

Massena Central School District Brand Guide

A guide to effectively using logos, colors, fonts and other brand assets for the Massena Central School District.



PRIMARY LOGO

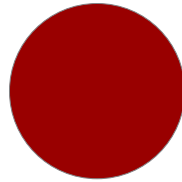
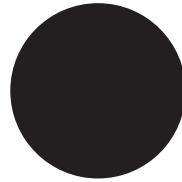
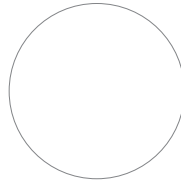
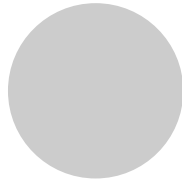
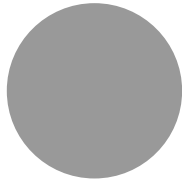
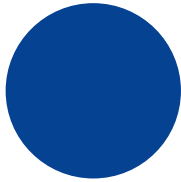
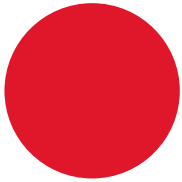


These variations can be used in place of the primary logo when a smaller, less detailed version is needed. This can be used in a single color, two color, three color (pictured left) or original color scheme.

LOGO VARIATIONS

LOGO USE GUIDELINES

The primary logo will be used for the majority of applications. The primary logo can be used on sports apparel, business cards, flyers, promotions, and event collateral. The primary logo variations are used in place of the primary logo when a less detailed version is needed. The primary logo variations can be used for embroidery or screen-printed shirts. The sub mark can be used when a smaller, less detailed logo is needed. The sub mark can be used in combination with the wordmark. For formal applications such as letterhead and official documents, the sub mark or the wordmark can be used. Modifications of the logo not included in this guide are not allowed. ****THE LOGO CAN BE SCALED BUT MUST REMAIN THE SAME PROPORTIONS. NO STRETCHING OR DISTORTING. NO MODIFICATIONS CAN BE MADE TO THE LOGOS. ****



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054292

999999

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ffffff

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RGB-224 22 43

RGB-5 66 146

RGB-153 153 153

RGB-204 204 204

RGB-255 255 255

RGB-0 0 0

RGB-153 0 0

CMYK-6 100 94 1

CMYK- 100 83 11 1

CMYK-43 35 35 1

CMYK-19 15 16 0

CMYK-0 0 0 0

CMYK-0 0 0 100

CMYK-24 100 100 25

Pantone - 186 C

Pantone- 287C

Pantone- 7545 C

Pantone- Cool Grey 4 C

Pantone- Black 6 C

Pantone - 187 C

COLOR PALETTE



MASSENA
Central School District



SUB MARKS & WORDMARK

FONT SELECTIONS

CORMORANT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

Cormorant Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz

BRAND IDENTITY

MISSION

Educate, inspire and empower all students to fulfill their potential as learners and citizens.

VISION

We aspire to be a leading educational community that values diversity and prepares students to meet today's goals and tomorrow's opportunities.

CORE BELIEFS

- 1. Students are the first priority.*
- 2. All students can learn and deserve a quality education that includes a variety of pathways.*
- 3. We strive for excellence, have high expectations of our educational community and value progress as much as perfection.*
- 4. We act with character and integrity at all times.*
- 5. Everyone is entitled to a safe, healthy and nurturing learning environment.*
- 6. Parents and guardians play a pivotal role in students' success.*
- 7. The school is the heartbeat of our community and everyone benefits when we work together.*
- 8. All members of our diverse community are treated equally with respect and dignity.*
- 9. Fiscal responsibility is a key factor in making decisions.*

BRAND CONSISTENCY

Why is it important ?

You don't want to have to meet someone for the first time more than once. Neither does your school community and public. Having an inconsistent brand creates a disconnect between the various types of content you share with your community. This makes it feel like the public is meeting a new brand every single time they get content from the district. Branding is not just a logo and slogan. It is the feeling and voice behind your brand telling the school community what to expect from your district. Consistency of voice is essential to emulate dependability of your organization. Brand consistency allows districts to take control of perception and engagement throughout the individual's experience with the district. It also allows the district to evolve and change without losing trust and credibility. Consistency makes your brand feel more dependable and recognizable. Consistency brings trust, while inconsistent and ineffective design can have the opposite effect. Without consistency the public may just scroll by content they would have otherwise paid attention to if they had known it was from your brand. Your branding should feel repetitive, and it might even feel boring. That is how you know you are doing it right.

DEMOGRAPHICS

The district has an enrollment of 2,793 students in grades K-12.

Population: 15,000 residents

Graduation Rates: 80% of graduates go to higher education; approximately 200 students graduate each year

Parent Involvement: Parents are encouraged to be active in their child's education by joining the Parent-Teacher Association at the junior high and high school or the Parent Groups at the elementary schools.

CUSTOM VARIATIONS

Teams may request a modified version of the wordmark or logo to denote their team or club. The modified wordmark can be used in conjunction with the primary logo, or on its own. Teams or clubs may also request a custom version of the logo which includes a symbol in the shield portion of the logo. The modified version of the primary logo can be used in a single color, two color, three color, or original color scheme variation (see above). The symbol used in the custom variation of the shield **MUST** be pre-approved and must follow the color palette of the logo.

MASSENA VARSITY HOCKEY



VARSITY FOOTBALL



VARSITY SOCCER



CUSTOM VARIATION EXAMPLES

CONTACT

Request for brand assets can be made on the district website under About Us > Request for Brand Guide or Logo. Please submit this form to request the logo or other brand assets. Questions regarding this guide, or the items outlined within should be directed to Rebekah Grim. Questions regarding athletics jerseys or team apparel can be directed to Gavin Regan.

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