USE

FOR DISTRICT & HIGH SCHOOL PURCHASED MATERIALS (Uniforms, Environmental Graphics, Signage) It is mandatory that the mascot is not manipulated in any way. This will help to ensure integrity and consistency of the mascot.



CONTACT

HAVE QUESTIONS?

For general logo questions, contact the Communications Office
(communications@mgschools.net).

If you have athletic logo questions, contact the Athletic Director.