



ATHLETICS & EXTRACURRICULARS STYLE GUIDE

05/2016

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USAGE

This style guide should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of the Madeira City School District. Please contact Madeira City Schools regarding usage of any logo or brand related material.

OUR ATHLETICS BRAND STORY: UNITY AND INDIVIDUALITY

The Madeira City Schools athletics brandmark system is a one-of-a-kind expression of the two mascots that are an integral part of our unique history. Our brand presents a single, unified mark for our entire student body to rally around, while also allowing for individual recognition of both young men's and women's athletic clubs. We know of no other school or educational institution that can match our approach.

Madeira City Schools has changed the game.

We are one school, one community and speak with one unified voice. These characteristics are what drive the dynamic and inspirational feature of our unified identity. When the two mascots come together, back-to-back in support of one another, they form the letter "M."

TOGETHER, WE ARE MADEIRA STRONG.

POSITIONING

REMEMBER THE NAME

There's an unquenchable fire that burns within every competitor. It's the desire to make our mark. To never be forgotten. To be immortal. You can see it in our eyes.

It's an intensity that never falters—even in the face of what others may think are insurmountable odds. Stopping at the foot of the mountain is for the others, not for those of us with wings. We live where the air is most rare, at the top. That's where we write our names.

Perseverance • Honor & Glory • Intensity • Courage • Inspirational • Legendary

PRIMARY ASSETS

THE SYSTEM



UNIFIED LOGO



CLEAR SPACE



Clear space is the space around the logo where complex graphics and typography should never exist so as not to compete.

INDIVIDUAL LOGO: THE MUSTANG



CLEAR SPACE



Clear space is the space around the logo where complex graphics and typography should never exist so as not to compete.

INDIVIDUAL LOGO: THE AMAZON



CLEAR SPACE



Clear space is the space around the logo where complex graphics and typography should never exist so as not to compete.

WORDMARK



MADEIRA



MADEIRA
MUSTANGS - AMAZONS

MUSTANGS

AMAZONS

MASCOT WORDMARKS

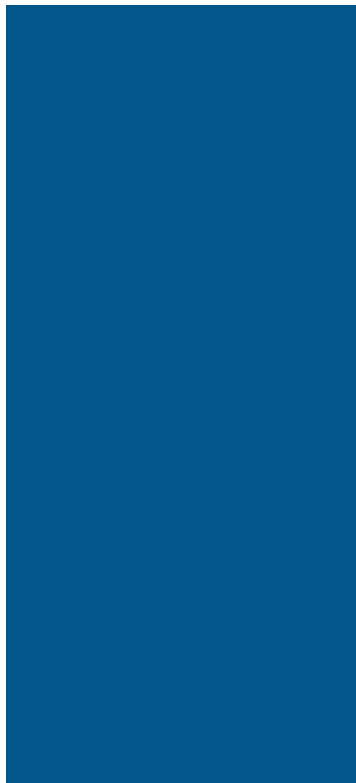
TOP: 2 elements

MIDDLE: 1 element, gender specific: boys

BOTTOM: 1 element, gender specific: girls

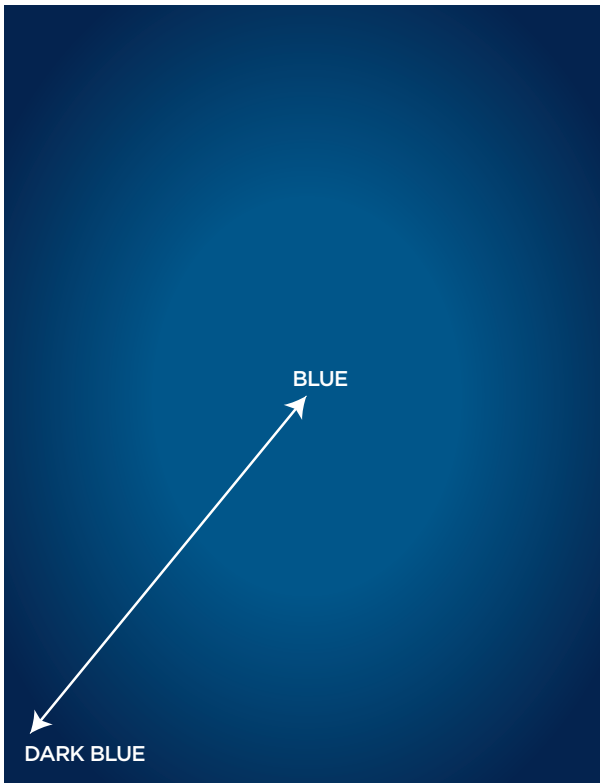
SECONDARY ASSETS

COLOR



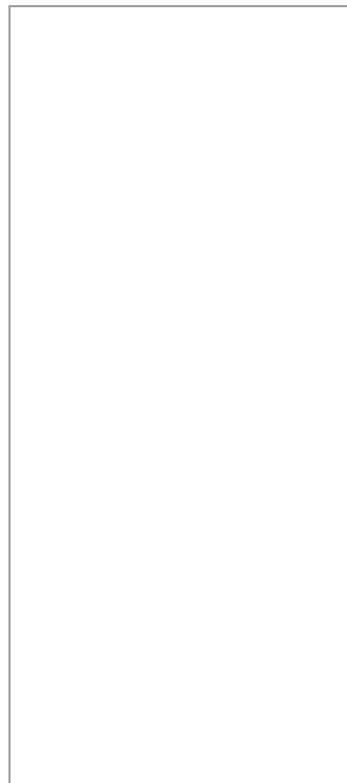
BLUE

CMYK 100.69.22.5
RGB 0.87.139
HEX #004e83



GRADIENT

Blue	Dark Blue
CMYK 100.69.22.5	CMYK 100.81.22.52
RGB 0.87.139	RGB 0.36.79
HEX #004e83	HEX #0b274b



WHITE

CMYK 0.0.0.0
RGB 255.255.255
HEX #fefefe



GOLD

CMYK 3.26.100.0
RGB 248.189.0
HEX #f8bd00

NOTE: When having to choose from a limited color palette (uniforms, spiritwear, signage, etc.) it is recommended to choose a “royal blue” hue over a light blue or navy blue.

BRAND TYPOGRAPHY

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial fonts can be purchased at:

<https://www.fonts.com/font/monotype/arial>

Gotham fonts can be purchased at:

<http://www.typography.com/fonts/gotham/overview/>

UNIFORM TYPOGRAPHY

(when Gotham is not available):

NUMBERS



RECOMMENDED NIKE TYPEFACE: MICHIGAN STATE

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
0 1 2 3 4 5 6 7 8 9

RECOMMENDED UNDER ARMOUR TYPEFACE: FALCON

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
0 1 2 3 4 5 6 7 8 9

APPLICATION

IDENTITY SYSTEM BREAKDOWN

	UNIFIED	INDIVIDUAL
3 ELEMENTS		 
2 ELEMENTS	 	   
1 ELEMENT	 	   

USAGE ON BLUE

	3 ELEMENTS	2 ELEMENTS	1 ELEMENT
FULL COLOR			
FLAT COLOR			
2 COLOR (White and Gold)			
1 COLOR (White)			

USAGE ON WHITE

(Also the preferred use for light gray)

	3 ELEMENTS	2 ELEMENTS	1 ELEMENT
FULL COLOR	  	  	  
FLAT COLOR	  	  	  
2 COLOR (Blue and Gold)	  	  	  
1 COLOR (Blue)	  	  	  

USAGE ON GOLD

	3 ELEMENTS	2 ELEMENTS	1 ELEMENT
FULL COLOR	  	  	  
FLAT COLOR	  	  	  
2 COLOR <i>(White and Blue)</i>	  	  	  
1 COLOR <i>(Blue)</i>	  	  	  

USAGE ON BLACK

(Also the preferred use for dark gray)

	3 ELEMENTS	2 ELEMENTS	1 ELEMENT
FULL COLOR			
FLAT COLOR			
2 COLOR (White and Gold)			
1 COLOR (White)			

TEAMS AND CLUBS



UNIFIED



INDIVIDUAL

SPECIAL SITUATIONS



MARCHING MUSTANGS “M”

Madeira City Schools is in close proximity to several other school districts that utilize the letter “M” as a landmark—two of those also use blue and gold as their primary colors. To mitigate confusion and to stand out amongst our competitive set, our landmark spells out the name “MADEIRA.” However, an allowance is made for the Marching Mustangs due to the configuration of their uniforms. The “M” shown above should only be used by the Marching Mustangs or in special situations as approved by the Madeira City Schools’ leadership.

’STANGS
’ZONS

’STANGS AND ’ZONS

APPLICATION EXAMPLES



GIRLS

BASKETBALL

CHAMPIONSHIPS

LEAGUE	'69	'70
'71	'72	'73
'74	'75	'76
'77	'78	'79
'80	'81	'02
'03	'04	'13
'15		

DISTRICT

'90

'00

'02

'03

'04

REGIONAL

'00

'02



BOYS

BASKETBALL

CHAMPIONSHIPS

LEAGUE	'48	'50	'61
'62	'64	'76	'96
'97	'99	'00	'01
'03	'04	'09	'12
'13	'14		

DISTRICT

'96

'99

'00

'03

'06

REGIONAL

'99



APPLICATION EXAMPLES



DO NOTS

✗ DO NOT

Change placement of elements



✗ DO NOT

Alter proportions



✗ DO NOT

Create new lockups



✗ DO NOT

Change the colors



✗ DO NOT

Outline the icon



✗ DO NOT

Skew, stretch, distort



✗ DO NOT

Crop the brandmark



✗ DO NOT

Place over photography



✗ DO NOT

Rotate



✗ DO NOT

Use alternate fonts



✗ DO NOT

Add holding device



✗ DO NOT

Add to the logo



CONTACTS

PRIMARY CONTACT

Madeira City Schools
7465 Loannes Drive
Cincinnati, OH 45243

P · 513.985.6070

F · 513.985.6072

DIANE NICHOLS
Director of Communications

P · 513.924.3707

E · dnichols@madeiracityschools.org

E - FILE DISTRIBUTION

Joe Kimling
Athletic Director

P · 513.587.0010

E · jkimling@madeiracityschools.org

BRANDING AGENCY

LPK
19 Garfield Pl,
Cincinnati, OH 45202

P · 513.241.6401

CHRIS ANDRUSS
Creative Director

P · 513.864.3284

E · chris.andruss@lpk.com

BETH ROBINSON
Senior Project Leader

P · 513.864.3226

E · beth.robinson@lpk.com