



McMillan Middle

Monarch Pride!

McMillan Middle: Logos and Identity Elements

Logo



Logo is the graphical representation of an organization. It is the first impression others have of our school. McMillan Middle's logo incorporates the school name and the image of a crest and the mascot, a Lion, arranged as you see here.

Logotype

The school name arranged as you see is a logotype, it is a brand name set in a special typeface in a particular way. The McMillan logotype can be used alone.

McMillan
Middle

Mascot

The school mascot, the Lion image alone is considered an icon, a representative symbol. The mascot can be used alone.



Athletics and Activities

This is an example of imagery for McMillan athletics and activities. It can be used alone or with the name of the activity.



Other Logos and Identity Elements

Here are other examples of acceptable logos, and identity elements for various uses at McMillan Middle.



McMillan Middle: Fonts & Color Guide

Logo Font:

**Articulate CF:
"McMillan Middle"**



**McMillan
Middle**

Display Font Usage:

Articulat CF

The font used to create the logo. A clean and diverse, clean font, with family of 20 variations (Bold, Demi, Heavy, etc.) to use. Recommend as a display font. Example: Posters, banners and school pride. This font is NOT recommended for general usage.

General Font Usage:

Ariel

A clean and diverse, clean font, with family of variations (Italics, Bold, Black, etc.) to use. Recommend as the primary branding font in most places. This font should be the all around font used for the school typeface for all publications.

McMillan Colors:

Blue:

Pantone 2757C
C: 100 M: 82 Y: 0 K: 30
R: 6 G: 52 B: 122
Hex: 06347a



Yellow:

Pantone 012C
C: 0 M: 16 Y: 89 K: 0
R: 255 G: 210 B: 51
Hex: ffd233



White:

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: ffffff



McMillan Middle: Branding DON'Ts

DON'T

Stretch or Scrunch.



DON'T

Change the fonts.



DON'T

Switch out colors.



DON'T

Make it so small that it is difficult to read.



1.5 inches wide

The minimum allowed length is 1.5 inches for both the horizontal and vertical logos. An example of the minimum width is shown here.

DON'T

Place on top of photos or complex backgrounds.



DON'T

Crowd the Logo.



DON'T

Tip, rotate or add extreme drop shadows.

