MOSS POINT SCHOOL DISTRICT

HOME OF THE TIGERS

BRAND AND STYLE GUIDE

Moss Point School District

CONTACT

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COMMUNICATIONS DEPARTMENT

Director of Communications
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ABOUT THIS GUIDE

The essence of the Moss Point School Distict is encapsulated in its brand, serving as a tangible expression of our collective ethos and principles. This emblematic representation aids every individual associated with the district - students, faculty, parents, and community members - in recognizing the distinctive qualities that define MPSD.

Consistent application of the brand across all facets of the district is imperative. Enclosed within these guidelines are the necessary resources to ensure uniformity in our communications.

District booster clubs, faculty, staff, and administrators are permitted to utilize the official logo and tiger for sanctioned District business and promotional/fundraising purposes. However, any use of MPSD logos beyond these contexts requires permission.

In consultation with the District Communications Department, unique logos may be created for special projects.

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LOGOS AND MARKS

The Official Moss Point School District Logo is our primary mark and should be used in all official business applications to include letterhead, business cards, forms, and documents.

The Tiger Logo and MP Logo are secondary marks and may be used in less formal applications such as flyers and sports-related applications.

The marks should not be altered in any way. Images are located on the website and available via Google Drive.

PRIMARY MARK FULL COLOR

Moss Point School District

PRIMARY MARK BLACK/GRAY

Moss Point School District



LOGOS AND MARKS

SECONDARY MARK FULL COLOR

SECONDARY MARK GRAY

SECONDARY MARK FULL COLOR

SECONDARY MARK GRAY



LOGOS AND MARKS

These marks and logos are obsolete. Refrain from using them.







Logos and marks not created and approved by the District should not be used on official District materials.



MPSD COLORS

Consistency of the MPSD identity extends to application of color in branding materials. Placement of the primary mark on appropriate background colors is also necessary for brand representation.

HEX #FFFFFF
PANTONE N/A
CMYK C:0 M:0 Y:0 K:0
RGB R:255 B:255 G:255
THREAD WHITE

HEX #211b4c
PANTONE PMS 281C
CMYK C:57 M:64 Y:0 K:70
RGB R:33 B:27 G:76
THREAD NAVY

HEX #ADB0BB
PANTONE Cool Gray 10UP
CMYK C:7 M:6 Y:0 K:27
RGB R:173 B:176 G:187
THREAD DARK GRAY

HEX #ADB0BB
PANTONE Cool Gray 1XGC
CMYK C:4 M:3 Y:0 K:16
RGB R:207 B:209 G:215
THREAD LIGHT GRAY



TYPOGRAPHY

Use the following sans serif fonts in MPSD branded applications to comply with ADA requirements.

ROCKWELL

Appropriate for all branded applications.

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

Arial

Appropriate for all branded applications.

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



DISTRICT MISSION

The Moss Point School District will collaborate with students, families, and the community to prepare, graduate and support lifelong learners through challenging and engaging learning experiences.

DISTRICT BELIEFS

We believe all students are entitled to a superior education.

We believe learning is an essential and life-long process.

We believe teachers should challenge, engage and inspire all students to achieve their potential.

We believe all students are capable of learning and succeeding.

We believe a positive, safe, secure, and well maintained environment is conducive to student success.

We believe learning should be fun.

We believe family and community are vital to student success.

INFORMAL TAGLINE*

Every Student. Every Day.
Built Different - Moss Point Made



SOCIAL MEDIA

The District Communications Team Social Media Channels:

- **Facebook**
  - Moss Point School District
  - Kreole Primary Elementary
  - Escatawpa Upper Elementary
  - Magnolia Middle School
  - Moss Point High School
  - Career and Technical Education
- **Instagram**
  - mpsdtigers
- **YouTube**
  - @Moss Point School District

Note: The District does not sanction the use of the social media platform "X" due to their allowable content.

Current District hashtags Include:

- #MPSD
- #EVERYSTUDENTEVERYDAY
- #MPALLIN
- #MOSSPOINTMADE
- #BUILTDIFFERENT

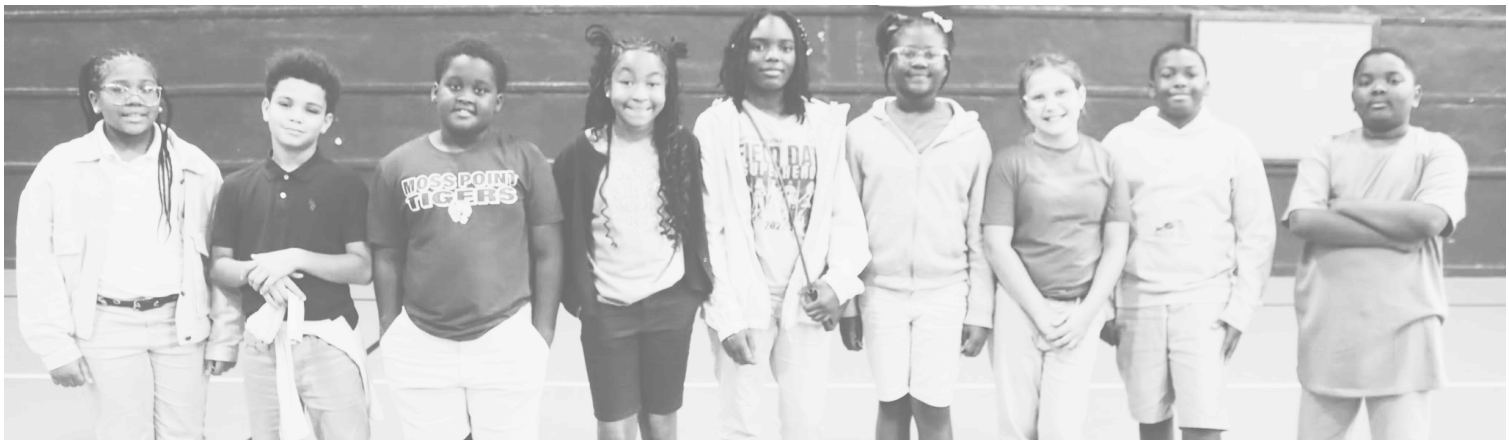
District Social Media Accounts are managed by MPSD Communications.



BUILDING NAMES

Use official and correct names when referring to buildings within the District.

- Kreole Primary Elementary (Pre-K-2)
  - Abbreviated KPE
- Escatawpa Upper Elementary (3rd - 5th)
  - Abbreviated MPEUE
- Magnolia Middle School (6th - 8th)
  - Abbreviated MMS
- Moss Point High School (9th - 12th)
  - Abbreviated MPHS
- Career Technical Education Center
  - Abbreviated CTE
- Alternative Learning Center
  - Abbreviated ALC
- Carl Ely Administrative Office
  - Abbreviated Central Office
- Family Education Center
  - Abbreviated FEC
- Dantzler Field at Jerry D. Alexander Stadium



EMAIL SIGNATURES

A consistent email signature is preferred when communicating via district email. Either of the options on these pages may be used. The following signature can be found in Canva through this link: MPSD Signature Template #1. For assistance with editing and formatting, please reach out to Communications.

Format:

First and Last Name
Title

Building or Department
Phone:228-###-#### ext. ####

Example:

Ja'Leasa Bolden
Director of Communications

Carl Ely Administration Building
Office: 228.475.4558 ext. 2080
Mobile: 228.381.5197

For this signature, optional information may include:

- The Tiger/MP Logo
- Both Desk and Mobile Numbers
- Building Name and/or Address
- Choose one of the following:
  - Built Different - *Moss Point Made*
  - Every student. Everyday
  - A personal quote

Gmail Settings:

Font: Sans Serif
Size: Normal



EMAIL SIGNATURES

The following signature can be found in Canva through this link: MPSD Signature Template #2. For assistance with editing and formatting, please reach out to Communications.

Format:

NAME
Title

Phone (cell or desk)
Email@mpsdnow.org
Building or Address
mpsdnow.org

EVERY STUDENT
EVERY DAY

Example:

MPSD COMMUNICATIONS
Tiger

228-475-4558 ext. 2080
Communications@mpsdnow.org
4924 Church St.
www.mpsdnow.org

EVERY STUDENT
EVERY DAY

For this signature, optional information may include:

- The Tiger instead of your own photo
- Both Desk and Mobile Numbers
- Building Name and/or Address
- Choose one of the following:
  - Every Student Every Day
  - Built Different

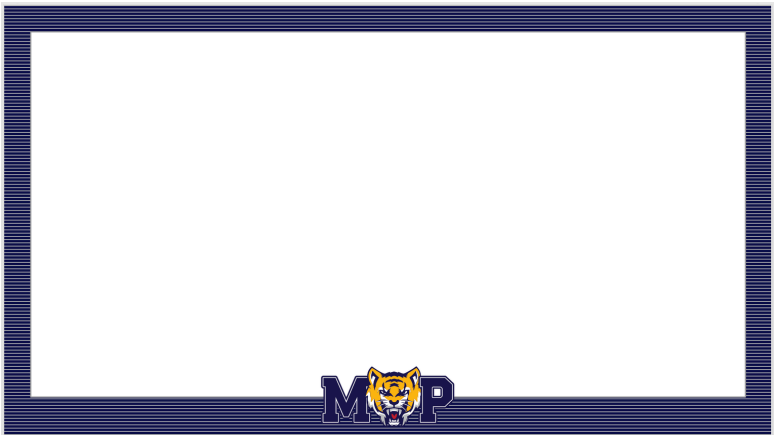
Gmail Settings:

Font: Sans Serif
Size: Normal



PRESENTATION TEMPLATES

When presenting to the public, the District prefers a consistent approach using the standard presentation template. The template can be used in PowerPoint or Google Slides and can be found on the website and in the Branding Materials folder.



LETTERHEAD



Department Name
4924 Church St.
Moss Point, MS 39563
(228) 475-4558
www.mpsdnow.org

Letterhead templates can be found in the Google Drive in the Branding Materials Folder. District letterhead should be used for official correspondence only.



Moss Point School District