

MAPLE LAKE PUBLIC SCHOOLS



ISD 881
Go IRISH



District Style Guidelines

WHY DO WE NEED TO FOLLOW THE DISTRICT-STYLE GUIDELINES?

It is critical for our school district to maintain a consistent visual image to the outside world. The logo should trigger an automatic association with the school because of its consistent presence in everything we do. Over time, this association will grow stronger, and the logo will become a powerful brand that immediately conveys everything for which the school stands. We must all own the responsibility for maintaining the integrity of our new visual identity. How we treat our logo directly affects our image and professionalism as perceived by the external community. The following guidelines have been developed to provide direction on the appropriate use of the Maple Lake School District logo.

WHO SHOULD USE THIS POLICY?

This policy applies to faculty, staff, students, parents, academic departments, athletics, athletic boosters, parent clubs and committees, newspapers, administrative departments, alumni organizations, informal groups, and student organizations. Suppliers and manufacturers of commercial and non-commercial products must also comply with the Maple Lake School District Logo Usage Guidelines.

LOGO GUIDELINES

1. LOGO SURROUND – In every application, the Maple Lake Public School District logos must have an area of isolation (“control area”) around the logo to allow for the maximum visual impact of the logo itself.

2. LOGO COLORS – The logo colors are specified below, but logos may also be reproduced in black and white.

3. LOGO SIZE – The logos may be reproduced in any size as long as proportions and clarity are controlled.

DISTRICT SPECIFICATIONS

District Name Maple Lake School District, ISD #881

District Tagline: Small School, Big Opportunities

District Font: Arial

District Colors: Green, White, and Black.

RESERVATION OF RIGHTS

The Maple Lake School District reserves the right to terminate, revoke, modify or suspend its approval of the Maple Lake School District name and/or logo usage and any rights arising out of or in connection with the approval, in whole or in part, without cause, at its sole discretion at any time.

Permission to use the Maple Lake School District name and/or logo will only be granted to specific projects, programs, and initiatives, and the Maple Lake School School District name and/or logo must not be attached to other projects/programs, initiatives promoted by the same user without prior consent.

If the user completes, terminates, or withdraws from the specific activity the Maple Lake School District name and/or logo was approved for, then they must immediately cease to use all printed material containing the Maple Lake School District name and/or logo.

ACCEPTABLE LOGO USAGE

