



Bluestem Middle

Brand Book

"Go! Mighty Meadowlarks!"



Bluestem Middle: Logos and Identity Elements

Logos

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



Logotype

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



Mascot

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



Athletics and Activities

The Circle B logo is one example of imagery for Bluestem athletics and activities. It can be used alone or with the name of the activity or school.



Other Logos and Identity Elements

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



Bluestem Middle: Fonts & Color Guide

Logo Font:

Myriad Pro Bold:
"Bluestem"



Myriad Pro Regular:
"Middle"

General Font Usage:

Myriad Pro Font Family

A clean and diverse font, with family of 40 variations (Bold, Condensed, 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.

Blue Stem Colors:

Navy Blue:

Pantone 2756C
C: 100 M: 96 Y: 27 K: 20
R: 39 G: 43 B: 103
Hex: 272b67



Hunter Green:

Pantone 555C
C: 83 M: 33 Y: 77 K: 21
R: 42 G: 113 B: 81
Hex: 2a7151



Silver (Metallic):

Pantone 877C
C: 49 M: 38 Y: 39 K: 3
R: 138 G: 141 B: 142
Hex: 8a8d8e



Meadowlark Body:

Pantone 2756C
(Hunter Green 40%)

Meadowlark Tail:

Pantone 555C (Navy 100%)

Pantone 2756C
(Hunter Green 60%)

Bluestem 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.

