



MENASHA
JOINT SCHOOL DISTRICT

BRAND GUIDELINES

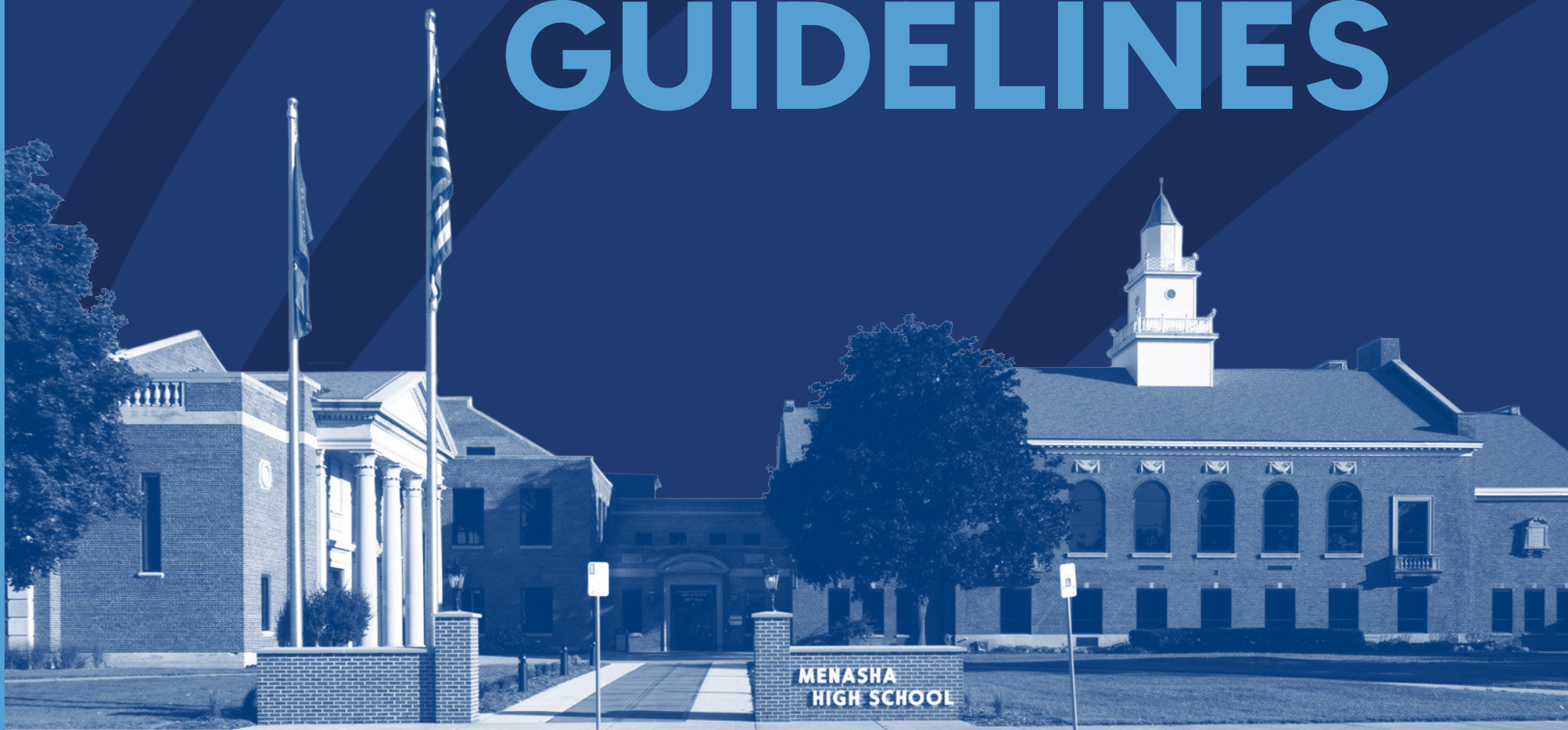


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04 Logo

LOGO

The MJSD logo embodies who we are and is the symbol that unites our campus and school district. This is why, as our mascot, the Bluejay remains the focal point of our brand's logo. With a recognizable and versatile logo that we can proudly display on digital and print media, we continue to uphold our commitment to reaching every student, every day.



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LOGO VARIATIONS

We are very proud of our Bluejay logo, and we require that you follow these guidelines to ensure it always looks its best. The Bluejay logo is versatile and available in horizontal, vertical, badge and mascot formats, allowing for optimal design flexibility.



LOGO USAGE

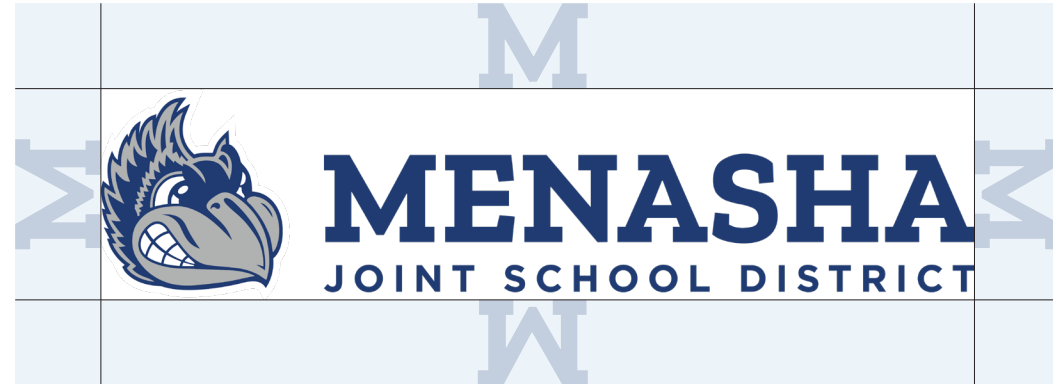
Our logo comes in several color options, but we do encourage our community to use the full-color option wherever possible as it is the most dimensional representation of our brand. The Bluejay logo is available in other color options that pass accessibility requirements when used with the correct color background. This allows for further flexibility of use.



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The minimum clear space is defined as the height of the M in Menasha. The minimum space should be maintained as the logo is proportionally resized.



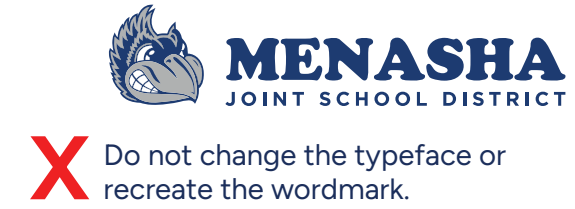
MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. The MJSD logo should never be smaller than 1.5" wide for the horizontal version, 1" wide for the vertical version or 1" wide for the badge version.



LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



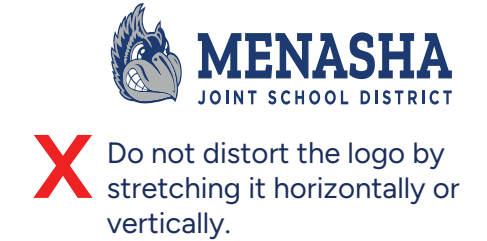
X Do not change the typeface or recreate the wordmark.



X Do not use non-brand colors.



X Do not rotate the logo.



X Do not distort the logo by stretching it horizontally or vertically.



X Do not add drop shadow or other text styles.



X Do not outline any part of the logo.



X Do not place the logo on a background with insufficient contrast.



X Do not place the logo over an image which compromises the legibility.

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Tagline

TAGLINE

Our tagline – *Reaching Every Student, Every Day* – embodies what we want every student to know when they walk through our doors. This is more than just a phrase; it is our approach to quality education.

Reaching Every Student, Every Day



Typography

TYPOGRAPHY

Typography refers to the fonts we use every day in communications of all kinds, from printed materials to video titles and signage. Our fonts are a delicate combination of a more traditional slab serif and a clean, easy-to-read sans serif. When used as directed, these Google Safe fonts add consistency that conveys the look and feel of our brand.

PRIMARY FONT FAMILIES

FIGTREE BOLD

Use for headlines in both print and web applications.

Figtree

Bold

ZILLA SLAB LIGHT ITALIC

Use for subheads in both print and web applications.

Zilla Slab

Light Italic

FIGTREE REGULAR

Use for body copy in both print and web applications.

Figtree

Regular

SECONDARY FONT FAMILIES

For digital applications when the primary typefaces are not available.

DM SANS BOLD

Use for headlines in both print and web applications.

DM Sans

Bold

SANCHEZ ITALIC

Use for subheads in both print and web applications.

Sanchez

Italic

DM SANS REGULAR

Use for body copy in both print and web applications.

DM Sans

Regular

14 Colors

COLORS

Color is an integral part of any brand's identity, which is why our blue and gray color scheme stays true to our Bluejay roots. Consistent use of our gray and blue color palette will reinforce the cohesiveness of our brand and add dimension to our printed and digital material.



NAVY

HEX #002B5E
RGB 0, 43, 94
CMYK 100, 89, 34, 29
PMS 282 C



BLUEJAY

HEX #003875
RGB 0, 56, 117
CMYK 100, 87, 28, 13
PMS 654 C



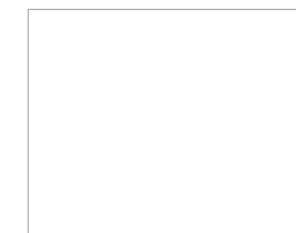
CAROLINA

HEX #56A0D3
RGB 86, 160, 211
CMYK 64, 25, 2, 0
PMS 284 C



STONE

HEX #B0B0B0
RGB 176, 176, 176
CMYK 32, 25, 26, 0
PMS 430 C



WHITE

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

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Accessibility

ACCESSIBILITY

Color combinations should be limited to those listed here to create an accessible digital and print presence and follow the Americans with Disabilities Act (ADA) guidance. Printed documents also should follow these standards. These combinations apply to all text, including presentations, infographics, charts, tables and text on top of images. The goal is to keep text accessible to individuals with visual impairments by meeting contrast minimums between the size and color of the text and the background.

The guidelines shown here are just a starting point to understanding accessibility. For more information on accessibility, consult [Yale University](#) and the [Web Accessibility Initiative](#).

TEXT COLOR, ALL POINT SIZES

CAROLINA	STONE	WHITE
STONE	WHITE	
NAVY	WHITE	
NAVY	BLUEJAY	
NAVY	BLUEJAY	

TEXT COLOR, IF ≥ 14PT BOLD

CAROLINA
BLUEJAY

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Patterns

PATTERNS

The Bluejay is an important part of our identity, which is why its distinctive lines have been cropped to be used as a recognizable pattern. These patterns are often used as backgrounds and color fills and can be combined with other visual elements to create striking new combinations. The playful features of the Bluejay add texture, movement and dimension to our brand elements, adding design flexibility and complementing photos, typography and colors.



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Moodboard

MOODBOARD

How can you use the many elements that make up our brand identity system? Get creative! To see the possibilities, review our collage of example images, text and elements from our branding compositions.

BUSINESS CARD TEMPLATE



SLIDE DECK TEMPLATE

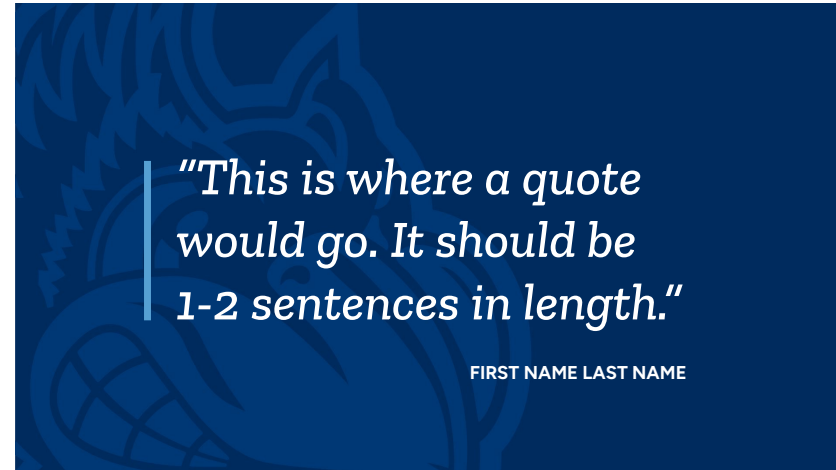


MENASHA
JOINT SCHOOL DISTRICT

A HEADLINE GOES HERE

A Short Subhead Goes Here

PRESENTERS
First Name Last Name - Job Title
First Name Last Name - Job Title



"This is where a quote would go. It should be 1-2 sentences in length."

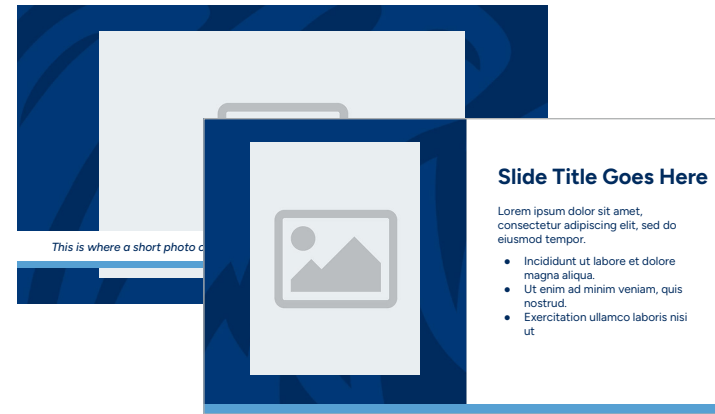
FIRST NAME LAST NAME



Slide Title Goes Here

XX%

Description of percentage statistic would go here



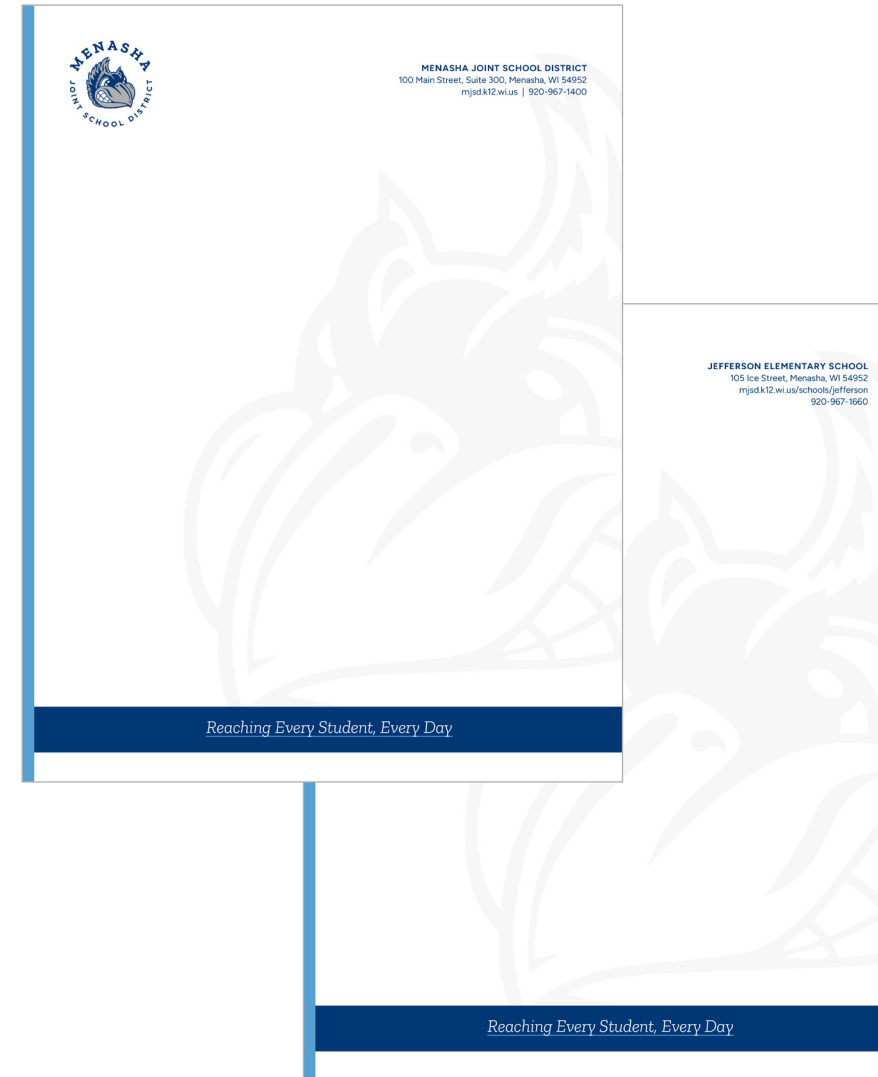
This is where a short photo caption would go

Slide Title Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

- Incidunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud.
- Exercitation ullamco laboris nisi ut

LETTERHEAD TEMPLATE



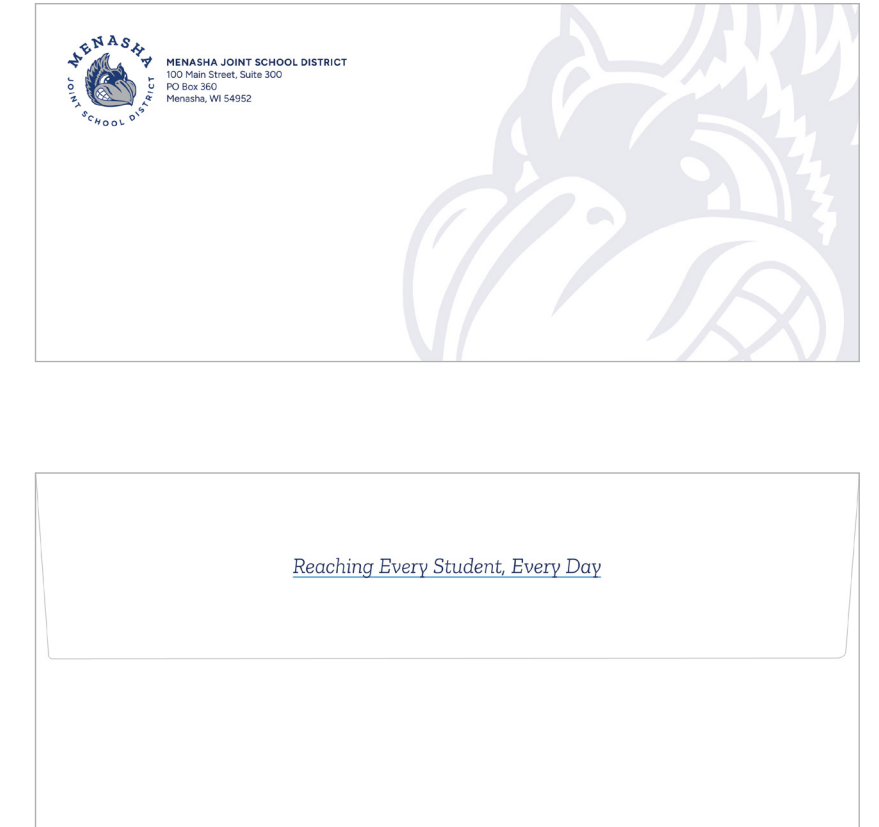
MENASHA
JOINT SCHOOL DISTRICT

MENASHA JOINT SCHOOL DISTRICT
100 Main Street, Suite 300, Menasha, WI 54952
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JEFFERSON ELEMENTARY SCHOOL
105 Ice Street, Menasha, WI 54952
mjsd@k12.wi.us/schools/jefferson
920-967-1660

Reaching Every Student, Every Day

ENVELOPE



MENASHA
JOINT SCHOOL DISTRICT

MENASHA JOINT SCHOOL DISTRICT
100 Main Street, Suite 300
PO Box 360
Menasha, WI 54952

Reaching Every Student, Every Day

THANK YOU

For more information on this brand guide, including questions, approval or additional access, please contact MJSD Director of Business Services Brian Adesso at adessob@mjsd.k12.wi.us or 920-967-1427. We are confident these guidelines will represent our brand with fresh boldness, consistency and clarity to everyone we encounter and make #MenashaPride an unforgettable experience.



MENASHA
JOINT SCHOOL DISTRICT



branding & design

CELPR.COM