

# MIDLOTHIAN ISD SHIRT GUIDELINES

## T-SHIRT GUIDELINES

**When creating campus, student group, or extracurricular team t-shirts. Designs should reflect the look and feel of Midlothian ISD branding - clean, positive and representative of our district's pride and spirit.**

- You must use the official campus logo, approved campus mascot or an approved Midlothian ISD wordmark on each t-shirt design and adhere to all logo usage rules.
- You may use any font to write out the campus or school district name and for any slogan/headline/theme for the year.
- You have the approval to explore a creative direction that aligns with our **brand tone values and colors**. If in doubt, contact the MISD Athletics or Communications Departments.
- If you choose to create blue colored t-shirts, please try and use a color close to our Midlothian Blue.
- Midlothian ISD reserves the right to review and interrupt production or distribution of any design that does not comply with these guidelines. Any associated cost will be the responsibility of the organization or group that produced the non-compliant shirt.

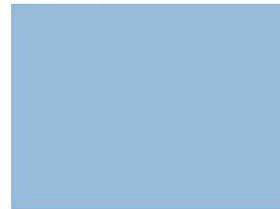
## MIDLOTHIAN BLUE

**Pantone:** 2935 C  
**CMYK:** 88 | 71 | 0 | 0  
**RGB:** 0 | 82 | 204  
**Hex:** 0052CC

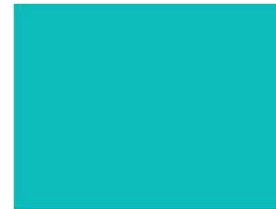
# ACCENT COLOR PALETTE

Our accent palette is comprised of eight additional colors and four neutral tones designed to work together with the primary palette. These colors are only to be used as background, graphic or typographic highlights.

Our colors are one of the most distinctive visual identity traits for our brand. It is important to understand what each type is used for and how to stay consistent with our identity.



**Light Blue**  
Pantone: 644 C  
CMYK: 40 | 16 | 6 | 0  
RGB: 151 | 187 | 216  
Hex: 97BBD8



**Aqua Blue**  
Pantone: 3262 C  
CMYK: 73 | 0 | 31 | 0  
RGB: 186 | 188  
Hex: 00BABC



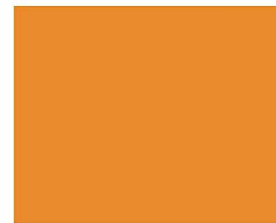
**Turquoise**  
Pantone: 7713 C  
CMYK: 86 | 33 | 43 | 6  
RGB: 128 | 137  
Hex: 018089



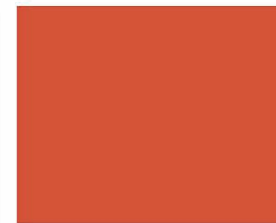
**Dark Blue**  
Pantone: 2767 C  
CMYK: 100 | 91 | 37 | 41  
RGB: 22 | 35 | 77  
Hex: 16234D



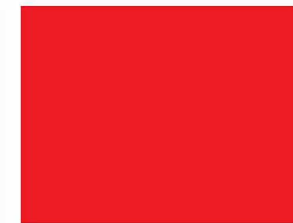
**Yellow**  
Pantone: 7752 C  
CMYK: 12 | 33 | 100 | 0  
RGB: 226 | 171 | 37  
Hex: E2AB25



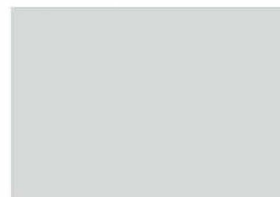
**Orange**  
Pantone: 7413 C  
CMYK: 6 | 54 | 96 | 0  
RGB: 233 | 138 | 42  
Hex: E98A2A



**Tangerine**  
Pantone: 7580 C  
CMYK: 13 | 81 | 87 | 2  
RGB: 210 | 84 | 55  
Hex: D25437



**Jaguar Red**  
Pantone: 186 C  
CMYK: 0 | 100 | 100 | 0  
RGB: 225 | 0 | 0  
Hex: FF0000



**Chrome**  
Pantone: 421 C  
CMYK: 15 | 10 | 12 | 0  
RGB: 215 | 215 | 215  
Hex: D7D7D7



**Mild Gray**  
Pantone: Cool Gray 6 C  
CMYK: 0 | 0 | 0 | 40  
RGB: 152 | 151 | 157  
Hex: 98979D



**Slate Gray**  
Pantone: Cool Gray 9 C  
CMYK: 0 | 0 | 0 | 60  
RGB: 128 | 130 | 133  
Hex: 231F20



**Dark Gray**  
Pantone: Cool Gray 11 C  
CMYK: 0 | 0 | 0 | 85  
RGB: 75 | 76 | 80  
Hex: 4B4C50



## LOGO USAGE

**Campus logos must be used consistently to maintain distinction within the MISD identity. They have been carefully crafted and are not to be altered in any way.**

- Do not recreate campus logos
- Do not change logo colors or add patterns within the logo
- The logo should be legible and easy to identify, do not place the logo over busy or distracting backgrounds
- Do not embed logos into text or sentences
- Use caution when resizing logos, they should never be rotated, stretched or re-proportioned incorrectly
- Avoid logo pixelation and blurriness



## **NEED** ASSISTANCE?

**Please feel free to contact us if you have any questions or would like assistance.**

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Director of Engagement