Methacton Brand Guidelines

revised August 2026

Welcome to the Methacton School District Brand Guidelines.

A strong, unified brand identity reflects our commitment to excellence and reinforces trust within our community. To maintain a professional and cohesive image across all schools and departments, all Methacton School District communications, materials, and branded products must adhere to the standards outlined in this guide.

Every communication, document, and branded material we share contributes to the story of Methacton School District. By maintaining consistency in how we present ourselves, we strengthen our reputation and build a recognizable, trustworthy identity for our students, staff, and community.

These guidelines are designed to help all staff and partners create professional communications that protect the integrity of our identity and ensure our voice remains clear, authoritative, and cohesive across every touchpoint.

Questions?

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Color Palette

These colors should be used consistently across all media to maintain brand integrity.

HEX: #ffffff
RGB: 255 255 255
CMYK: C00 M00 Y00 K00

White

CMYK: C00 M00 Y00 K00
RGB: 00 00 00
HEX: #000000

Black

HEX: #2C5234
RGB: R44 G82 B52
PMS: 350c
CMYK: C80 M21 Y79 K64

Methacton Green

Typography

The Methacton logo features the Montserrat font, which can also be used for headers and titles in presentations and internal graphics. Pair this with a standard system font (Arial, Calibri, or Helvetica) for body text.

District Logos





METHACTON
SCHOOL DISTRICT

These are the official logos of Methacton School District (in standalone circular form and horizontal wordmark form). They must be used whenever clear identification is required, particularly for external audiences who may not immediately recognize the standalone "M."

- *Official Communications: Formal district letters and public documents, press releases, board materials, and official forms.*
- *Media & Marketing: District websites, social media profile avatars, recruitment flyers, regional print materials, and external sponsorships.*
- *External Usage: Apparel, or signage intended for events involving non-district attendees (e.g., conferences, MCIU usage, hosted athletic tournaments).*



The standalone M is for continued use on apparel, flyers, posters, decor and documents within the Methacton community. Because it relies on existing brand familiarity, it is reserved for internal touchpoints within our school community.

- *Internal Marketing & Digital Assets: In-school posters, event graphics, newsletters, slide decks.*
- *Spirit Wear & Apparel: Student, staff, and fan merchandise, athletic gear.*
- *Internal Decor: Hallway banners, building decals, classroom displays, and campus event signage.*

School Logos

METHACTON HIGH SCHOOL

METHACTON ARCOLA INTERMEDIATE

METHACTON SKYVIEW UPPER ELEMENTARY

Elementary schools will use their school-specific logo/mascot and colors except on official correspondence which should include the standard letterhead template and email signature.

Arrowhead

ARROWHEAD ELEMENTARY

Eagleville

EAGLEVILLE ELEMENTARY



Woodland

WOODLAND ELEMENTARY



Worcester

WORCESTER ELEMENTARY SCHOOL



Athletic & Activity Logos











Letterhead

The letterhead template should be used by all district and school staff for official use.



Customize right side for each school. Example:

Worcester Elementary School
3017 Skippack Pike
Lansdale, PA 19446
610.489.5000 ext 40200
Worcester.Methacton.org

Email Signatures



Employee email signatures must follow this template and exclude additional colors, quotes, or images.

All employees to use standard email signature with district logo, school name, district website and extension

Guidelines

Do

Use Official Color Palette

Ensure you use the brand's specified colors in all assets.

Typography Consistency

Use the proper fonts and styles for all written communications to ensure readability.

Use Approved Logos

Always use the designated logos according to brand guidelines to ensure consistent, impactful communication.

Consistent Messaging

Ensure the message delivered is aligned with our brand values.

Don't

Modify the Logo

Do not alter, distort, or change the logo colors without permission.

Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

Inappropriate Color Usage

Avoid colors that are not included in the brand's official palette for brand representation.

Conflicting Messages

Avoid communications that contradict or obscure our brand message.

Modifications & Approval Process

To preserve the integrity of our brand, all modifications of any of the logos included in the Brand Guidelines must be approved by the Communications Office prior to production or distribution.

For approval or branding inquiries, please contact:

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